

**World Cargo Symposium 2010: Bounce Back – Rebuild for the Future**  
**Opening Plenary**  
**March 08 – March 11, 2010**  
**Vancouver, Canada**

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- 0830 – 0835      **CHAIRMAN OPENING REMARKS**
- Mr. Aleks Popovich – SVP, Industry Distribution and Financial Services and Interim Global Head of Cargo, IATA**
- 0835 – 0910      **KEYNOTE: THE LEADERSHIP CHALLENGE**
- Mr. Calin Rovinescu, President and CEO Air Canada**
- What is the leadership challenge to Bounce Back and Rebuild the Future?  
                         What leadership lessons can we learn and apply from past crises?
- 0910 – 0940      **KEYNOTE: INDUSTRY ACTION TO REBUILD FOR THE FUTURE**
- Mr. Giovanni Bisignani – Director General and CEO, IATA**
- What action is IATA taking to enable air transport to bounce back and rebuild its future? How did IATA perform against its 2009 industry commitments?
- 0940 – 1000      **KEYNOTE: WINNING THE RACE**
- TBA: Former Olympic Athlete**
- So, what does it really take to win the race?
- 1000 – 1030      *Networking break*
- 1030 – 1100      **KEYNOTE: ECONOMIC OVERVIEW FOR THE AIR CARGO INDUSTRY**
- Mr. Brian Pearce – Chief Economist, IATA**
- What is the evidence that the air cargo supply chain is bouncing back? What are the main economic scenarios for the future and how can the air cargo supply chain be best prepared to achieve sustained profitability?
- 1100 – 1230      **PANEL: BOUNCE BACK - REBUILD FOR THE FUTURE**
- Moderator: Mr. Aaron Heslehurst – BBC World**
- Mr. Brian Pearce - Chief Economist, IATA  
                         Mr. David Hoppin – Managing Partner, Merge Global  
                         Mr. Ram Menen - Divisional Senior Vice President Cargo, Emirates  
                         Mr. Rupert Hogg - Director and GM Cargo, Cathay Pacific Airways Ltd
- Bounce back? What will be reality: Back to normal or uncharted territory?  
                         What are the key economics drivers, including consumer perception? What are they telling us about the extent of Bounce Back?  
                         How will the bar be set for the air cargo supply chain in terms of efficiency, quality, safety, security, and the environment?  
                         Global versus Regional Cargo Supply Chains – who will win and why?  
                         So, what must the air cargo supply chain do to get in shape for the future?
- 1230 – 1235      **CHAIRMAN CLOSING REMARKS**
- Mr. Aleks Popovich – SVP, Industry Distribution and Financial Services and Interim Global Head of Cargo, IATA**
- 1235 – 1400      *Networking lunch*