



# **PAYLOAD** *CONFERENCE* **ASIA** 2016

28 & 29 September 2016  
Skycity Marriott (tentative)  
Hong Kong

[conference.payloadasia.com](http://conference.payloadasia.com)





# Be part of the Payload Asia Conference 2016

## Topic

→ **Disruption**

Disruptive technology impacts the air cargo supply chain

→ **E-commerce**

Supply chain models in the midst of upheaval

→ **One Road, One Belt**

China's Silk Road maps out a new era of trade

→ **Maindeck**

Reports of its death have been greatly exaggerated

→ **Hub or Hubris**

Can Hong Kong remain the world's premier cargo hub?

→ **Dangerous Goods**

The lithium battery debate continues to heat up

*Topics are subject to changes without prior notice*

Payload Asia Conference 2016 will feature presentations and round-table panel discussion sessions featuring speakers and panelists drawn from across the industry discussing issues relevant to the industry.

Now in its fifth year, the conference is set to provide a whole new experience for Hong Kong and Southern China delegates with added facility tour and cocktail networking session.

Established in 1984, Payload Asia continues to be the authoritative source for informative, accurate and up-to-date news and information on the air cargo industry and related sectors. A focus of course, following that of the magazine, will be on the Asia-Pacific, Indian-subcontinent and Middle East regions including any company located outside these regions, but with a reasonable business focus in those regions.



## Disruption

### → **Disruptive technology impacts the air cargo supply chain**

Disruptive technologies are transforming working practices in many fields and certainly the traditional practices of the transport and logistics sector are highly susceptible to these forces of change. What is this disruptive technology all about and how is it challenging the traditional air cargo supply chain? Who are these new breed of 'disruptive' players? What impact is this having on the sector and what does the near future look like? How can the traditional actors tap these same forces that are giving impetus to new disruptive players?

## E-commerce

### → **Supply chain models in the midst of upheaval**

The pace of growth in e-commerce has turned the retail and logistics world on its head. With traditional models under strain and e-commerce giants like Amazon and Alibaba seeking to bring their logistics needs in-house there appears to be major tremors shaking the foundations of logistics companies, including the integrators, much to the surprise of many.

With China's e-commerce revolution only in the warm-up stages, what impact on global logistics can we expect as this emerging giant gathers speed? What is the significance of moves by companies like Amazon and Alibaba to handle their own fulfilment logistics? Why is this happening? What does this mean for the traditional players who might have been considering moving into this area? Will these new in-house divisions become new competitors for the existing players in the market?

## One Road, One Belt

### → **China's Silk Road maps out a new era of trade**

China's much vaunted trade strategy of essentially reviving the age-old Silk Road in modern trade and logistics terms has caught the attention of the world. Is there substance in this strategy and what is this initiative all about? What impact will it have on trade within the region and between China and Europe? Is this a threat or an opportunity for the air cargo supply chain? What are some of the concrete examples of this policy now in how does this strategy fit in with the recent signing of the ASEAN Economic Community as well as, the Trans-Pacific Partnership (TPP) of which China is not a signatory?

## Maindeck

### → **Reports of its death have been greatly exaggerated**

The all-freighter segment of the air cargo supply chain has, despite some earlier pronouncements of its imminent demise, continued to evolve and indeed grow. What has been the evolution over the last few years? How has the growth in wide-bodied passenger aircraft impacted this sector? Who are the key maindeck players now? What is the future of the sector? What is their key value proposition? What do these companies need to do, to ensure their continued demand for narrowbody freighters is also surging thanks largely to dramatic e-commerce growth. What do these developments mean for both Airbus and Boeing, as well as the conversion companies?

## Hub or Hubris

### → **Can Hong Kong remain the world's premier cargo hub?**

What does it take to create a world class cargo hub and what will it take to maintain Hong Kong's number one position? Can Hong Kong remain in top spot, particularly in the face of China's continued economic and air cargo supply chain growth? What are the key challenges to Hong Kong's position as a top notch logistics hub? What strategies are air cargo supply chain companies employing to surmount the challenges Hong Kong faces? How will e-commerce impact the situation?

## Dangerous Goods

### → **The lithium battery debate continues to heat up**

What is the current state of lithium battery transport – regulatory versus reality? What are the key issues? Where does responsibility lie – manufacturers/shippers, forwarders, postal authorities, ground handlers, carriers? How is e-commerce impacting the situation? What responsibility do e-commerce platforms have in this? Does the recent ban by ICAO on carriage in passenger belly holds improve safety? Is improved belly/maindeck fire suppression or specialised pallet containment the solution? What is the way forward in this area?

## **28 September, Day 1 - A.M. Session**

Welcome Address

Keynote Address

Series of presentations and round table discussions

## **28 September, Day 1 - P.M. Session**

Series of presentations and round table discussions

Facility Tour

Cocktail Networking Session

## **29 September, Day 2 - A.M. Session**

Series of presentations and round table discussions

## **29 September, Day 2 - P.M. Session**

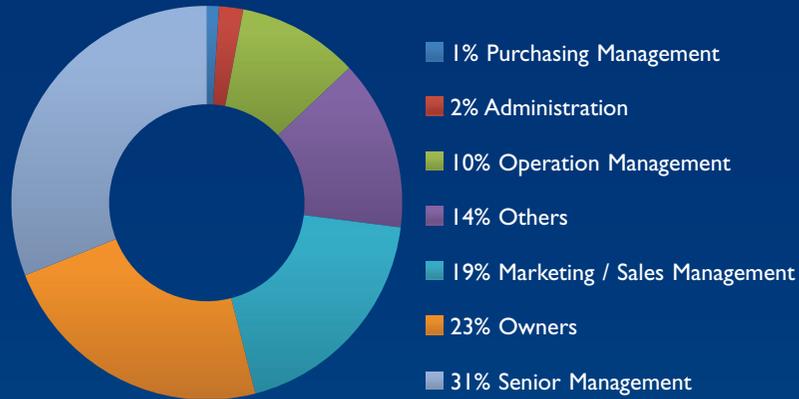
Series of presentations and round table discussions

Payload Asia Awards & Gala Dinner 2016

# 2015 Attendee Profile



Over 170 qualified Payload Asia readers registered for the Payload Asia Conference 2015.



## Attendee Titles

- ➔ Managing Director
- ➔ Regional Marketing Director
- ➔ Country General Manager
- ➔ Senior Vice President
- ➔ Executive Vice President
- ➔ Assistant Vice President, Planning & Development
- ➔ Vice President Sales Region
- ➔ Director Sales (Asia)
- ➔ Senior Manager
- ➔ Head of Business Development & Asia Freight
- ➔ Strategic Sourcing Manager – Logistics
- ➔ Country Manager (Singapore)

**Over 150  
Companies  
Attended**



# Sponsorship Details



## a) Platinum Sponsorship S\$ 52,500

Includes:

- Acknowledgement on promotional material as “Platinum Sponsor”
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor home page) and event signage
- One table top for company materials with one poster at foyer area
- One insertion into delegate bag
- One Lunch Sponsor
- Sponsorship of one panel discussion
- Two page advertisement on seminar handout booklet
- Web banner on event microsite
- 6 free conference attendee passes (worth value US\$ 3,600)

## b) Gold Sponsorship S\$ 42,000

Includes:

- Acknowledgement on promotional material as “Gold Sponsor”
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor home page) and event signage
- One table top for company materials with one poster at foyer area
- One insertion into delegate bag
- Coffee Break / Breakfast sponsor recognition (sponsor signage on banquet tables and buffet line)
- One 30 min presentation slot
- One page advertisement on seminar handout booklet
- Web banner on event microsite
- 4 free attendee passes

## c) Strategic Partner Sponsorship S\$ 31,500

Includes:

- Acknowledgement on promotional material as “Strategic Partner Sponsor”
- Sponsor logo on house ads, electronic direct mailers, event microsite (with links to sponsor home page) and event signage
- One table top for company materials with one poster at foyer area
- One insertion into delegate bag
- One 30 min presentation slot
- Web banner on event microsite
- 2 free attendee passes

## d) Cocktail Sponsorship S\$ 20,000

Includes:

- Acknowledgement on promotional material as “Cocktail Sponsor”
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor’s home page) and event signage
- Sponsor’s logo will be prominently displayed on the stage backdrop and onsite signage

## Other Sponsorship

|  |            |
|--|------------|
| • Lunch sponsorship (each)   | S\$ 15,750 |
| • Sponsorship of one panel discussion  | S\$ 12,600 |
| • One 30 min presentation slot   | S\$ 10,500 |
| • Breakfast/Coffee break sponsorship (each)                                    | S\$ 6,300  |
| • One table top for company materials with one poster at foyer area per day    | S\$ 4,200  |
| • 1 table (8 seats) at the Gala Dinner (Special rate for conference attendees) | S\$ 3,150  |
| • Web banner on event microsite  | S\$ 3,150  |
| • Lanyard & Badge sponsorship  | S\$ 4,000  |
| • Delegate bag sponsorship (sponsor to provide bags)                           | S\$ 2,625  |
| • Handout booklet advertisement (ROP)  | S\$ 2,625  |
| • Door Gift(sponsor to provide 200 pieces; subject to approval)                | S\$ 2,625  |
| • Lucky draw prize sponsorship (each)  | S\$ 1,575  |
| • Delegate bag insert per item (subject to approval)                           | S\$ 1,050  |
| • Cups/Napkins (material to be provided by the sponsor, subject to approval)   | S\$ 1,050  |

\* Kindly note that the above price may change due to market conditions

\* Only applicable upon purchase of basic sponsorship

For sponsorship opportunities, please contact your *Payload Asia* sales rep or

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