

IATA WORLD CARGO SYMPOSIUM

Hong Kong (SAR), China
11 March 2024

FUTURE AIR CARGO EXECUTIVE SUMMIT (FACES) AGENDA

Host Airline



Host Airport



IATA
WORLD
CARGO
SYMPOSIUM

FACE Summit

Monday, 11 March

- 14:00 – 14:10** **Welcome Address**
Nick Careen, SVP OSS, IATA
- 14:10-14:30** **Foundations of Cargo Expertise Then and Now – Introductory Topics in the Logistics Industry**
Vivien Lau, Chief Executive, Jardine Aviation Services Group
- 14:30 – 14:45** **Workplace Evolution: Tailoring the Work Environment to New Generation Workforce Preferences**
Guillaume Crozier, SVP Global Cargo Strategy, dnata
- 14:45 – 15:00** **Boosting the Appeal of Less Exciting Jobs: Strategies for Increased Attractiveness and Engagement**
Beau Paine, Global Head of Cargo & SVP Cargo OSEA, Menzies Aviation
- 15:00 – 15:30** **Networking Break**
- 15:30-16:00** **Panel discussion: “The future of air cargo: why young talent should consider cargo as a career”**
Moderator:
Hira Tahseen, Cargo Manager, Heathrow Airport
Panelists:
Ada Lizcano Caballero, Chief of Staff to COO & CCEO, Avianca
Chloe Deng, Director, Government Relations, Public Affairs, Cainiao
Frosti Lau, Regional General Manager- Southwest Pacific, Cathay Pacific
- 16:00 – 16:50** **Workshop: How to bridge the generational gap by fostering two-way learning**
Ilan Biton, CEO, Enabling Insight
- 16:50 – 17:00** **Closing Remarks**
Ildiko Marcze, Megha Palkar, Maria Jitomirski, IATA FACE Team