



# INVITATION

**29 September**

**13:00-14:00 (CEST)**

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**2nd FIATA Connect webinar  
"Today's e-commerce boom:  
challenge or opportunity for  
freight forwarders?"**

The rapid rise of e-commerce activities, propelled by the COVID-19 pandemic, represents a fundamental supply chain shift. This trend has compelled all actors to quickly adapt to challenges inherent to these activities at a time when airfreight capacity shortage and

other forwarding issues already add much complexity to the daily running of operations.

Register below to join our expert speakers and get their insights on the crucial shifts happening right now in the supply chain industry.



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## Confirmed speakers



- **Mr. Pranab Kumar Das, Director of Compliance and Facilitation at the World Customs Organisation (WCO)**, brings 36 years of experience in customs and indirect tax administrations.

**Topic:** How the WCO is adapting to the changing environment and in particular how policy and trade facilitative measures can support this evolution.



- **Prof. Manuel Alba Fernandez, Professor and Director of the Private Law Department at the University Carlos III of Madrid** and member of the FIATA Advisory Body on Legal Matters. A researcher and visiting professor at several universities in Europe, in the United States and in Asia, he also acted as an arbitrator and expert in legal proceedings in Spain and abroad.

**Topic:** An overview of the evolution in the market and in the supply chain, with perspectives on the role of intermediaries and whether/how the regulatory environment will need to adapt.



- **Mr. Brendan Sullivan, Global Head of Cargo at the International Air Transport Association (IATA)**, has worked in air cargo for 20 years, including 14 years at IATA, where he led two key IATA initiatives and headed cargo operations and e-commerce.

**Topic:** An overview on the issues surrounding e-commerce, and how the airfreight industry is adapting to them.

A Q&A session will follow.

This webinar will be moderated by **Mr. Steve Parker, Head of Customs at DHL UK** and Chair of the FIATA Customs Affairs Institute. It is held under the auspices of the FIATA [Customs Affairs Institute \(CAI\)](#), with support from the [Airfreight Institute \(AFI\)](#) and the [Advisory Body on International Affairs \(ABIA\)](#).