

# IATA WORLD CARGO SYMPOSIUM

Hong Kong (SAR), China  
12-14 March 2024

## CLOSING PLENARY AGENDA

Host Airline



Host Airport



- 11:30 - 11:35**      **Closing Plenary Remarks**  
**Brendan Sullivan, Global Head of Cargo, IATA**
- 11:35 – 11:50**      **Key Outcomes – WCS 2024**  
This session will provide the highlights from the week and the commitments going forward.  
  
**Andres Bianchi, CEO, LATAM Cargo & Chair of IATA Cargo Advisory Council**  
**Brendan Sullivan, Global Head of Cargo, IATA**
- 11:50 – 12:20**      **FACE UP! Air Cargo Competition: Finalist Presentations**  
**Moderator: Brendan Sullivan, Global Head of Cargo, IATA**  
  
Aimed at attracting and identifying future leaders in the air cargo industry, the FACEUP! competition aimed at attracting recent graduates in air transport logistics and provide them with the opportunity to present their thesis in front of a supply chain focused audience at WCS.  
The three finalists were selected by an independent panel of jurors.  
We will hear from the short-listed finalists;
- Erik Goldenstein, Fraunhofer – ‘NE:ONE Play’
  - Arjan Bhogal, Buckinghamshire New University – ‘Reducing the air cargo industry’s single-use plastics problem’
  - Niclas Scheiber, Frankfurt University of Applied Sciences – ‘Unleashing the semantic potential of ONE Record’
- and then....YOU DECIDE!!  
The winning entry, although all entries are winners, will be chosen by the audience.
- 12:20 – 12:40**      **AI in Air Cargo**  
Discover how the air cargo industry is utilizing artificial intelligence and machine learning through recent use cases.  
  
**Jeff Pan, Founder, Aviation Start Up**  
**Vitaly Smilianets, Founder and CEO, Awery Aviation Software**
- 12:40 – 12:50**      **FACE UP! 2024: The WINNER is...**
- 12:50 – 13:00**      **Plenary Closing Remarks & Where to next.....**
- 13:00 - 14:00**      **Networking Lunch - WCS Exhibition Hall**