



# **PAYLOAD** *CONFERENCE* **ASIA** 2017

11 & 12 October 2017  
Singapore

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





# Be part of the Payload Asia Conference 2017

## Topic

→ **Sustaining current growth of air cargo industry**

What more can be done to sustain growth

→ **Digitization**

The importance of digitization in the supply chain network

→ **Big data analytics**

How to use it to drive profits

→ **Cargo ground handling**

Operational excellence in air cargo ground handling

→ **Evolution of the cargo terminal**

Ways of future-proofing the cargo terminal

→ **Are drones the future of air freight?**

The use of drones in air cargo

*Topics are subject to changes without prior notice*

Payload Asia Conference 2017 will feature presentations and round-table panel discussion sessions featuring speakers and panelists drawn from across the industry discussing issues relevant to the industry.

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.



## Sustaining current growth of air cargo industry

### ✈ **What more can be done to sustain growth**

The continued positive growth of air freight into 2017 provides a great impetus to the air cargo industry. Air cargo had a good start to 2017, according to the International Air Transport Association (IATA). There was a steady rise in new export orders and shipment of silicon materials typically used in high-value consumer electronics. Demand is outpacing capacity growth and this is positive for yields.

Moving forward, is this growth going to spill over to 2018? What more need to be done to sustain this growth? What are the challenges and how to overcome them? Also, should governments take a more active role to support the vital function aviation plays in connecting people and commerce around the globe?

## Digitization

### ✈ **The importance of digitization in the supply chain network**

Digitization can transform the supply chain: more connected, efficient, agile, and customer-focused. Where is the air cargo industry in this technology curve? What are the benefits? What are the solutions out in the market that can help the air cargo industry to embark on this path to digitization?

The traditional supply chain is a series of largely discrete and distinct silo functions. Digitization brings down those walls, and the chain becomes a completely integrated ecosystem that is fully transparent to all the players involved.

Digitization will enable companies to react to disruptions in the supply chain, and even anticipate them, by fully modeling the network, creating what-if scenarios. Users are also able to optimize work flow by adjusting the supply chain in real time as conditions change.

## Big data analytics

### ✈ **How to use it to drive profits**

Big data is a term that describes the large volume of data that is generated by businesses on a day-to-day basis. What businesses do with the data is a matter of importance. Analytics can be used to analyze big data for insights that lead to better decisions and strategic business moves. What is the current status of the air cargo industry in the use of big data analytics? How to use it to improve bottom line?

Airlines can increase customer satisfaction and operational efficiency with big data. Find out how big data can help in overcoming the industry's current challenges. Therefore in doing so, big data analytics offer the chance to airlines to have meaningful insight into their customers, operations, networks and revenue, and helping to generate greater profitability.

## Cargo ground handling

### ✈ **Operational excellence in air cargo ground handling**

What to consider when choosing an outsourced partner? What are the success factors that lead to a profitable and mutually beneficial partnership? Many airlines subcontract ground handling to airports, handling agents or even to another airline. According to the International Air Transport Association (IATA), estimates indicate airlines outsource more than 70 percent of the ground handling that takes place at the world's airports.

Ground handling addresses the many service requirements of an airliner between the time it arrives at a terminal gate and the time it departs on its next flight. Flight safety, safe ground operations and security are paramount. Speed, efficiency, and accuracy are important in ground handling services in order to minimize the turnaround time.



## Evolution of the cargo terminal

### ✈️ **Ways of future-proofing the cargo terminal**

By some industry projections, the air freight market is growing at an annual growth rate of around six percent until 2030. Greater mobility requires greater capacity at the air cargo terminal. Find out what technologies can help to transform the cargo terminal.

Industrialization and globalization have created an enormous need for freight transport. The world's cargo terminal infrastructure is under pressure and must be improved in order to handle the projected growth. There will be discussions on the trends of the future, different issues to consider when looking at the future cargo terminal and also exploration on whether automation and robotics are the keys. What role does the cool chain play? We will also discuss on the importance of IATA CEIV Pharma certification.

## Are drones the future of air freight?

### ✈️ **The use of drones in air cargo**

Unmanned aerial vehicles, airships and drones have the potential to immensely impact the air cargo industry. The obvious area for use will be for e-commerce. Drones can also make express delivery of perishable goods, urgent-transport items like vaccines, drugs, medicines, laboratory tests and others. Also, the opportunities for drone deliveries in large cities with problematic ground transport are equally immense.

They have the potential to provide access to remote areas where road and air infrastructure either doesn't exist, and for humanitarian reliefs in disaster areas. They could also provide a viable option in dangerous areas, such as conflict zones, where human operators may have traditionally been at risk.

Will drones compete with traditional air freight? When can we see a widespread use? Will drones allow shippers to become the movers of cargo, setting up their own intercontinental distribution network from production through to the end user?

## Dangerous goods

### ✈️ **Current status of the lithium battery debate**

In the context of Southeast Asia, what is the current status of the lithium battery transport? Take a look into the reality against regulatory requirements and the key issues involved. We will get to know the perspectives from shippers, forwarders, postal authorities, ground handlers and carriers. With the boom in e-commerce, this is another area that will have an impact on the situation.

## **11 October, Day 1 - A.M. Session**

Welcome Address

Keynote Address

Series of presentations and round table discussions

## **11 October, Day 1 - P.M. Session**

Series of presentations and round table discussions

Cocktail Networking Session

## **12 October, Day 2 - A.M. Session**

Series of presentations and round table discussions

## **12 October, Day 2 - P.M. Session**

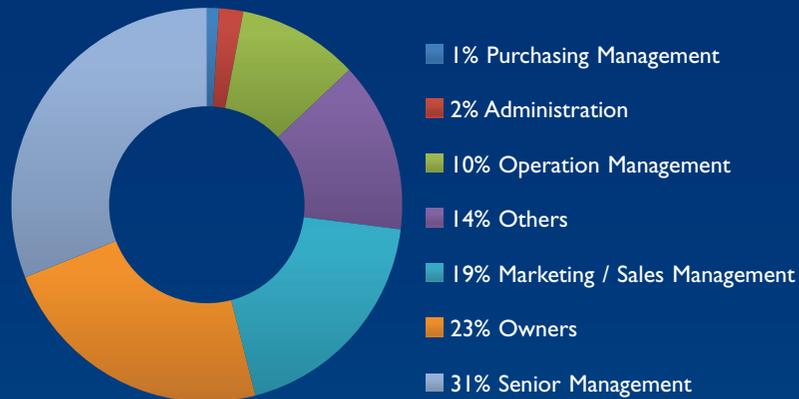
Series of presentations and round table discussions

Payload Asia Awards & Gala Dinner 2017

# 2016 Attendee Profile



Over 170 qualified Payload Asia readers registered for the Payload Asia Conference 2016.



## 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  
**Susan Ng, Associate Publisher (Manufacturing Group)**

Tel: (65) 6521 9773 HP: (65) 8499 0096

Email: [susan.ng@contineomedia.com](mailto:susan.ng@contineomedia.com)