

2010 World Cargo Symposium Speaker Biographies Economic Outlook



James R. Billing
Managing Director, Airline Market Analysis
Boeing Commercial Airplanes

Jim Billing is a member of Boeing's Commercial Airplane Marketing team and leads the Market Analysis group. His organization is responsible for assessing market conditions in the airline industry, determining the short-term and long-term requirements for airplanes and services, and for tracking emerging trends in airline strategies and business models that will drive future demand for aviation products and services. The Market Analysis group prepares Boeing's Current Market Outlook and World Air Cargo Forecast, which forecast air travel and air cargo growth and airline airplane requirements.

During his career at Boeing, Jim has also been engaged in airplane financing, value analysis, product development projects, and sales support. Prior to joining Boeing Jim worked with both airlines and airports in the US.



Peter Chong
Director, Cargo Services
IATA

Peter is currently Director, Cargo Services for IATA Cargo in Asia Pacific.

He sees his principal role as a facilitator and catalyst for growth for the air cargo industry in Asia Pacific. He leads a team of dedicated Cargo Managers in the field offices and drive the development and delivery of the Cargo Agenda.

He is particularly interested in the development of the industry from the perspectives of new solutions, growth by innovation and in people development.

He was previously Regional Director at Sabre Airline Solutions, and have held senior positions in SITA and IBM where he began his career. He holds a B.Sc from the National University of Singapore.



Sandeep Fernandes
Market Development Manager - Cargo and Logistics Solutions
Mercator

Sandeep began his career in 1996 at HCL, India's leading Technology Company. Thereafter, in 1997, he moved to Emirates and joined its information technology department. At that time, the department had just rebranded itself as "Mercator" and begun marketing its solutions to the global air transport industry. Within a decade, Mercator has emerged as one of the leading IT solutions supplier to the industry.

During this 13 year period, Sandeep worked closely with a host of airlines, ground handlers and forwarders and has become an expert in leveraging I.T to solve air cargo business problems. His recent pioneering work has been in the role of a consultant/project manager spearheading the conceptualisation and development of a new-generation air cargo management system. This system is in use today benefitting a number of reputed airlines, including Swiss, Virgin Atlantic, Grupo TACA, SriLankan and Emirates.

Sandeep completed his MBA from the University of Bradford in the UK where he scored the top university rank for his thesis on Customer loyalty. Sandeep is now the Market Development Manager for Cargo at Mercator.

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KEYNOTE:
David F. Hoppin
Managing Director
MergeGlobal, Inc.

David Hoppin is a co-founder and Managing Director of MergeGlobal, a financial and strategic advisory firm serving the global transport and logistics industries.

MergeGlobal's team of bankers and strategy consultants combine financial expertise with deep industry knowledge to significantly improve shareholder value for clients in the global travel, transportation and logistics industries. The firm's clients include carriers, equipment manufacturers, infrastructure operators and private-equity investors in virtually all transport modes, from air to ocean to trucking, and related industries including freight forwarding, warehouses and software.

Mr. Hoppin has 20 years of experience in advising clients on a wide range of strategic issues, including business strategy, mergers and acquisitions, bankruptcy and restructuring, customer segmentation, price elasticity, network strategy, capital investment decisions and operational improvement. Mr. Hoppin's experience is global in scope, as he has directed client engagement teams in North America, Latin America, Europe, the Middle East and Asia. In the air freight space, he has worked with clients including All Nippon Airways, Atlas Air, Cargolux, DHL, Polar Air Cargo and Saudia, as well as various leasing companies, airports, and real-estate investors.

Before co-founding MergeGlobal, Mr. Hoppin was an engagement manager for an aviation consulting firm in Washington, D.C. and an analyst for Bankers Trust Company in New York.

Mr. Hoppin received a B.A. in Government from Hamilton College in 1987.



Didier Lenormand
Head of Marketing – Freighter Aircraft
Airbus

In his current function, Didier and his marketing team supports all Airbus commercial campaigns related to our Family of freighter aircraft, both new and converted. Didier works in close cooperation with the Freighter Aircraft Sales Unit.

Didier's other functions are to keep strong links with Airbus' Asset Management Division and towards other key areas within Airbus in order to fulfil our commercial success with regards to used aircraft transactions.

The group, under Didier's leadership, also provides expertise and support regarding future Airbus freighter aircraft to ensure the same coherent freighter product approach.



Brian Pearce
Chief Economist
IATA

Brian Pearce is IATA's Chief Economist. An economist with over 20 years of international experience in several industries, he was formerly head of global economic research at UBS Warburg and Chief Economist at Ernst & Young.

His role is to analyse the economic and policy landscape facing the airline industry, to provide the data and arguments that effectively support IATA's CEO and policy work. This has taken his role beyond the traditional analysis of traffic forecasts to forecasting all the factors affecting the future profitability of the industry, and providing the economic analysis to help take costs out of the airline business and address the structural issues that disadvantage the industry.

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Prior to joining IATA Brian Pearce was involved in the UK Air Transport White Paper and in the discussion and design of policies to influence aviation's impact on the environment. He also advised on the financial sector's role in promoting good corporate governance and responsibility, and directed the initiative launched by the UK Prime Minister at the World Summit on Sustainable Development.

Before that he was head of Global Economic Research at the investment bank, SBC Warburg (now UBS), in Tokyo and then London. During this time he published extensively on international financial and economic issues, and advised private and public sector clients in over 20 countries.

As Chief Economist at Ernst & Young's economic forecasting consultancy, the ITEM Club, he worked with the UK Treasury's and other econometric models to analyse public policy and forecast global economic prospects. He was frequently called on by television, radio and the press to comment on Government economic policy and wrote a series of articles for the UK's Sunday Times and Japan's Nikkei Business.



Dr. Ajay Virmani
President & CEO
Cargojet

Dr. Ajay Virmani, President & CEO of Cargojet, Canada's largest cargo airline operating a premium overnight air cargo service to all major cities across Canada. Mr. Virmani has bought and sold several businesses during his tremendous business career and has truly defined the word, "entrepreneur." His numerous years in the transportation field in Canada have made him a true leader in this industry. Mr. Virmani was recently selected by Ernst & Young as "*Entrepreneur of the Year*" and Cargojet was selected as one of Canada's "*50 Best Managed Companies*" as well as being chosen as the "*Largest Outstanding Business in Ontario*".

Cargojet, under Ajay's leadership has won many industry awards, including the Shippers Choice as "*Cargo Airline of the Year*" for the past seven consecutive years. Cargojet is also the only Canadian air cargo carrier that is a full member of IATA, the International Air Transport Association and is ISO9000:2000 Quality certified company.

In June 2005, Ajay completed an Initial Public Offering to the business public, creating the Cargojet Income Fund. The Fund's units trade publicly on the Toronto Stock Exchange under the symbol of CJT.UN.

More recently, Ajay was honoured with "Doctorate of Law" from the Assumption University becoming Dr. Ajay Virmani. Ajay was also asked to represent Canada in December 2009, as an official Olympic Torchbearer for the 2010 Games. Ajay is also involved in the movie business, as executive producer of several films, including the Oscar nominated film "Water" and heavily supports numerous charitable foundations.

Cargojet is Canada's leading provider of time sensitive overnight air cargo services. Cargojet operates its network across North America, transporting over 750,000 pounds of time sensitive air cargo each business night, utilizing a fleet of forty-one all cargo aircraft.