

**IATA**

**WORLD CARGO**

**SYMPOSIUM**

Istanbul, Türkiye  
25-27 April 2023

**STREAM 1 – DIGITALIZATION**

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**IATA****WORLD CARGO****SYMPOSIUM****Digitalization Stream****Wednesday, 26 April**

<b>Time</b>	<b>Session Information</b>
09:00 - 09:05	<b>Opening Remarks</b> by <b>Adrian Nash, Chief Product Officer, Accelya</b>
09:05 - 09:20	<b>Keynote</b> by <b>Prakash Sonpatki, SVP and Head of Cargo Products, Accelya</b>
09:20 - 09:35	<b>Keynote</b> by <b>Andres Bianchi, CEO, LATAM Cargo</b>
09:35 - 09:50	<b>Digital Platform Adoption: Driving Revenue with AI-powered Real-time Pricing</b> <b>Suzanne Grimes, Sr. Director of Strategic Consulting, PROS</b> <b>Mathieu Weber, VP, Digital Sales and Marketing, Cargolux</b>
09:50 - 10:05	<b>Is dynamic pricing the real deal?</b> <b>Mukundh Parthasarathy, SVP, Revenue Technology Services</b>
10:05 - 10:20	<b>Unleashing the Power of Targeted Innovation to Revolutionize Freight Forwarding Experiences</b> <b>Moritz Claussen, CEO, Cargo.One</b>
10:20 - 10:30	<b>Q&amp;A</b> <b>Henk Mulder, Head Digital Cargo, IATA</b>
<b>10:30 - 11:30</b>	<b>Networking Break - WCS Exhibition Hall</b>
11:30 - 12:30	<p><b>Spotlight 1: New Tech &amp; Innovation</b> Exploring the potential of new technologies like Machine Learning, Artificial Intelligence, Web 3.0, and Intelligent Vision to transform cargo operations and create value for customers. Real-life use cases and ideas for improving efficiency and accuracy will be discussed.</p> <p><b>Air Cargo 2030: how technology will shape the future of the industry</b> Overview of new technologies &amp; innovation use cases, and their impact on the air cargo industry. <b>Soufiane Daher, Manager, McKinsey &amp; Company</b></p> <p><b>ML and Computer Vision: Opportunities for cargo operations?</b> A prospective vision on how the use of ML and computer vision can enable automation and optimization of built-up pallets. <b>Bilel Chakroun, Digital Operations Project Manager, Air France</b></p> <p><b>Blockchain: the ultimate solution for cargo claims?</b> Cargo claims harm the parties' relationship and performance, and drag down the business' overall efficiency, profitability, and sustainability. They consume time and funds. Nevertheless, claims remain a neglected risk in cargo risk management – the risk that blockchain can easily dodge, both by preventing and resolving disputes. <b>Ekaterina Oger Grivnova, CEO, Paxwall</b></p>
<b>12:30 - 14:00</b>	<b>Networking Lunch - WCS Exhibition Hall</b>

14:00 - 15:00	<p><b>Spotlight 2: Impacts of digitalization on the future of perishable shipments</b> The segment will explore how shipment tracking capabilities can contribute to the reduction of food loss through the supply chain and how the evolution of digital solutions support the handling and transport of perishables to boost cargo operations and streamline processes.</p> <p><b>Opening remarks – The Digital Dynamics of Perishable Logistics</b> <b>Henk Mulder, Head Digital Cargo, IATA</b></p> <p><b>Case study – The Perishable Management Application – A Paperless Fresh Process</b> <b>Sam Quintelier, Cargo Business Development Manager, Brussels Airport Company</b></p> <p><b>Panel discussion – How the Reliability and Efficiency of Digital Processes Can Present Risk Reduction and Prevent Perishable Loss</b> Moderator: <b>Sara Van Gelder, Director of Products, Nallian</b> Panelists: <b>Jeff Clarks, Founder and CEO, 7PSolutions</b> <b>Stefan Pargfrieder, Managing Director, DB Schenker</b> <b>Sam Quintelier, Cargo Business Development Manager, Brussels Airport Company</b></p> <p><b>Q&amp;A</b></p>
15:00 - 16:00	Networking Break - WCS Exhibition Hall
16:00 – 16:40	<p><b>Panel discussion:</b> <b>Full implementation of IATA ONE Record by 2026. Are you ready?</b></p> <p>Moderator: <b>Christopher Shawdon, Head of Business Development, CHAMP</b></p> <p>Panelists: <b>Jan-Wilhelm Breithaupt, Vice President Global Fulfillment Management, Lufthansa Cargo</b> <b>Ashok Rajan, SVP - Global Head Cargo &amp; Logistic solutions, IBS Software</b> <b>Ingrid Lee, Head of Cargo Digital, Cathay Pacific</b></p>
16:40 – 16:55	<p><b>Digital Air Cargo: Past, present, future</b> <b>Zvi Schreiber, CEO, Freightos</b></p>
16:55 – 17:15	<p><b>API Integrations – Is sky the limit?</b> <b>Osmannuri Ustabaş, Cargo Business Development &amp; Innovation Manager, Turkish Cargo</b></p>
17:15 – 17:30	<p><b>Closing Remarks</b> <b>Muthu Muthukumar, Director Cargo Product Management, Accelya</b></p>