OBJECTIVES
This course provides an understanding of the current competitive landscape of the air cargo industry. Participants will gain valuable insights into the industry’s best practices and develop skills to strategically manage air cargo related challenges. The course will also include a study of business models from other industries adapted for air cargo management.

OUTLINE
- Overview of the Air Cargo Industry
  - Understand the fundamental changes taking place in the industry
  - Appreciate the changing needs of shippers
  - Leverage information technology in key areas of the industry
- Air Cargo Competitive Landscape
  - Industry trends in the last five years
  - Performance of leading air cargo operators
  - Identify the gaps and opportunities in air cargo management
- Case Study: Passenger to Freighter (PTF) Conversions
  - The economics of PTF
  - History of PTF over the last five years
  - Belly-hold cargo versus PTF cargo
- Gaps Analysis for Air Cargo
  - Overview of current air cargo operations and business models
  - Applying gap analysis for profit opportunities and better efficiencies
  - Strategies and business models from other industries: Lessons for air cargo
  - Logistics as a competitive advantage in supermarket retailing
  - Logistics as a key to profitability: Amazon.com
- E-Cargo: What, Why and How?
  - Short history of automation in air cargo
  - Expectations of the end customer: What do shippers want?
  - Benefits of automation and e-Business for the end-to-end air cargo supply chain
  - Components of a comprehensive e-Cargo approach for a modern cargo airline and a freight forwarder
  - Overview of key industry initiatives: e-Freight, Cargo2000 and e-Booking
- Digitisation of the Air Cargo Industry – Core Transport Processes via the e-Freight Initiative
  - Benefits of e-freight for shipper, airline and forwarder
  - Understanding the Regulatory Components
  - The role of International Treaties (Montreal Convention 99/Montreal Protocol 4)
  - World Customs Organization (WCO) Safe Framework of Standards
  - Revised Kyoto Convention
  - ICAO regulations
  - The impact of the new cargo security environment
- Understanding the Global Industry Approach to Driving e-Freight
  - Global Air Cargo Advisory Group (GACAG) e-Freight roadmap
  - WCO dematerialisation initiative
  - The industry framework for digitising industry documents
  - The IATA project approach
- Understanding the Technology of E-Cargo – Today and Tomorrow
  - Electronic Data Interchange (EDI) standards: Cargo Interchange Message Procedures (IMP) versus Extended Mark-up Language (XML)
  - Cargo Community Systems: Dinosaurs or pillars for the future?
  - The Cargo Cloud: A new paradigm for tomorrow
  - E-Pouch solutions and electronic document management platforms: Key tool in redesigning internal paperless process flows
  - Technology for the warehouse: How to match data with the physical flows for optimum efficiency
- Regulated Air Cargo Agent Regime (RCAR)
  - Principles of RCAR
  - Security Programme
  - Security Screening at Airfreight Terminals
  - Audits
  - Legislation
  - Penalty
INSTRUCTORS

Mr Guillaume Drucy is Head, Cargo e-Business of IATA. He joined IATA in November 2005 to help the New Head of Cargo structure a new Industry Agenda. Prior to that, Mr Drucy was Head of IATA Cargo Business Development and Performance, where he led global coordination, planning and new business development activities for IATA Cargo. Prior to working with IATA, he was Vice President Business Development, Europe and Americas, at Global Freight Exchange (GF-X), the air freight electronic booking platform (now part of the Descartes group).

Mr Lucky Cheong is Managing Partner of CL Aviation Services, providing aviation consultancy to LCCs, new start-up airlines and Maintenance, Repair and Overhaul (MRO) organisations. He has personally been involved in several start-ups around the region. Mr Cheong has more than 30 years of experience in aviation and has been advisor to CEOs and Board of Directors of airlines and MROs. He is also an adjunct lecturer on competitive strategies and strategic planning for MBA programmes.

Other industry experts and practising professionals will be invited as speakers.

WHO SHOULD ATTEND

Middle to senior executives from airport authorities, and airlines, as well as personnel from commercial air cargo management and operations, freight forwarders, cargo agents and other service providers. The course would also be beneficial to personnel supporting the implementation of the air cargo business in their organisations and those interested in the air cargo business.

DURATION

5 days

COURSE FEE

US$3,000 includes course materials and refreshments and can also be paid in USD. Participants from Singapore are required to add GST to the course fee.

IATA members and SAA Alumni enjoy a discount of 15% and 10% respectively.

TRAINING VENUE

Singapore Aviation Academy
1 Aviation Drive, Singapore 499867