AVIATION SHOW MENASA

28 – 29 November 2017
The Ritz Carlton DIFC, Dubai

BUSINESS MODELS.
TECHNOLOGY.
INNOVATION.
FOR THE REGION’S AVIATION INDUSTRY.

www.terrapinn.com/aviationmenasa
Consumer demands, expectations and demographics are changing drastically in today’s world. The wave of technology, digitisation and innovation will continue to disrupt the aviation industry. The future of aviation business requires airlines and airports to provide original, fresh and dynamic offerings to communicate and engage with 21st century millennial travelers.

The Aviation Show MENASA is the dedicated platform for the entire aviation ecosystem to come together to learn, connect and build relationships with key stakeholders in the industry.

Three conference streams will host the largest regional gathering of C-level executives, the biggest range of topics, interactive roundtables, international case studies, and over 100 speakers who are driving the aviation industry into the future.

Join us in Dubai for the region’s only conference offering something for every airline and airport department. From low cost travel to millennial marketing, from air retail to IT infrastructure, our 3 stream agenda includes only the most relevant and trending content right now:

Book early and get huge discounts [www.terrapinn.com/aviationmenasa](http://www.terrapinn.com/aviationmenasa)
CONFIRMED SPEAKERS

Raj Andrade
Vice President of Business Development, Marketing and Strategy
Bangalore International Airport

Deepu Cyriac
Country Manager UAE, Kuwait, Qatar & Oman
Air Canada

Chadi Abou Daher
Director Customer Services
Middle East Airlines – Air Liban (MEA)

Satyendra Pandey
General Manager, Strategy & Planning
Go Air

Narendra Mansukhani
General Manager Guest Experience
Jet Airways

Syed Asad Hasnain Bukhari
Deputy General Manager ICT
Pakistan International Airlines

Chris Koomen
Product Owner VR
KLM

Nazneen Patel
General Manager
Go Air

A M Shabeer
Executive Director
Cochin International Airport

David Huttner
Senior Vice President & Partner
Nyras Capital LLP

Anni Ahnger
Head of Ancillary Sales
Finnair

Sanjay Sharma
Manager IT Innovation
Emirates

Fatou Gueye
Head of Product Economy & Premium Economy
Air France

Talal Ben Halim
Managing Director & Partner
Acacus Technologies

Huhsam Osman
Technical Director
Royal Jet

Jagdish Sahra
Senior Design Manager
Virgin Atlantic

Chris Koomen
Managing Partner
Aviation Minds

Axel Reissman
Director Alliances & Revenue
SkyWork Airlines

Arnaud Delbary
Regional Director
Rentalcars Connect

Patrick F. Poetsch
Head of Automated Sales, Product & Programs
Lufthansa

Suren Gunatillake
Head of Platforms & Third Party Channels
Cathay Pacific

Joaquim Gonsalves
Head of HR
Bassaka Air

Deepak Gusain
Director Business Development – Mobility, IoT & Manager Services, Middle East, Central Asia and Africa
Tata Communications

Dinesh Hapuarachchi
Manager RM & Distribution
Air Djibouti

Rohit Ramachandran
CEO
Jazeera Airways

Perry Cantarutti
CEO
SkyTeam

Khaled Absi
Travel Lead, CSM
Facebook

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CEO INTERVIEW: Leading the way with the next generation airline

Hear from one of the most dynamic airlines in the sky as Emirates discusses the changing nature of the aviation industry, what the digital wave means for airlines and how FSCs remain successful in the increasingly competitive market.

- Grasping the potential for the booming LCC model in MENASA
- New start-up and low cost hubs, models and offerings
- Where are the new opportunities in dense markets?
- Creating a unique LCC offering for the region
- Structuring your fleet for profitability and flexibility
- Leasing vs owning

Sir Tim Clark, President, Emirates

CEO INTERVIEW: Dubai Airports: the innovators

Hear from the busiest airport in the world for international travellers, as Paul Griffiths, CEO Dubai Airports, discusses how digitisation, capacity and the unpredictable nature of the industry affects the hub on a daily basis.

- Managing the 100 million capacity by 2020
- Leveraging smart applications to boost capacity and passenger experience
- Collaborating with airlines to drive regional success
- Discussing the Al Maktoum expansion project

Paul Griffiths, CEO, Dubai Airports

CEO INTERVIEW: Discovering the future of LCCs in MENASA

Join us as we interview the inspirational leader of Air Arabia, the first LCC in the Middle East & North Africa, as he discusses leadership in the current aviation market, what the future holds for LCCs and expansion to new routes and regions.

Adel Abdullah Ali, CEO, Air Arabia

KEYNOTE: Going above and beyond to win millennials

Effectively combating the dual threat of substitution and commoditisation.

- Coordinating with other travel modes to connect the millennial traveler
- Establishing a multi-channel traveler information exchange
- Communicating with passengers throughout their journey
- Personalising marketing on the ground and in-flight with automated systems

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10.10

Speed networking

11.00

Morning tea

11.20

Streams begin: attendees can visit any of the conferences below

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11.40

PANEL: Avoiding head-to-head competition through unconnected routes

- Flying to remote and unconnected regions in Asia and Africa
- Working with authorities to fly to remote regions
- Connecting isolated regions with no competition
- Spurring travel with low costs

Clayton Ulisses Regidi, Head of Revenue Management, Salam Air
Orhan Sivrkaya, CEO & Executive Board Member, Onair
Rob McKinney, President, Mokulele Airlines

11.40

PANEL: Discussing IoT in the aviation industry

- Tapping into the IoT with disruptive technology
- Discovering the endless connected endpoints

Hari Marar, President, Bengaluru Airport

11.40

PANEL: Discussing the growing number of travellers with effective data analytics

- Engaging with travellers throughout their journey
- Enhancing experience through digital interaction
- Collecting masses of data through multiple touchpoints
- Offering a range of benefits personal to the traveller
- Balancing comfort with cost

Ravinder Singh, Chief Information & Innovation Officer, Air Vistara

11.40

PANEL: Taking the skies: tackling the big data treasure chest

- Exploring the "new electricity" of data and AI
- Ascertaining analytics as the meter for the airline business
- Changing the game with end-to-end data collection
- Developing a single integrated data environment
- Identifying vital data in the haystack of information

Avi Vistara

11.40

PANEL: Adapting and embracing the new electricity of data and AI

- Developing a single integrated data environment
- Ascertaining analytics as the meter for the airline business
- Offering a range of benefits personal to the traveller
- Balancing comfort with cost

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11.40

PANEL: Long haul, low cost: redefining the industry

- Balancing comfort with cost effectiveness
- Reaching new destinations and airports with smaller aircrafts
- Connecting the unconnected with new routes
- Competing with dominant FSCs with a "no frills" service vs offering ancillaries

Examples:
- Norwegian Air
- Air Asia X

Dag Skage, CEO, Norwegian

11.40

PANEL: Digital retail: Driving commerce with digital platforms

- Building an all-encompassing omnichannel platform to drive airport revenue
- Integrating airport retail and ecommerce
- Developing customer-centric offerings
- Working with airlines to develop a flexible ecommerce marketplace

Raj Andrade, Vice President of Business Development, Marketing and Strategy, Bangalore International Airport

11.40

PANEL: Spreading your wings to new regions

- Identifying the most in demand routes and tourist hotspots
- Investing in new routes as local markets saturate
- Developing cheap routes with hidden destinations and unsociable hours
- Looking at fleet and network expansion for long term success

Hari Marar, President, Bengaluru Airport

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11.40
MAIN CONFERENCE AGENDA DAY ONE 3/6

12.10 Managing route networks
- Forecasting new market profitability
- Maximising passenger connections
- Determining optimal alliance and codeshare options for LCCs
- Managing a new route network with partnerships

12.20 Managing the shift to a hyper connected digital economy
- Understanding the digital transformation journey
- Managing digital transformation within airlines
- Adopting IFF in the new era of aviation

13.00 Networking lunch

13.30 innovating your legacy systems, technology and infrastructure
- Engaging with smart devices through app development
- Empowering customers and crew with smart app development
- Building intelligent aircrafts with micro and macro sensors
- Satellite systems, weather forecasting, tracking, maintenance

Syed Asad Haseen Bukhari, Deputy General Manager ICT, Pakistan International Airlines
Huhsam Osman, Technical Director, Royal Jet

14.00 Unifying commerce with cognitive commerce
- Providing regular information updates across all platforms
- Revolutionising how customers interact with airport services
- KYC with multi-channel personalisation
- Providing real time airport hospitality information and offerings
- Developing apps for effective app analytics
- Delivering hyper-local tailored experiences
- Identifying customer segments with KYC strategies

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14.40 Modernising your ancillary revenue strategy with technology
- Personalising each journey with data analytics
- Offering unique services
- A la carte
- Self service
- Park & fly
- Offering tailor-made geo location technology
- Catering for every type of passenger in the new era of hybrid airlines

Radawolswaw Dutkowski, Director Ancillary & Product, flynas

15.00 Dynamic re-bundling: the new ancillary revenue technique
- Looking towards bundle packages to drive premium revenue
- Reaching out to the traditional FSC customer
- Delivering avenues for particular passengers to take advantage of
- Family seat selection
- Business priority boarding
- Matching revenue streams with the new hybrid business model

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ROUNDTABLES

1. Identifying the new wave of business models: LLCCs, Hybrids and Long haul, low cost
2. Driving loyalty in disloyal millennials
3. Engaging with the omnichannel customer
4. Developing super-tech in flight and on the ground
5. Dealing with the global talent gap within aviation successfully
6. Transforming airport mobility through tracking, beacons and real time offerings
7. Combatting cybersecurity concerns in the digitised era
8. Combatting disruption and failure with effective contingency plan

MAIN CONFERENCE AGENDA DAY ONE 4/6

14.20 LCC’s: Driving success with ancillaries
- Offering a “no frills” service with unbundling
- Becoming a ULCC with “bare fares”
- Allowing more personalisation with package flexibility
- Unbundling the traditionally free items

Kamal Hingorani, SVP & Head of InFlight Services & Customer Experience, flynas

14.40 Thriving in a multiscreen world
- Transforming the passenger experience on the ground and in the air
- Creating a seamless customer-centric experience
- Meeting the expectation with cross-channel sessions
- Collaborating with airports
- Delivering hyper-local tailored experiences
- Developing IFS and device compatibility

Ady Guthrie, Global Partnerships Director, Rentalcars Connect

15.00 Dynamic re-bundling: the new ancillary revenue technique
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- Matching revenue streams with the new hybrid business model

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AR & VR

PANEL: Discovering the impact, and importance of VR and AR
- Understanding the uses across the industry
- Complementing safety procedures with AR and VR solutions
- Visualising what matters with VR
- Discussing the case studies: Qantas & Samsung gear VR

Sanjay Sharma, Manager IT Innovation, Emirates
Chris Koomen, Product Owner VR, KLM

CASE STUDY: Cochin International Airport – powered by solar
- Discovering new technology with solar powered airports
- Decreasing costs and carbon footprint
- Creating an experience for the global traveller

Rahul Bhati, Head International Airport Operations, Regent Airways
Cengiz Dedeirmenci, Online Sales & Marketing Manager, Turkish Airlines

INFRASTRUCTURE & ANALYTICS

PANEL: Discussing the impact, and importance of VR and AR
- Understanding the uses across the industry
- Complementing safety procedures with AR and VR solutions
- Visualising what matters with AR
- Discussing the case studies: Qantas & Samsung gear VR

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Developing platforms for analytics and technology innovation
- Looking at software and cloud based infrastructure
- Embracing mass volumes of data with comprehensive IT infrastructure
- Executing virtual systems with effective cybersecurity
- Hybrid platforms: the better alternative?
- Integrating systems for airport wide analytics

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INTRODUCING THE NEW HYBRID BUSINESS MODEL
- Hybrids and Long haul, low business models
- Satellite systems, weather forecasting, tracking, maintenance
- Engaging with smart devices through app development
- Empowering customers and crew with smart app development
- Building intelligent aircrafts with micro and macro sensors
- Satellite systems, weather forecasting, tracking, maintenance

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Contact Peter Glade, Commercial Director, SunExpress for information on how to book a table or to request a quote.
**MAINT CONFERENCE AGENDA DAY ONE 5/6**

**LCC CONGRESS**

15.20  **PANEL: Delivering digital offers to increase personalisation and ancillary revenue**
- Distributing rich data through NDC aggregators and GDSs
- Discovering the digital channel in the digital world
- Differentiating from competitors with a unique offering
- Battling with the LCCs in modern price bundling
- Blurring the lines between airline distribution and merchandising
- The future: retail disruptors and owned channels

Suren Gunatillake, Head of Platforms & Third Party Channels, Cathay Pacific
Dean Wicks, Chief Flights Officer, Wego.com

**IN-FLIGHT EXPERIENCE**

Evolution or a revolution?
- Distributing rich data through NDC aggregators and GDSs
- Discovering the digital channel in the digital world
- Differentiating from competitors with a unique offering
- Battling with the LCCs in modern price bundling
- Blurring the lines between airline distribution and merchandising
- The future: retail disruptors and owned channels

Yanik Heyes, Director – New Distribution Capability Program, IATA

16.00  **Rebutting the NDC initiative**
- Supressing the robust comparison shopping that GDSs facilitate
- Discussing the danger of personal, discriminatory pricing
- Encouraging upselling rather than cheap deal finding
- Balancing the burden of investing and building the technology

Fatou Gueye, Head of Product Economy & Premium Economy, Air France

**AVIATION SHOW MENASA**

15.20  **NDC**
- The emergence of the ‘silent travelling millennials’
  - Taking a back seat role in developing a seamless experience
  - KYC to only provide relevant offers
  - Engaging with the passenger without disturbing their journey
  - Developing a fully automated, personalised strategy to engage customers effectively
  - Driving personalisation in-flight
  - End to end, destination services

Narendra Mansukhani, General Manager Guest Experience, Jet Airways

15.40  **Evolution or a revolution?**
- Ordering airport and inflight F&B, products and services from your seat
- Discovering new inflight innovations e.g. live chat, streaming, infight games
- Ensuring effective usability for the multi device millennial
- Encouraging passenger engagement with a cross-functional system

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16.00  **Discovering premium economy**
- Making luxury affordable
- Diversifying from the traditional 3 classes of flying
- Increasing pitch as an added luxury
- Pulling passengers from economy class rather than business class
- Balancing luxury with costs to remain profitable

Fatou Gueye, Head of Product Economy & Premium Economy, Air France

16.20  **Connecting the African continent**
- Developing FSC capable airports across the continent
- Revitalising the continent’s transport system
- Taking advantage of the young population in Africa with a dedicated airline strategy
- Partnering with FSC and airports alike

Richard Kureh, Deputy Head, Commercial, Africa World Airlines Limited

**ROUTES & GROWTH MARKETS**

Hidden cities: launching new routes into the sky
- Developing new, permanent and temporary routes for millennial travellers
- Linking with smart and innovative airports
- Connecting the new era of travellers with fastest emerging global cities

Captain Thomas W. Hallam II, CEO, SomaAir

17.00  **Launching new routes in new territories**
- Overcoming the challenges in new regions
- Identifying future growth areas before market saturation
- Driving success through traveller demand and analytics
- Discovering in demand markets across the world e.g. religion, culture, sport etc
- Building contingency plans

Lt Gem Mollah Faizal Akbar, CEO, Regent Airways

17.20  **Connecting the Middle East and Asia**
- Competing with other transport methods through cheap, efficient and well connected routes
- Tapping into the 97% of the population not flying
- Increasing competition, modernising airports and expanding technology innovation
- Ruling the Indian skies as a LCC vs a FSC
- Driving India as the fastest growing aviation sector in the world

Patee Sarasin, Bo Lingham, AirAsia

**MAIN CONFERENCE AGENDA DAY ONE 6/6**

**NDC enabled airline retailing**
- Developing a marketplace model
- Implementing effective payment solutions for successful retailing
- Discovering the impact of IATA one order on delivery systems
- George Khairallah, President, JR Technologies

**Flying on cloud nine with super first class**
- Bridging the gap between private jets and first class
- Moving from ‘suits’ to ‘apartments’
- Innovating with immersive in-flight environments
- Discovering the innovations e.g. SkyDeck, Family Suits
- Revolutionising aircrafts with incredible designs
- Creating luxury on the group
- Competing with Jagdish Sahra, Senior Design Manager, Virgin Atlantic

**LUXURY EXPERIENCES**

On-demand: the key to an exceptional experience
- Ordering airport and inflight F&B, products and services from your seat
- Discovering new inflight innovations e.g. live chat, streaming, infight games
- Ensuring effective usability for the multi device millennial
- Encouraging passenger engagement with a cross-functional system

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**Thriving in turbulent emerging markets**

17.00  **Keynote panel: Asia: flying high in the newly crowned fastest growing region**
- Exploring the booming LCC model in Asia, and the newly formed Value Alliance
- Capitalising on the growing Asian middle class wanting to travel
- Connecting the Middle East and Asia
- Learning from the Asian airline success
- Code sharing and forming alliances with the vast amount of airlines on the continent
- Overcoming the challenges with Asian hubs o Insufficient infrastructure o Airport congestion o High jet fuel prices
- Discovering the room for increased competition, new airlines and ultra LCCs

Bo Lingham, Deputy CEO, AirAsia
Patey Sarasin, CEO, Nok Air

17.20  **Keynote panel: Taking off in India’s aviation industry**
- Driving India as the fastest growing aviation sector in the world
- Leading the surge towards becoming the largest market by 2030
- Ruling the Indian skies as a LCC vs a FSC
- Increasing competition, modernising airports and expanding technology innovation
- Tapping into the 97% of the population not flying
- Competing with other transport methods through cheap, efficient and well connected routes

Amar Abrol, CEO, AirAsia India
Krishnamurthi Shyamsunder, CEO, Air India Express

18.00  **Close of day one**

**CONTACT**

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KEYNOTE PANEL: LCCs: shaping the future of low cost travel
- Doing what you do best: cut costs, increase revenue
- Discovering new methods of ancillary revenue to capture new customers
- Becoming a hybrid or remain a LCC?
- Looking to the future with low cost long haul travel
- Overcoming the challenges with digitisation
- Collaborating and forming alliances with other LCCs

Dag Skaug, CEO, Norwegian
Oliver Wagner, CEO, Eurowings
Teoman Tosun, CEO, Onurair
Rohit Ramachandran, CEO, Jazeera Airways

KEYNOTE PANEL: Alliances: the new aviation brand
- Overcoming the practical limitations on cross-border airline mergers
- Integrating airlines to offer the ultimate convenience for the traveler
- Synchronising schedules, gates, terminals etc. in a combined effort to streamline the customer experience
- Working with airports to create alliance specific terminals
- Building credibility through codeshares with equal and complimenting airlines
- Increasing route networks and PFPs
- Cost sharing through airport lounges, ground handling, marketing and maintenance
- Discovering ‘equity alliances’ and joint ventures as a replacement to traditional alliances

Steven Greenaway, CEO, Reward-U & Deputy CEO, U-Fly Alliance
Perry Cantarutti, CEO, SkyTeam

KEYNOTE: Managing the threats in the digital age
- Developing an impenetrable cybersecurity system at 30,000 feet
- Combating threats deriving from the multi-channel, millennial passenger
- Building credibility through codeshares with equal and complimenting airlines
- Discovering the middle class
- Identifying the decreasing importance of FSC in the region
- Discovering hybrid models to capture the traveller population
- Discovering new methods of ancillary revenue to capture new customers
- Embracing new channels in content marketing
- Attracting the 3.5 billion people connected to the internet
- Connecting to the 60% of the world still offline
- Building a 360 degree view of each customer
- Embracing new channels in content marketing
- Viral videos
- Device app
- AR & VR
- Building brand loyalty and promoting new routes

Edgardo Badiali, CEO, Libyan Wings
Satyendra Pandey, General Manager, Peach Aviation
Patrick Murphy, Executive Advisor

CASE STUDY: Connecting Africa
- Developing the necessary infrastructure to support the growing economy
- Overcoming the challenges of jet fuel, currency depreciation and foreign competition
- Building partnerships for innovation in African aviation
- Identifying future plans for long term success
- Combating the difficult regulatory framework in Africa

Edgardo Badiali, CEO, Libyan Wings

CASE STUDY: Asia: the golden opportunity for LCCs
- Understanding the exponential growth of LCCs in Asia
- Identifying the decreasing importance of FSC in the region
- Discovering the middle class millenial opportunity in Asia
- Embracing the North as the growth region of Asia

Zahid Mahmood, CEO, Himalaya Airlines

PANEL: Competing with the luxury FSC in MENA
- Driving aviation in the hub of airline connectivity
- Discussing the potential for LCC routes between the ME and Africa
- Identifying airports in Africa to connect with
- ME: Europe’s most eastern hub, Asia’s most western hub
- Using the region to develop into growth markets

MODERATOR: Nadine Itani, Managing Partner, Aviation Minds
Suresh Nair, General Manager – India, Sri Lanka & Bangladesh, Air Asia
Patrick Murphy, Executive Advisor, Peach Aviation
Satyendra Pandey, General Manager, Go Air

PANEL: Developing LCCs in MENA
- Discovering ‘equity alliances’ and joint ventures as a replacement to traditional alliances
- Cost sharing through airport lounges, ground handling, marketing and maintenance
- Increasing route networks and FFPs
- Building credibility through codeshares with equal and complimenting airlines
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- Increasing route networks and FFPs
- Building credibility through codeshares with equal and complimenting airlines

Perry Cantarutti, CEO, U-Fly Alliance

CASE STUDY: Nile Air
- Developing private airlines in MENA
- Overcoming the private airline challenges
- Competing with flag carriers effectively
- Discovering hybrid models to capture the traveller population
- Building partnerships and new routes
- Increasing market share in a hypercompetitive industry

Ahmed Aly, CEO, Nile Air

CASE STUDY: Ultra-long haul: the new era
- Balancing passenger comfort with convenience
- No longer engine endurance but passenger endurance
- Developing new routes, new regions and new partnerships
- Debating the benefits of ultra-long haul

Ahmed Aly, CEO, Nile Air

Reinventing loyalty programmes
- Offering exclusive, personalised experiences as an alternative to air miles
- Destination services
- Trips and experience
- Driving loyalty through smart devices
- Offering a more attractive program to the disloyal millennials

Steven Greenaway, CEO, Reward-U & Deputy CEO, U-Fly Alliance

Alliances: outdated?
- Discussing the advantages and disadvantages of alliances
- Equity alliances and joint ventures: the new way to do things?
- Have alliances reached their peak?

Axel Reissman, Director Alliances & Revenue, SkyWork Airlines

Modernising aviation marketing with digitalisation
- Attracting the 3.5 billion people connected to the internet
- Connecting to the 60% of the world still offline
- Building a 360 degree view of each customer
- Embracing new channels in content marketing
- Viral videos
- Device app
- AR & VR
- Building brand loyalty and promoting new routes

Saad Najoolallah, VP Marketing, Royal Air Maroc
### MAIN CONFERENCE AGENDA DAY TWO 3/5

#### 12.10 Developed partnerships and effective infrastructure in growth markets
- Building relationships between LCCs and FSE across growth markets
- Developing the infrastructure required in emerging markets
- Dealing with cyber-security risks in less developed regions

#### 12.20 Revolutionising customer experience with effective partnerships

1. **Roundtables**
   - Arnaud Delibary, Regional Director, Rentalcars Connect

2. **Roundtables**
   - Dinesh Haraparachi, Manager IT Distribution, Air Djibouti

3. **Roundtables**
   - Nazneen Patel, General Manager, Go Air

4. **Roundtables**
   - Greg Johnson, Director Alliances & Programs, Swiss International Air Lines

5. **Roundtables**
   - Kurt Suter, Manager, Personalization

6. **Roundtables**
   - Clayton Ulisses Begido, Head of India Head, Bharath Mahadevan, Scoot

7. **Roundtables**
   - Kamal Hingorani, SVP & Head of InFlight

8. **Roundtables**
   - Nazneen Patel, General Manager, Go Air

#### 13.00 Networking lunch

#### 14.10 Developing new effective IFE & Connectivity
- **Panel:** Revolutionising the short haul market with low cost strategies
  - Bhardat Mahadevan, India Head, Scoot
  - Clayton Ulisses Begido, Head of Revenue Management, Salam Air

#### 14.20 Managing code shares effectively
- Efficiently managing code share flights and marketing
- Maximising revenue with combined systems
- Overcoming passenger connection problems
- Identifying potential new code share relationships

#### 14.40 Connecting small airports with small aircrafts
- Taking advantage of the narrow body aircraft with small airport destinations
- Building relationships and terminals alongside smaller airports
- Attracting airlines to unconnected regions

#### 15.00 Connecting the cloud with a hybrid cloud
- Virtualising the IT datacenters
- Looking towards IaaS and PaaS with SDS architecture
- Building a hybrid brand for service excellence
- Looking at the cloudscape challenges and security concerns

#### 15.10 No frills? Full service? Meet the hybrid carrier
- Integrating technology to travel long haul
- Dynamic re-bundling to entice business travelers
- Changing the status quo with new seating arrangements
- Driving ancillary revenue through food, beverage, IFE etc.
- Engaging with a new customer base

#### 15.20 Securing masses of IoT generated data
- Discovering the new threat of payment robotics e.g. Alexa, Echo
- Balancing ease of payment with security
- Embracing biometric devices with a secure platform
- Securing onboard smart devices and connectivity
- Collecting data onboard and on the ground with a protected ledger

#### 15.30 Networking lunch

#### 16.00 Engaging with millennials
- Discovering the new threat of payment robotics e.g. Alexa, Echo
- Balancing ease of payment with security
- Embracing biometric devices with a secure platform
- Securing onboard smart devices and connectivity
- Collecting data onboard and on the ground with a protected ledger

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### MAIN CONFERENCE AGENDA DAY ONE 4/5

#### 14.40 Connecting small airports with small aircrafts
- Taking advantage of the narrow body aircraft with small airport destinations
- Building relationships and terminals alongside smaller airports
- Attracting airlines to unconnected regions

#### 15.00 No frills? Full service? Meet the hybrid carrier
- Integrating technology to travel long haul
- Dynamic re-bundling to entice business travelers
- Changing the status quo with new seating arrangements
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#### 16.00 Engaging with millennials
- Discovering the new threat of payment robotics e.g. Alexa, Echo
- Balancing ease of payment with security
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- Collecting data onboard and on the ground with a protected ledger

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Contact: Joe Worthington at joe.worthington@terapinn.com or call: +971 4 440 2560
MAIN CONFERENCE AGENDA DAY TWO

15.20

**Partnerships & Distribution**
- Discovering the importance LCC alliances
  - Discussing introduction of the U-Fly and Value Alliance
  - Improving customer experience with collaborated booking, ancillary revenue, codesharing and FFPs
  - Reaching new destinations with airline and airport partnerships
  - Covering more regions with a bigger fleet

**Disruption & Failure**
- PANEL: Discussing the importance of disruption management
  - Utilising each arm of the airline to meet customer expectation
  - Using digital channels to reach out to all passengers
  - Social media as a key customer contact method
  - Overcoming disruption with preparation, impact and recovery
  - Redefining disruption management with predictive and proactive strategies
  - Chadi Abou Daher, Director Customer Services, Middle East Airlines – Air Liban (MEA)
  - Deepu Cyriac, Country Manager UAE, Kuwait, Qat & Oman, Air Canada

**Human Capital**
- Solving the talent gap
  - Discovering the new skills required in an era of technology and digitisation
  - Tapping into talent pools and developing in house education
  - Collaborating recruitment and training to ensure ROI
  - Discussing the new ideas to overcome the talent gap within the aviation industry
  - Raheel Ahmed, Chief HR Officer, Pakistan International Airlines

15.40

**Partnerships & Distribution**
- Looking towards GDS
  - Offering more and more ancillaries
  - Developing relationships to expand your network
  - Connecting GDS to airline API
- **Reserved for sponsor**

**Disruption & Failure**
- Approaching disruption with a customer centric strategy
  - KYC when it comes to disruption
  - Treating each passenger as having different interests and priorities
  - Handling passengers priorities first
  - Saving the airlines reputation with small changes to disruption management
  - Tim Branton, Business Development Director, iCoupon

**Human Capital**
- Pilot shortage: recruiting in the shrinking pool of future pilots
  - Identifying and attracting the best individuals
  - Looking towards the tech savvy millennials as the future of the airline
  - Building the respectable image of a pilot once again with increased salaries and more benefits
  - Investing in training facilities and programs
  - Joaquim Gonsalves, Head of HR, Bassaka Air

16.00

**Keynote Panel: The start-up challenge**
Join us as we test CXOs from all corners of the board on their role, best practices and experiences in building a successful airline from scratch
- Kazi Rahman, Founder & CEO, Firnas
- Ravinder Singh, Chief Information & Innovation Officer, Air Vistara
- Alex Nwuba, CEO, Go Smile Air

16.30

Networking break

17.00

End of conference day two
THE HOTTEST ROUTES AND REGIONS

Middle East, North & East Africa, Central & South Asia
WHO ATTENDS

100 SPEAKERS
60 EXHIBITORS
300 AIRLINES
30 AIRPORTS

AIRLINES THAT ATTEND

GEOS

- NORTH AFRICA (10%)
- MIDDLE EAST (50%)
- EAST AFRICA (10%)
- CENTRAL ASIA (15%)
- SOUTH ASIA (15%)

JOB TITLES

- CEO/CHAIRMAN/MANAGING DIRECTOR
- CHIEF COMMERCIAL OFFICER
- CHIEF INFORMATION OFFICER
- CHIEF TECHNOLOGY OFFICER
- CHIEF OPERATING OFFICER
- VICE PRESIDENT SALES & MARKETING
- VICE PRESIDENT OF CORPORATE STRATEGY
- VICE PRESIDENT OF CUSTOMER EXPERIENCE
- VICE PRESIDENT DISTRIBUTION/ E-COMMERCE
- SALES & MARKETING DIRECTORS
- HEADS OF ANCILLARY REVENUE
- HEADS OF REVENUE MANAGEMENT
- VICE PRESIDENT OF INFILTRATION SERVICES
- HEADS OF ROUTE/NETWORK DEVELOPMENT
- HEADS OF STRATEGIC PLANNING
- CFO/ FINANCE DIRECTOR
- HEADS OF ONBOARD SALES
- HEADS OF RETAIL OPERATIONS
- HEADS OF LOYALTY

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TESTIMONIALS

“Excellent and very specific to aviation industry event. It was a fantastic opportunity to speak and learn from the industry experts”
Praful Thummar, AVP IT, Jazeera Airways

“The Aviation Show 2016 was a great experience for us, the subjects covered were varied and well executed. We’ll be back next year.”
Abdul Nasar, Airport Station Manager, Royal Brunei

“Excellent networking venue. Very well organized.”
Marwan Atalla, Client Executive Officer, Ayla Aviation Academy

“Was very well organized and focused on the various key subjects covered. The speakers from major airlines were excellent.”
Suresh Nair, General Manager - India, Sri Lanka and Bangladesh, AirAsia Berhad

“Incredibly well organized; great venue; interesting speakers; very professionally managed - the kind of event an industry can focus on each year”
Dominic Nessi, Deputy Director & Chief Information Officer, Los Angeles World Airports

“I got to meet carriers from the areas that really matter to me. The attendance from CEOs, CCOs and real decision makers made it more worthwhile.”
Dean Wicks, Chief Flights Officer, Wego.com

“It is a great opportunity to meet all the key airlines from the region in one place. Sponsoring the event also gives us good exposure and the organisers help us with setting up meetings with our key targets.”
David Fedarb, Regional Head of Travel Insurance, Eurasia, ACE Travel Insurance

“Perfect platform to address the issues, network, exchange ideas, learn about the latest trends, explore the new vistas and to meet and interact with the experts”
Amir Miraj, Airport Manager, Go Airlines

NETWORKING

We don’t leave networking to chance.
No other aviation event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior airline and airport executives from across the Middle East, North & East Africa, Central & South Asia and we have built hours of networking into the agenda.

ROUNDTABLES
Where else can you sit down with senior airline and airport executives from across the region? These interactive sessions are designed to introduce the new techniques and technologies being implemented to transform the aviation industry.

SPEED NETWORKING
With hundreds of potential customers to meet, this is your chance to network with everyone in the room. Quick, efficient and fun, speed networking is a great opportunity to establish valuable relationships in a crowd of potential customers.

NETWORKING PLATFORM
Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our mobile platform. With an inbuilt matchmaking feature, it’s easier than ever to find who you need to meet at the show and pre-arrange those vital meetings.

WORK HARD, PLAY HARD
Networking doesn’t always have to be business as usual. Join us for an exclusive evening of cocktails and canapés to mingle with your industry peers from across the region whilst battling it out in The Aviation Show quiz.
Or how about showing off your childhood talent for paper airplanes? Join the competition to win prizes for the furthest glide.

“THE FESTIVAL WAS A GREAT PLACE TO NETWORK, DISCUSS THE LATEST CHALLENGES AS WELL AS THE BIGGEST OPPORTUNITIES AFFECTING AVIATION BUSINESS”
Stephen Mburu, Schedules Production Manager, flydubai

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WHY SPONSOR

- You see the opportunity in the region and the growth of the market
- Your sales force is in need of high quality, decision making leads
- You need to educate prospects about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in technology and services

THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room with hundreds of senior airline and airport executives.

CASE STUDY PRESENTATIONS
Showcase your best customer case study to establish awareness and viability to a room full of prospects.

ROUNDTABLES
Host a roundtable of up to 15 industry professionals around a key topic. The format is a powerful platform to meet qualified, self-selected attendees to debate a problem they have, that you can solve.

LEAD GENERATION
This is a digital inbound marketing program that uses social media and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

PANEL DISCUSSIONS
Join your clients and prospects in key panel discussions highlighting challenges and innovative solutions.

BRANDING
We are already marketing the event. The sooner you join, the more exposure you will get, via our website and other digital channels, print media and online community.

WHO SPONSORS EACH BRAND

5 BRANDS, 1 PLATFORM
See a sample of the types of industry players that sponsor the Aviation Show MENASA.

- Aircraft & Engine Manufacturers
- Airports
- Regional Development Authorities
- Revenue Management Systems
- Reservation Platforms

AIRXPERIENCE
- IFE & Connectivity
- Mobile Solutions Providers
- Self-service Kiosks
- Baggage Handling
- Check-in Systems
- Digital Signage
- Consultants
- Mobile apps
- Loyalty & CRM

AVIATION MARKETING
- Branding and advertising agencies
- Digital marketing consultants
- Big data & analytics technology providers
- Customer experience agencies
- Loyalty, branding & CRM companies
- Mobile technology providers
- Marketing consultants

EXHIBITORS
- Biometrics systems providers
- Technology and IT
- Baggage Screening Technology
- Airport Security
- Kiosks and digital signage
- Communication systems
- Traffic management solutions
- Passenger handling and management

SPONSORS
- TATA COMMUNICATIONS
- wego
- JR. Technologies
- ACACUS
- Revenue management
- Rentalcars connect
- ICoupon
- CHUBB

EXHIBITORS
- match byte
- sirenata
- IT services
- FLIGHTKEYS
- Kiu
- zone
THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room of up to 600 senior airline executives.

CASE STUDY PRESENTATIONS
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Host a roundtable of up to 15 industry professionals around a key topic. The format is a really powerful forum to meet qualified, self-selected attendees to debate a problem they have, that you can solve.

WORKSHOPS
Host an exclusive workshop of up to 30 airline attendees on a topic chosen by you.

TOP SPONSORS TAKE PART IN THE WHOLE EVENT

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<thead>
<tr>
<th>2 DAY CONFERENCE PASS + LUNCH &amp; REFRESHMENTS + NETWORKING</th>
<th>1-2 PASSES - PRICE PER DELEGATE</th>
<th>3-5 PASSES - PRICE PER DELEGATE</th>
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<tbody>
<tr>
<td>BEFORE 8 SEPTEMBER</td>
<td>$1,745</td>
<td>$1,180</td>
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<td>BEFORE 20 OCTOBER</td>
<td>$2,495</td>
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<tr>
<td>BEFORE 10 NOVEMBER</td>
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<tr>
<td>FINAL PRICE</td>
<td>$2,745</td>
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Contact Prima Castelino on +971 4 440 2535 or prima.castelino@terrapinn.com to book your conference passes now!

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