

World Cargo Symposium 2010: Bounce Back – Rebuild the Future
IATA e-freight – “Pumping Up the Volume”
March 08 – March 11, 2010
Vancouver, Canada

March 9, 2010

- 1400 – 1405 **CHAIRMAN OPENING REMARKS**
- 1405 – 1420 **WELCOME ADDRESS: DEMONSTRATION ON E-FREIGHT (VIDEO OR INTERACTIVE ON LINE DEMO)**
- Mr. Steve Smith – Director of Cargo Supply Chain Management, IATA**
- 1420 – 1445 **KEYNOTE: WHAT ARE THE INHIBITORS TO VOLUME AND WHAT ARE WE DOING ABOUT THEM**
- Mr. Guillaume Drucy – Head of Cargo Business Development and Performance, IATA**
- 1445 – 1530 **PANEL: CASE STUDY ON E-FREIGHT IMPLEMENTATION AND BENEFITS, INCLUDING AIRLINE, FORWARDER AND SHIPPER, E.G., EK, INDITEX**
- Mr. Niranjan Navaratnarajah – Manager Cargo Systems & Revenue Planning, Emirates
 Mr. Abel Lopez – Head of Logistics, Inditex
- 1530 – 1630 *Networking break*
- 1630 – 1730 **PANEL: THE CUSTOMS PERSPECTIVE ON E-FREIGHT IMPLEMENTATION, DUBAI AND KOREA CUSTOMS, WCO**
- Mrs. Sarah Wagner - Managing Director, Cargo e-Business Strategy, American Airlines Cargo
 Mr. Stan Wright – Program Director, Dubai Customs (INVITED)
 Mr. Cheon-Heon Park – Deputy Commissioner, Korean Customs (INVITED)
 Mr. Lorne Lawson – Director General - Border and Compliance Programs Directorate (INVITED)
- How does the vision of e-customs and e-freight align?
 How does it fit with en e-document standards?
 What benefits does it bring to the market place?
- 1730 – 1750 **INTERACTIVE Q&A VIA BLACKBERRY QUESTIONS**
- 1750 – 1800 **CHAIRMAN CLOSING REMARKS**

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0830 – 0835

INTRODUCTION TO WORKSHOP

Mr. Guillaume Drucy – Head of Cargo Business Development and Performance, IATA

0835 – 0900

KEYNOTE: E-AWB AND ITS IMPLEMENTATION

Mr. Frederic Leger – Head of Cargo Business and Process, IATA

0900 – 0930

KEYNOTE: HOW DOES THE GHA/AIRLINE/FORWARDER INTERFACE WORK IN AN E-FREIGHT ENVIRONMENT

Mr. Frederic Leger – Head of Cargo Process and Standards, IATA

0930 – 1030

KEYNOTE: HOW DOES A COUNTRY AND INDUSTRY STAKEHOLDERS ACHIEVE E-FREIGHT CAPABILITY

IATA e-freight Team

1030 – 1130

Networking break

1130 – 1230

IATA E-FREIGHT EXPERTS AND VENDORS AVAILABLE; KEY TOPICS FOR POTENTIAL DISCUSSION AT SEPARATE ROUNDTABLE DISCUSSIONS:

IATA e-freight Team

How do I implement the e-AWB?

How do I acquire e-freight technology?

Which of my partners operate in an e-freight environment?

What are the business benefits?