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| 09:00 – 09:15| **Keynote Speech**  
eCommerce Facts and Figures (Economics, Consumers...)  
Andre Majeres, IATA, Head of eCommerce, Cargo & Mail Operations |
| 09:15 – 09:30| **Let’s hear from the delegates!**                                                                                                                                 |
| 09:30 – 10:30| **Would you like to know if you transport eCommerce?**  
With an undeniable and well-established eCommerce market and continuous growth, for at least a decade now, we have seen the emergence of new logistics organizations capitalizing on this business trend and big investments in eCommerce logistics.  
Many partnerships have been announced in the medias and those direct “e-Tailers to Airlines” connections have proven to be successful in terms of volume allocation. However, most eCommerce physical flows end up in the main Cargo & Mail streams.  
**So, do you want to know if eCommerce is in your shipment?**  
**How would you identify eCommerce in air cargo?**  
**And what benefits can you generate from knowing?**  
**Moderator:**  
- Tobias Woelfel, McKinsey, Expert Consultant Transport & Logistics  
**Panelists:**  
- Joanna Li, Hactl, Executive Director Commercial & Business Development  
- Thomas Yu, Cainiao/Alibaba, Senior Director Global Hub Operations and Product Development |
| 10:30 – 10:40| **Let’s hear from the delegates!**                                                                                                                                 |
| 10:40 – 11:00| **eCommerce - Code of Conduct**  
Engaging with key e-Commerce stakeholders, aiming at creating a strong relationship and understanding. The objective is to develop a framework of standards and to encourage the adoption of IATA initiatives, especially on safety, security and sustainability through a mutually agreed global Code of Conduct.  
Andre Majeres, IATA, Head of eCommerce, Cargo & Mail Operations |
| 11:00 – 11:30| **Networking Break - WCS Exhibition Hall**                                                                                                                                 |
| 11:30 – 13:00| **WCS Closing Plenary**                                                                                                                                 |

**IATA WORLD CARGO SYMPOSium**

**E-Commerce Think Tank**

**Thursday, 27 April**