OPENING PLENARY
AGENDA
Opening Plenary
Tuesday, 12 March

09:00 - 09:10 Official WCS 2024 Opening

09:10 - 09:30 Welcome to Hong Kong Executive keynotes
Paul Chan, Financial Secretary, The Government of the Hong Kong Special Administrative Region, China
Jack So, Chairman, Airport Authority Hong Kong
Ronald Lam, Chief Executive Officer, Cathay

09:30 - 09:40 Cargo: Year in Review
Brendan Sullivan, Global Head of Cargo, IATA

09:40 - 10:00 Sustainability & Economic Outlook
Marie Owens Thomsen, SVP Sustainability and Chief Economist

10:00 – 10:30 Executive Roundtable
Sustainability, digitalization, safety & security are the industry priorities, but what are the projects and programs executives are focused on in this climate.
Moderator: Nick Careen, SVP OSS, IATA
Michael Steen, CEO, Atlas Air Worldwide
Vivien Lau, CEO, Jardine Aviation Services
Kirsten de Bruijn, Executive Vice President Cargo, WestJet Cargo
Willie Walsh, Director General, IATA

10:30 - 11:30 Networking Break - WCS Exhibition Hall
IATA Media Briefing – AWE Room 205

11:30 – 11:35 Legal Briefing
Carlos Tornero, Director Legal Services, IATA

11:35 – 11:50 Air Cargo Market Dynamics
Marco Bloemen, Managing Director, Accenture

11:50 – 12:30 Air Cargo Market Factors
Air cargo has had a challenging 2023 and it appears that the market is constantly shifting. What are these elements that influence decision making in cargo transportation and air cargo.
Moderator: Marie Owens Thomsen, SVP & Chief Economist, IATA
Alina Fetisova, Trade Facilitation Programme Officer, International Trade Centre
Niall van de Wouw, Chief Airfreight Officer, Xeneta
Cissy Chan, Executive Director Commercial, HKIA
Tom Owen, Director Cargo, Cathay Cargo

12:30 - 14:00 Networking Lunch - WCS Exhibition Hall
14:00 – 15:00  **E-Commerce in Air Cargo**
E-commerce is driving demand in air freight and also driving change. Looking at the medium and long-term, how does air cargo continue to meet the demands of the e-commerce shippers?
**Moderator:** Ludwig Hausmann, Senior Partner, McKinsey
**Thomas Yu,** Senior Director Global Hub Operations, Cainao
**Juliet Tang,** Executive VP, Aviation Logistics Development Company, SAA
**David Canavan,** Group COO, Challenge Group

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

16:00 - 16:45  **Digital transformation in practice**
Implementing solutions is never an easy task, especially when doing so across a complex supply chain. What are some best practices of real-life transformation happening across the industry.
**Exploring essential steps to boost digital transformation across the industry.**
**Moderator:** Kim Macaulay, Chief Information & Data Officer, IATA
**Marie France Laurin,** Autonomous Vehicle Expert
**Irene Lau,** Assistant General Manager, Aviation Logistics, HKIA
**Ingrid Lee,** Head of Cargo Digital, Cathay Cargo

16:45 – 17:15  **People in Air Cargo**
All the changes in air cargo and the aviation industry as a whole required organizations to find and retain staff.
**Moderator:** Laura Pullins, President, CNS
**Wilson Kwong,** CEO, HACTL
**AlAnood AlSuwaidi,** SVP Cargo MEAA, Menzies Aviation
**Janina Meininger,** Business Development Manager, CHI Deutschland Cargo Handling GmbH

17:15 – 17:25  **Face Up Competition Finalists**
A first introduction to the Face UP competition finalists that you will hear from in the closing plenary.
- Niclas Scheiber, Frankfurt University of Applied Sciences
- Erik Goldenstein, Fraunhofer
- Arjan Bhogal, Buckinghamshire New University

17:25 – 17:30  **Closing Remarks**