



## Introduction

by **Nathan De Valck**

As the month of July has come to its end, some of you would have enjoyed a restful time-off or will soon be going on annual leave. Either way, Pharma.Aero would like to provide you with some interesting reading material. A link to our three Executive Summaries of Pharma.Aero's recent series of webinars can be found in this Summer e-newsletter, together with detailed analytics of the webinars. This e-newsletter also features Trevor Caswell, our Pharma.Aero co-Vice Chairman.

Stay safe and stay connected!

**Nathan De Valck**

Chairman of Pharma.Aero

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## Members Update

Pharma.Aero hopes to onboard additional pharma shippers and other stakeholders in the coming months. We will keep you informed in our next e-newsletters.

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## Projects Update

### **Industry feedback on Pharma.Aero's inaugural webinar project "Covid-19 impact on Life Science and Medtech Airfreight Industry"**

In the past two months, Pharma.Aero, in collaboration with STAT Trade Times, has run a series of three webinars, where the organization together with world opinion leaders and experts from the industry looked at the current, mid-term and future impact of Covid-19 pandemic on the Life Science and Medtech airfreight industry. It was Pharma.Aero's first webinar project organized for both our members, as well as the pharmaceutical and airfreight industries.

In evaluating the effectiveness of these webinars and identifying improvements for future webinar editions, we have analyzed the feedback collected on each of the webinars.

In total, 580 industry professionals of the Life Science and Medtech airfreight industry followed the webinars. Amongst the three webinars, the first had the highest attendance rate as most parts of the world were still in confinement at that time.

In terms of geographical breakdown of the attendees, 38% of our attendees were in Europe; 37% in Asia; 13% North America and 4% South America. Our members constituted close to 20% of the participants in each of the webinars. With respect to the attendees' industry, 19% were freight forwarders; 15% airlines; 13% airports; 12% pharma shippers; 11% ground handlers; 9% service providers; while the rest comprised of consultants, academics and media companies.

We also assessed the overall content quality, delivery and organisation of the webinars. The scores showed on a Likert-scale 1 to 5 (poor to excellent): 4.23 overall quality; 4.41 opinion leaders; 4.19 industry experts; 4.37 content and 4.40 on the technical elements. This underlines that the webinars were scored "excellent" to "very good" on an overall basis.

When asked about how the participants came to know about our webinars, 40% responded that they received the information through email blasts; 30% on LinkedIn; 20% on our website; while 10% learnt about it from colleagues (especially for the 2nd and 3<sup>rd</sup> webinar).

Based on the above analysis, we concluded that our series of three webinars has been well-received from the industry. Pharma.Aero would be exploring more opportunities in developing and delivering more webinars for both our members and for the entire industry in the areas of our projects and key activities. In view of the current pandemic when physical distancing is being practiced and country borders

are restricted, webinars are becoming a new way of staying in touch. Looking back at the first experiences of the webinars, Pharma.Aero has realized that there is a need for developing virtual strategies to reach out to our members and the entire industry for the future.

By Frank Van Gelder

The three Executive Summaries can be read on [www.pharma.aero](http://www.pharma.aero). You will also find the three links to the three webinar videos on our [website](#) as well as on [LinkedIn](#).

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## Board Member in the spotlight

### Your Company and position:

Edmonton International Airport is a forward thinking, progressive and active air cargo stakeholder in the global temperature-controlled supply chain. In my role, I am responsible for driving air cargo demand opportunities, with a special focus on the pharmaceutical, biopharma and life sciences sectors.

### Your relation to airfreight pharma:

Edmonton Airport is uniquely positioned as an entry point into North America for air cargo, based on our northerly location, which has positioned us to see an increase in temperature sensitive pharma shipments. We also act as a gateway for northern Canadian communities that experience extreme weather year round, it is critical that our CEIV stakeholders on airport ensure the safe handling and transport of pharmaceutical products and adhere to the highest standards in the world. Furthermore, our multi-temperature CEIV certified facilities on airport provide the additional supply chain requirements our global logistics partners and airlines would expect.

### Any interesting developments within your company in relation to airfreight pharma you want to share?

With the emerging pharma and biopharma development and clustering we continue to see in our region, Edmonton International Airport was excited to be the first major airport to pursue and receive our IATA CEIV Pharma Community Certification in Canada.



**Trevor Caswell**  
*Manager, Demand &  
Product Development*  
**Edmonton International  
Airport**

**What is the added value that Pharma.Aero can bring to the pharma handling in our air cargo industry?**

Pharma.Aero is trying to bring true collaboration and transparency to the end to end supply chain, while fostering strategic relationships between industry partners. As an organization, we continue to evolve and develop strategic pharma projects and publications, that provide important data results and conclusions for our members.

**What is your position in the Board of Directors of Pharma.Aero and what does it entail?**

In my role as Vice Chairman, I am responsible for the Project Management development, budgeting, as well as strategizing and planning on future Pharma.Aero projects, while reporting back to the BOD.