

IATA WORLD CARGO SYMPOSIUM

Dubai, UAE
15 – 17 April 2025

AGENDA STREAM 1 DIGITALIZATION

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Digitalization Stream

Wednesday, 16 April

09:00 - 09:05

Opening Remarks**Andrew Wilcock, CRO, Accelya**

09:05 - 09:15

Air Cargo is Evolving. Will You Lead or Be Left Behind?

AI, automation, and digitalization are redefining how cargo airlines optimize capacity, drive revenue, and scale for the future. Don't stay behind—be part of the transformation.

Andrew Wilcock, CRO, Accelya**Markus Ek, President & CEO, SAS Cargo****Matthew Scott, VP - Pricing, Airline Partnerships, and Distribution, Emirates**

09:15 - 09:30

Keynote 2: Industry executive on implementation of digital solutions and impacts**Guillaume Crozier, Chief Cargo Officer, dnata**

09:30 - 09:50

Digitalization Leadership Charter Fireside chat

An informal yet informative discussion with key players in the industry, sharing their experiences and outlook of the Digitalization Leadership Charter.

Janet Wallace, Managing Director Cargo Ops & Transformation, Air Canada**Dr. Jan-Wilhelm Breithaupt, CEO, Jettainer****Charles Marrale, CEO, Exfreight**

09:50 - 10:30

Panel Discussion: The Realities of Airline Digitalization

A candid discussion with airline executives on the practical challenges, successes, and trade-offs of staying ahead—or simply keeping up—with digital transformation in aviation.

Moderator**Elena Sanguino, Senior Project Manager, Revenue technology Services**Panelists**Gabriela Hiitola, SVP Cargo, Finnair****Mark Drusch, Chief Cargo Officer, Qatar Airways****Jannie Davel, CEO, MSC Air Cargo**

10:30 - 11:30

Networking Break - WCS Exhibition Hall

11:30 - 12:30

Spotlight 1: ONE Record and its impact on Cargo Operations

The use cases demonstrate how IATA's ONE Record API data standards have replaced the traditional messaging, establishing a new data exchange method. The next steps involve incorporating diverse data types per the IATA ONE Record data model to receive more comprehensive data sooner, enhancing operational decisions and benefits for all partners.

ONE Record Implementation Success - Industry partners share path to 2026**Nemil Sheriff, Senior Product Manager, Cargo Portals & APIs, CHAMP****Andress Lam, Head of Cargo Digital, Cathay Cargo****Pedro Garcia, EMEA CIO, SATS****One Record Journey: Towards Production Readiness & Beyond****Ajith Pancily, Lead Manager & Head, Special Initiatives, Cargo & Logistics Solutions, IBS Software****Nazim Ros, Manager Cargo Industry Affairs, Singapore Airlines****Thang Jiew Tee, Chief Innovation Officer, CCN**

#IATAWCS

12:30 - 14:00 **Networking Lunch - WCS Exhibition Hall**

14:00 – 15:00 **Spotlight 2: Data & Innovation**

An insightful session delving into the transformative power of data and innovation. Whether you're a data enthusiast, a tech innovator, or simply curious about the future of data, these sessions promise to offer valuable perspectives and actionable takeaways.

Leveraging digitalization for new e-commerce opportunities

Edward Burek, VP of Marketing and Partnerships, SmartKargo

ONE Record - Data transparency beyond Shipments

Stefanie Pauly, Chief Information & Technology Officer, Jettainer

How data is changing an Air Cargo Handling Terminal

Philippe de Backer, CEO, Lödige Industries

15:00 – 16:00 **Networking Break - WCS Exhibition Hall**

16:00 – 16:20 **ONE Record Community Hackathons**

Practical demonstration of ONE Record use cases, showcasing real-world applications and benefits

Matthias Hurst, Director, Global Airfreight Initiatives, Agility

Oliver Ditz, Project Manager Digital Air Cargo, Fraunhofer IML

16:20 – 16:40 **Global Digital Cargo Open-Source Community**

The importance of a global digital cargo community and how it enhances industry collaboration and efficiency.

Andreas Nettsträter, CEO, Open Logistics Foundation

Carina Tüllmann, CCO, Open Logistics Foundation

16:40 – 16:55 **AI-Driven Innovations in Air Cargo: Enhancing Efficiency and Accuracy**

How AI-driven innovations are transforming air cargo operations, improving efficiency and accuracy

Zvi Schreiber, CEO, Freightos

16:55 – 17:00 **Closing Remarks**

Muthu Muthukkumar, Director - Product Management, Accelya