



The Most Important  
Cargo Event of the  
Year!



**IATA e-freight  
conference**

Simple » Electronic » Paper Free

[www.iata.org/ps/events/ef2005](http://www.iata.org/ps/events/ef2005)

**1-3**  
November 2005

Geneva  
Switzerland



## » Benefits for Freight Forwarders

### What is IATA e-freight all about?

- » Designed to implement simpler, electronic, paper-free air cargo shipping worldwide by 2010;
- » Simplified processes to reduce cost, and compete more effectively with other modes of transport by increasing information transparency and reducing time needed to move cargo to its destination;
- » Reduced costs for the industry, an estimated US\$1.2 billion per year when fully implemented, by eliminating duplication, accelerating processing times and improving overall data quality. This in turn will expedite security and customs compliance.

### How will IATA e-freight help your business? How will you realise the benefits?

- » Reduce costs by eliminating duplication
- » Speed up processing
- » Improve overall data quality
- » Expedite security and customs compliance
- » As customs are increasingly demanding electronic information in advance will also help avoid fines and other costs associated with non-compliance
- » Better transparency and reduced shipping times for your clients

### How do you implement IATA e-freight?

- » Sub-projects will tackle messaging standards, legal protocols and common data exchange. The IATA e-freight programme will extend beyond the airline community to all stakeholders involved in the movements of goods by air.
- » The earlier stakeholders gain a clear understanding of the project the better they can anticipate and plan for the transition

### Why should I go to this conference?

- » The IATA e-freight conference will give you a head start on understanding e-freight, how it will impact the industry, freight forwarders and more specifically your business and how you can maximise the benefits it will offer
- » Details of the project plan, timelines will be provided to help you develop your own plans
- » Insight into managing the change in terms of process and people
- » First hand information from and access to members of IATA and the Industry Action Group that are driving the project

## Hotel

Located just ten minutes away from downtown Geneva, the Hotel Crowne Plaza boasts a unique congress infrastructure with very large meeting facilities, accompanied by 496 spacious guest rooms offering the highest level of comfort, as well as the latest technology. Serving up French contemporary cuisine, l'olivo restaurant will tempt your taste buds with their first-class dishes. For a decidedly International flavour and both a hot and cold buffet, Carlights restaurant will literally illuminate your experience with its notable headlight designs. For nighttime entertainment, look no further than the Crown Plaza's 2 bars, an exclusive VIP dance floor and a cigar lounge. The Hotel also features a fitness centre with Jacuzzi and an indoor pool, exercise classes, cardiotraining, plus a wellness centre with sauna, Jacuzzi, Turkish baths and 20-meter long indoor pool.

## Sponsorship Opportunities:

Sponsoring and exhibiting at the IATA e-freight Conference provides an ideal opportunity to showcase your products and services to a focused and targeted audience. It also provides you with outstanding networking opportunities as well as an association with the IATA brand, a world class endorsement.

For further information, please contact:

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## City



Geneva is Switzerland's second-largest city, but surely the most international: a third of the population is from elsewhere. The city is crowded with museums, has many excellent cultural events, and proudly

enjoys over 1200 restaurants. Basking in the sunshine of its peaceful setting on Lake Geneva's banks, split down the middle by the Rhône River, this acclaimed city displays an obvious self-confidence. It is in pristine condition, clean, efficient and safe, yet spirited in its style and love of adventure. It is considered to be historic, culturally multi faceted and unparalleled in stunning scenery.

Geneva is renowned for being the major centre for technical excellence and innovation, most notably boasting CERN, the European Organization for Nuclear Research. Also impressive is the iconic Jet d'Eau, the world's tallest fountain, shooting water into the air with incredible force to create a 140m (469ft) plume. At any one time seven tonnes of water is in the air and much of it can fall on spectators on the pier. The International Red Cross is the world's first humanitarian organisation, founded after the Geneva Convention in 1864. Its museum highlights the fascinating origins of the Red Cross and presents a compelling multimedia trawl through atrocities perpetuated by humanity in recent history and is well worth a visit.

## Media Sponsors



# IATA e-freight conference Simple » Electronic » Paper Free » 1-3 November 2005

# Programme

## Day One 1 November

### SETTING THE SCENE

#### The Air Cargo Industry needs e-freight

#### IATA's commitment to e-freight

#### Air Cargo industry transformed by e-freight

*Including:* Aleks Popovich, Global Head of Cargo, IATA  
Giovanni Bisignani, Director General & CEO, IATA  
Dave Bronczek, President & CEO, FedEx

#### Case study: Leading change during difficult times

*Including:* Robert Milton, CEO, Air Canada

#### Our customers need e-freight

#### Panel Discussions

- » What e-freight will give the customer: Shippers' perspective
- » How e-freight enables security demands to be met: Airlines & Customs perspectives
- » Facing the Challenges and Overcoming them: Cargo supply chain perspective (Airline, Freight Forwarder, Customs and Shipper)

*Including:* Ram Menen, Senior Vice President Cargo, Emirates  
Ray McDonagh, Deputy Director Facilitation and Procedures, World Customs Organization (WCO)

## Day Two 2 November

### MAKING IT HAPPEN

#### Effective Change Management enables to maximize e-freight benefits.

5 case studies from airlines and non-airlines to provide best practices on strong leadership, effective change management and the right culture:

#### The Right Culture

#### Change Management

#### A concrete e-freight case study

*Including:* Jim Friedel, President, Northwest Airlines Cargo

#### Longer term e-freight vision: Exploiting technology

#### RFID in the e-freight environment

*Including:* Valerio Lanzieri, President and CEO, Scanpak-Aviva

#### Gearing up for e-freight change

#### Panel Discussion

- » What e-freight will mean for my business? What we can do to get ready?

### PULLING IT ALL TOGETHER

#### The IATA e-freight programme: vision, roadmap and benefits

*Including:* Robert Ryan, Project Director e-freight, IATA

» 5  
Case  
Studies!

**Day Three 3 November**

## **INTERACTIVE WORKSHOPS**

**Change Management Workshop**

**RFID Workshop**

Learn how to make it a reality in your organization through case studies and panel discussions!

### **Conference Overview**

Air Cargo ships the equivalent of 39 B747-400 freighters filled of paper at a cost of US\$1.2 billion every year. The IATA e-freight conference will lay out the industry's plan to cut costs and shorten shipping times by making your cargo business processes Simple, Electronic and Paper Free.

*“The elimination of our industry paper mill is overdue, let's get in line with other leading industries.”*

**Jean-Peter Jansen, Chairman of the Executive Board, Lufthansa Cargo**

*“This is the beginning of the end of the cargo paper trail.”*

**T A Hwang, President, Singapore Cargo**

*“e-freight is about connectivity and execution. We have to shape it smartly now and implement it together step by step.”*

**Michael Wisbrun, Executive Vice-President Cargo, KLM**



## » Fact Sheet: IATA e-freight

### Target

Eliminate the need to produce and transport paper documents for air cargo shipments by moving to an industry-wide, simpler, electronic, paper-free environment

Early adopter implementation by end 2007, full industry implementation by end 2010

### Benefits

- Shipper:** Expedited movement of goods, improved quality of service
- Forwarder:** Process efficiency, reduced cost of compliance
- Airline:** Process efficiency, cost reduction, improved competitiveness of air freight
- Customs:** Faster, more accurate information for security screening & clearance

### Quick Facts

- » Average of 38 documents per shipment at a cost of US\$30
- » Early adopter implementation (end 2007) will generate savings of US\$800 million per year
- » Industry savings will be US\$1.2 billion per year when fully implemented (2010)
- » Paper used in processing shipments every year could fill 39 B747-400 or 81 A-300F4-600R freighters
- » 20 years ago it took 6.5 days on average to send a shipment internationally, today it still takes 6.0 days - 1 day to fly, 5 days to wait for the paper
- » IATA has formed a preliminary Industry Action Group representing air cargo stakeholders made up of British Airways, Cargolux, Emirates, Fedex, Lufthansa Cargo, Singapore Airlines, World Customs Organisation and Freight Forwarders International

### IATA's Action Plan

- » Develop governance to effectively represent early adopter forwarders, carriers, shippers, customs, and also ensure effective engagement with key industry bodies.
- » Harmonise current industry data and communication standards
- » Define user requirements and system functionality to support a potential technical solution RFP process
- » Identify roadblocks to the elimination of paper, and develop a plan to remove them
- » Develop a legal framework to operate a paper free end-to-end process

**Contact details**

Complete this form using BLOCK LETTERS

Title: \_\_\_\_\_ First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel. country code: + \_\_\_\_\_ Tel. regional code: ( \_\_\_\_\_ )

Tel.: \_\_\_\_\_

Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**It's easy to register!**

Simply Fax this form at +1 514 874 2654

For more information: [www.iata.org/ps/events/ef2005](http://www.iata.org/ps/events/ef2005)

Payment: I will pay USD \_\_\_\_\_ by the following method:

- Cheque or bank draft made payable to the **International Air Transport Association** drawn on a North American bank and must be micro-encoded to the address below.
- Via the IATA Clearing House (Members of IATA Clearing House and ACH only)
- By direct bank transfer to:  
Royal Bank of Canada, Main Branch  
1 Place Ville-Marie, Montreal, Quebec, Canada  
Account Number: 400- 9387  
Swift Code: ROYCCAT2 - within Europe  
ABA or Routing Number: 021000021 - within USA.  
**Please attach photocopy of bank transfer**

By credit card as authorised below:

Visa  MasterCard  American Express  Diners Club

Card number: \_\_\_\_\_

Valid from: \_\_\_\_\_ Expiry date: \_\_\_\_\_

CVV number: \_\_\_\_\_ (Last 3 digits on the reverse side of your credit card)

Name of card holder: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Registration Fees (US DOLLARS)**

Register now!

**IATA Member Airlines, Customs Authorities and IATA Strategic Partners:**

Please contact [events@iata.org](mailto:events@iata.org) for more details

**Non-Member Airlines, Freight Forwarders, Shippers & Airports:**

Please select one:

- Register 3 delegates** : 1590.00 USD  
Name and job Title of extra delegates  
\_\_\_\_\_  
\_\_\_\_\_
- Register 2 delegates** : 1295.00 USD  
Name and job Title of extra delegates  
\_\_\_\_\_  
\_\_\_\_\_
- Register 1 delegate** : 1095.00 USD

Please register me for this event. I agree to abide by the terms stated herein and acknowledge that upon registration I am liable for payment pursuant to the terms.

Signature: \_\_\_\_\_

**Terms**

**\* IATA has a 30-day payment policy and reserves the right to refuse entrance to any event.** Within 30 days prior to the event, invoices will be issued on a "payment upon receipt" basis only. Conference fees include attendance at the event, all conference documentation, lunches, morning and afternoon refreshment breaks, and cocktail reception, if applicable. It does not include accommodation or breakfast. In the event of bad debt, and where a Debt Collector's services are required, an additional cost of 35% will be levied to the outstanding balance.

**\* Cancellation Policy:** Cancellations must be received in writing 2 weeks before the event (**17 October 2005**) and will be subject to a cancellation administration fee of 20% of the applicable fees unless a substitute Delegate is found. In the case of credit card payments, an additional charge of 6% will apply to cover credit card charges. After this date, the full registration fee will apply (suitable substitutions will, however, be accepted). There will be no refund for no shows.

\* IATA occasionally makes its delegate lists available to selected industry third parties. By completing this form, attendees give permission to IATA to pass their contact details to selected third parties and exhibitors at this event. If such permission is denied please [ ✓ ] this box .

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