



PAYLOAD *CONFERENCE* **ASIA** 2017

11 & 12 October 2017
Singapore

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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 growth the air cargo industry

✈ **What can be done to sustain the current upward trajectory in the air cargo industry?**

The continued positive growth of air freight in 2017 is seeing a steady rise, which is consistent with the demand for new global export orders, according to the International Air Transport Association (IATA). This increasing demand is outpacing capacity growth and proves positive signs for yields. Examples of which include the shipment of silicon materials typically used in high-value consumer electronics.

As we approach the last quarter of the year, we look forward to 2018 – will this growth spill over, as has happened with the positive results from the end of 2016? What needs to be done to sustain this upward trajectory? What are the possible challenges that could come up and how can we as an industry overcome them?

Drones, the future of airfreight?

✈ **Are drones inevitably the future of air freight**

Unmanned aerial vehicles, airships and drones have the potential to immensely impact the air cargo industry. With efforts in place for developing such technology, drones are positioned to be a cost-efficient solution for the express delivery of perishable goods and urgent-transport items. Drone deliveries are also especially attractive to make deliveries to rural areas and/or large cities with problematic ground transport, where traditional methods have to constantly contend with complex logistics.

What are the capabilities and limitations of drone technology? Will drones allow shippers to become the movers of cargo, setting up their own intercontinental distribution network from production through to the end user? How can the air cargo industry leverage on such technology?

Digitization

✈ **The importance of digitisation in the supply chain network**

Opportunities entailing the implementation of digitisation are seemingly incessant, transforming the supply chain to be more connected, efficient, agile and customer-focused. The traditional supply chain is a series of largely discrete and distinct silo functions. Digitisation could potentially break down those walls to form a transparent and integrated ecosystem for all stakeholders.

Where do we currently stand as an industry in this technology curve? What are the benefits in adopting digitisation? What solutions are present in the market that can help the air cargo industry to integrate?



Cargo Ground Handling and Dangerous Goods

✈ **Achieving operational excellence in every area of air cargo ground handling**

Many airlines today subcontract their ground handling activities. According to the International Air Transport Association (IATA), estimates indicate airlines outsource more than 70 percent of the ground handling that takes place at some of the world's largest airports.

There are certain items that could endanger the safety of an aircraft, patrons on board a flight and those who come into contact with them on the ground. Therefore, rules, regulations, restrictions and bans are in place, not just to increase the workload by emphasising proper packaging, labelling and documenting, but to ensure safety. The debate of dangerous goods goes much further than just lithium batteries, how up to date are we (especially our subcontractors) on the list and proper handling procedures of dangerous goods?

Ground handling addresses the many service requirements of an airliner from the time it arrives at a terminal gate until the time it departs on its next flight. Flight safety, safe ground operations and security are paramount. However, speed, efficiency, cost and accuracy are also important, in order to minimize the turnaround time. But the question remains, are we placing speed and cost savings above security?

What should one consider when choosing an outsource partner? What are the success factors that lead to a profitable and mutually beneficial partnership?

Tomorrow's Cargo Terminal

✈ **The evolution of the air cargo terminal and ways of future proofing**

According to industry projections, the air freight market is growing at an annual growth rate of around six percent until 2030. Industrialisation and globalisation has created an enormous need for freight transport, and the world's cargo terminal infrastructure is under pressure- improving to keep up with projected growth is essential. Greater mobility will require greater capacity at these terminals.

What are the rising trends and considering issues for the future? What technologies, automation and robotics can be put in place to transform the cargo terminal? How does the role of cold chain play a part?

Big data analytics

✈ **How can big data analytics be used to drive profits**

The large volume of data generated by businesses on a day-to-day basis is critical, and what businesses do with the data is a matter of importance. Analytics can be used to analyse such information to generate insights, leading to better decisions and strategic business moves. The ever-changing air cargo industry can leverage on this to make meaningful market predictions and wiser decisions for the future.

What is the current status of the air cargo industry in the use of big data analytics? How can stakeholders use the results to improve bottom line, increase customer satisfaction and operational efficiency?

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

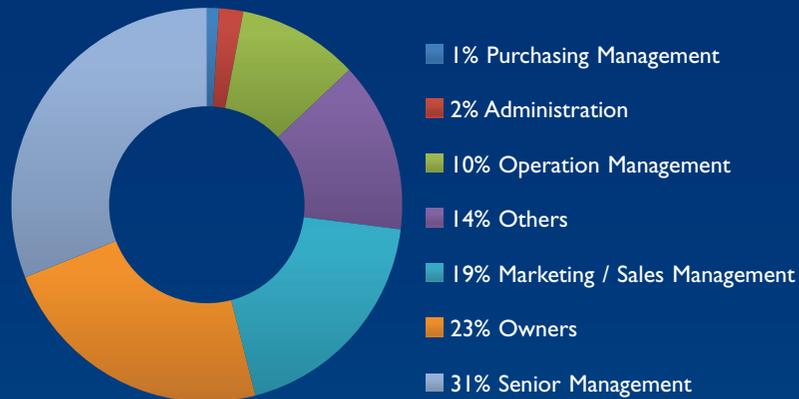
Series of presentations and round table discussions

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
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