



# Cargo Business Development for Airports

 Classroom and In-Company Course (3 days/24 hours)

Air cargo is an important income generating opportunity for an airport. This condensed three day course will provide you with the knowledge you need to start building and developing your cargo business network. Learn how to invigorate your marketing campaigns and craft fresh ideas to attract new cargo business to your airport. Through discussions, practical examples and exercises, gain insight into the factors that drive the air cargo business and learn new practices for leveraging them.

## Objectives

Upon completion of this course you will be able to:

- Identify cargo market opportunities and the benefits they can bring your airport
- Understand the regulatory framework that shapes the air cargo industry
- Identify airline development decision makers that will help you enhance your network
- Plan competitive strategies that attract new airline customers
- Build your market strategy around your airport's strengths

## Target audience

- Airport managers with cargo business development or planning responsibilities

## Key topics

- Industry players and their roles
- Economic importance of air cargo
- Special handling of air cargo
- Passenger and air cargo opportunities
- Emerging trends in air cargo
- Industry policies and the consequences for air cargo
- Airport commercial plan
- Airlines network development decision making
- Air cargo and airport long-term strategic planning
- Strategies to attract air cargo business
- Marketing your services and solutions

## Activities

- Exercises
- Group project

## Certificate awarded

An **IATA Certificate** is awarded upon successful completion of the course and final examination.

# Cargo Business Development for Airports

## Course schedule

### Day 1

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- **What is air cargo?**
  - The importance of air cargo to airports and its stakeholders
  - Industry players and their roles
  - Economic importance of air cargo
  - Products demanding special handling and speed
  - Difference between passenger and air cargo opportunities
  - Internal and external factors that influence the air cargo industry
  - International and national air transportation of air cargo products
  - Industry opportunity and threats

### Day 2

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- **Emerging trends in air cargo**
  - Factors driving airline cargo network development
  - Case studies: airport air cargo activity
  - Airport cargo development program and strategy
  - Airport brand and positioning
  - Airport incentive programs and their added value

### Day 3

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- **Group exercise**
- **Written examination**

This course can be customized for your company and delivered at the location of your choice.  
[Request in-company training](#)