

# IATA WORLD CARGO SYMPOSIUM

Hong Kong (SAR), China  
12-14 March 2024

## OPENING PLENARY AGENDA

Host Airline



Host Airport



- 09:00 - 09:10**      **Official WCS 2024 Opening**
- 09:10 - 09:30**      **Welcome to Hong Kong Executive keynotes**  
Paul Chan, Financial Secretary, The Government of the Hong Kong Special Administrative Region, China  
Jack So, Chairman, Airport Authority Hong Kong  
Ronald Lam, Chief Executive Officer, Cathay
- 09:30 - 09:40**      **Cargo: Year in Review**  
Brendan Sullivan, Global Head of Cargo, IATA
- 09:40 - 10:00**      **Sustainability & Economic Outlook**  
Marie Owens Thomsen, SVP Sustainability and Chief Economist, IATA
- 10:00 - 10:30**      **Executive Roundtable**  
Sustainability, digitalization, safety & security are the industry priorities, but what are the projects and programs executives are focused on in this climate.  
**Moderator: Nick Careen, SVP OSS, IATA**  
**Michael Steen, CEO, Atlas Air Worldwide**  
**Vivien Lau, CEO, Jardine Aviation Services**  
**Kirsten de Bruijn, Executive Vice President Cargo, WestJet Cargo**  
**Willie Walsh, Director General, IATA**
- 10:30 - 11:30**      **Networking Break - WCS Exhibition Hall**  
**IATA Media Briefing – AWE Room 205**
- 11:30 - 11:35**      **Legal Briefing**  
Carlos Tornero, Director Legal Services, IATA
- 11:35 - 12:20**      **Air Cargo Market Factors**  
Air cargo has had a challenging 2023 and it appears that the market is constantly shifting. What are these elements that influence decision making in cargo transportation and air cargo.  
**Moderator: Marie Owens Thomsen, SVP & Chief Economist, IATA**  
**Alina Fetisova, Trade Facilitation Programme Officer, International Trade Centre**  
**Niall van de Wouw, Chief Airfreight Officer, Xeneta**  
**Cissy Chan, Executive Director Commercial, HKIA**  
**Tom Owen, Director Cargo, Cathay Cargo**
- 12:20 - 12:30**      **Air Cargo Market Dynamics 2024 and the E-Commerce Opportunity**  
Ludwig Hausmann, Senior Partner, McKinsey
- 12:30 - 14:00**      **Networking Lunch - WCS Exhibition Hall**

**14:00 – 15:00**

## **E-Commerce in Air Cargo**

E-commerce is driving demand in air freight and also driving change. Looking at the medium and long-term, how does air cargo continue to meet the demands of the e-commerce shippers?

**Moderator: Ludwig Hausmann, Senior Partner, McKinsey**

**Thomas Yu, Senior Director Global Hub Operations, Cainao**

**Juliet Tang, Executive VP, Aviation Logistics Development Company, SAA**

**David Canavan, Group COO, Challenge Group**

**15:00 - 16:00**

## **Networking Break - WCS Exhibition Hall**

**16:00 - 16:45**

## **Digital transformation in practice**

Implementing solutions is never an easy task, especially when doing so across a complex supply chain. What are some best practices of real-life transformation happening across the industry.

Exploring essential steps to boost digital transformation across the industry.

**Moderator: Kim Macaulay, Chief Information & Data Officer, IATA**

**Irene Lau, Assistant General Manager, Aviation Logistics, HKIA**

**Ingrid Lee, Head of Cargo Digital, Cathay Cargo**

**Andres Bianchi, Chief Executive Officer, LATAM Cargo**

**16:45 – 17:15**

## **People in Air Cargo**

All the changes in air cargo and the aviation industry as a whole required organizations to find and retain staff.

**Moderator: Laura Pullins, President, CNS**

**Wilson Kwong, CEO, HACTL**

**AlAnood AISuwaidi, SVP Cargo MEAA, Menzies Aviation**

**Janina Meininger, Business Development Manager, CHI Deutschland Cargo Handling GmbH**

**17:15 – 17:25**

## **Face Up Competition Finalists**

A first introduction to the Face UP competition finalists that you will hear from in the closing plenary.

- Niclas Scheiber, Frankfurt University of Applied Sciences
- Erik Goldenstein, Fraunhofer
- Arjan Bhogal, Buckinghamshire New University

**17:25 – 17:30**

## **Closing Remarks**