IATA WORLD CARGO SYMPOSIUM

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

E-COMMERCE FORUM AGENDA
09:00 – 09:15  
**eCommerce facts and figures**
What is the status of the eCommerce industry and its evolution
Andre Majeres, Head of eCommerce and Cargo Operations, IATA

09:15 – 09:25  
**What do e-Tailers need from Cargo Carriers**
80% of cross-border eCommerce is shipped by air as speed is the number one requirement for eCommerce shipment transportation. Is that it? What other benefits does an e-Tailer want from its logistics providers?
Thomas Yu, Senior Director Global Hub Operations, Cainiao

09:25 – 09:35  
**What do Cargo Carriers need from e-Tailers**
Airlines want to know that a shipment originating from an eCommerce transaction is passing through their network. What does an airline need in order to have this visibility, and what would it then trigger for the supply chain?
James Wyatt, General Manager, aeroconcept

09:35 – 09:45  
**How can supply chain partners provide transparency**
Unless an Airline is directly dealing with an e-Tailer, it won't know if shipments must be handled as eCommerce or general cargo and mail. However, doesn't the one in the "middle" know? Is there a benefit in sharing this information?
Fanny Chan, Head of Cargo Global Operations, Cathay Cargo

09:45 – 10:55  
**Panel: Planning, efficiency and integration – key to success**
- Speed requirements. Do we need to offer more?
- Visibility for safety, risk assessment and mitigation.
- Is the solution only a fully integrated offer?
- What is the role of digitalization in generating added value?
- Sustainability: Plastics, packages and returns. How to cope with this?

*Moderator:*
Craig Strickland, Chief Sales Officer, BoxC

*Panelists:*
Thomas Yu, Senior Director Global Hub Operations, Cainiao
James Wyatt, General Manager, aeroconcept
Fanny Chan, Head of Cargo Global Operations, Cathay Cargo

10:55 – 11:00  
**Wrap Up**
Andre Majeres, Head of eCommerce and Cargo Operations, IATA

11:00 – 11:30  
**Networking Break - WCS Exhibition Hall**

11:30 – 13:00  
**WCS Closing Plenary**