



**WORLD CARGO  
SYMPOSIUM**

# Cargo Transformation Track

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Wednesday 13<sup>th</sup> March 2019  
14:00 – 17:30



## Cargo Transformation Track Summary:

Transformation touches every aspect of cargo from new business models, innovative technologies impacting operations, future cargo aircraft , etc. This year, the focus of this track is on the transformation and modernization of cargo distribution and financial systems: instant quotes, online booking, modern payment solutions, immediate rating...

14:00 – 14:05	<b>Chairperson opening remarks</b>
14:05 – 14:20	<p><b>Welcome address – The case for change</b>            Modernizing cargo distribution is one of the six goals of IATA Cargo Transformation program and is demanded by shippers, freight forwarders and airlines.            Marcel de Nooijer - EVP Air France KLM Cargo &amp; Managing Director Martinair</p>
14:20 – 14:35	<p><b>The digital cargo distribution landscape</b>            Traditional players going online, new digital freight forwarders, emerging online cargo marketplaces, innovative solutions providers: the digital cargo distribution landscape is evolving rapidly.             Samuel Demont – Consultant, Argon Consult (invited)</p>
14:35 – 15:15	<p><b>From rates to booking: can we still rely on the phone as the primary means of business interaction?</b>            In spite of all the progress of automated systems, airlines and forwarders mostly share their rates via manually maintained spreadsheets, personal calls and visits; a it takes an average 3 days for a shipper to get a quote...This panel will discuss the limits of the current process, the alternatives and vision to modernize cargo distribution, as well as the potential concerns and blockers. The audience will also be asked to answer online polls to fuel the debate.</p>
15:15 – 15:30	<p><b>What about payment modernization?</b>            Could new payment strategies and solutions drive new opportunities for shippers, forwarders and airlines?            PayCargo</p>
15:30 - 16:15	<b>Networking Break</b>



<b>16:15 – 16:35</b>	<b>The legacy, the digital and the virtual: the evolving freight forwarding market</b> From the back office to the front, the freight forwarder has expanded his role to become much more than simply 'the middle-person'. The third annual Evolving Freight Forwarding survey from Logistics Trends & Insights LLC shows not only the changes forwarders have undertaken to address the fast-paced environment but also the continued relevance of this group despite questions of viability in the midst of a technology revolution. Cathy Morrow Roberson – Founder and Head Analyst, Logistics Trends & Insights LLC
<b>16:35 – 17:20</b>	<b>Modernizing air cargo distribution: what are the next steps in standardization?</b> One of IATA's missions is to work with the industry to deliver the relevant industry global standards and guidance. What does the industry need to modernize cargo distribution? Are APIs the way forward?
<b>17:20 – 17:30</b>	<b>Chairperson closing remarks</b>

