

Air Cargo Business Development for Airports

Develop your strong, sustainable growth strategy



CLASSROOM TRAINING IN ENGLISH

AIR CARGO MANAGEMENT

Description



In this dynamic, workshop-style training, you will craft a forward-looking and sustainable air freight strategy tailored to your airport's unique context. Whether your airport is taking its first steps into air cargo or already has an established cargo footprint and seeks to realign with future trends, this course is designed to equip you with the strategic foresight and tools to lead with impact. You will gain a comprehensive understanding of the air cargo industry - its economic significance, stake-holder ecosystem, and operational foundations. Going beyond theory, this training includes hands-on consulting elements and is led by a seasoned air freight business coach, offering you tailored guidance and actionable insights.

Explore internal and external factors shaping the future of the industry, including macroeconomic drivers, regulatory landscapes, and the specific dynamics of your airport's location and region. Uncover global and regional trends in airline cargo networks, automation, digitalization, and sustainable logistics. Dive into case studies that illustrate both best practices and disruptive innovations in airport cargo operations. You will also develop expertise in designing resilient cargo development strategies, branding, and incentive models—empowering your airport to stay agile and competitive in an evolving global market. This course is not only about adaptation but strategic leadership - preparing you to anticipate challenges and seize emerging opportunities in the air cargo sector of tomorrow.

SCHEDULED LOCATIONS

1.650,- p/P excl VAT

3 DAYS

6 MIN PARTICIPANTS

aviationnow.academy

Target group



- Airport managers and planners
- Commercial, performance, and quality leads
- Airline and station managers
- Legal and regulatory advisors
- Network development and cargo operations staff
- Innovation, digital, and sustainability officers
- Logistics and cargo-related partners (e.g. e-commerce, 3PLs)
- Perfect for those aiming to drive growth, innovation, and resilience in the evolving air cargo landscape.

Learning objectives



- Map the Air Cargo Ecosystem of the Future: Understand evolving roles of industry stakeholders - including tech providers, integrators, startups, and regulators - in shaping tomorrow's air cargo landscape.
- Quantify Strategic Value: Analyze the growing economic and geopolitical importance of air cargo, particularly in resilient supply chains, nearshoring, critical goods transport, and trade digitization.
- Design Next-Gen Cargo Strategies: Master all elements of modern air cargo strategies, from green corridor design and automated cargo flows to modular infrastructure for scalable business models.
- Lead in Specialized Cargo Handling: Manage cutting-edge requirements in pharma, perishables, e-commerce, batteries, and time-critical shipments through smart technologies and predictive analytics.
- Anticipate and Act on Emerging Trends: Identify global megatrends like AI-powered logistics, drone/vertiport integration, climate adaptation, and new trade routes reshaping cargo movement.
- Navigate Dynamic Regulatory Landscapes: Examine and anticipate national and international cargo policies, digital customs protocols, sustainability regulations, and emissions-based operating models.
- Develop Future-Resilient Commercial Masterplans: Craft long-term, flexible cargo business plans focused on decarbonization, real estate development, risk mitigation, and network diversification.
- Make Data-Driven Network Decisions: Use advanced analytics, scenario modeling, and machine learning to make optimized airline network decisions aligned with global demand shifts.
- Accelerate Growth Through Innovation Strategies: Implement innovation-focused approaches to attract cargo operators - such as collaborative warehousing, pay-per-use infrastructure, and cargo communities.
- Market the Smart Way: Reimagine cargo marketing through digital platforms, immersive storytelling, performance-based incentives, and API-driven integration with global shippers.
- Immerse in Smart Airport Innovations: Gain in-depth understanding of technologies and approaches like:
 - Full-cycle Digitalization and Automation
 - Sustainable Cargo Initiatives (e.g., SAF usage, circular logistics)
 - E-commerce Fulfillment and Urban Air Mobility
 - Smart Cargo Hubs and IoT-enhanced Facilities
 - Strategic Partnerships and Alliances
 - Infrastructure Reimagination and AI-based Capacity Planning

Course location: Liege Airport Academy or in-company world-wide
Inclusive: Course material, AviationNOW certificate

