Transforming the way your passengers fly

The Aviation Festival is changing the business of airlines and the future of flying. Aviation executives will be at the show looking to boost profitability, streamline operations and create the ultimate passenger experience.

WORLD MENA
Low Cost Airlines
Assess new routes, new revenues and new business models

Aviation IT MENA 2014
Innovation and integration for airlines and IT providers

THE **Air Retail SHOW** MENA 2014
Growing ancillary revenue with better retailing

AirXperience MENA 2014
Improving passenger travel experience at every touch-point
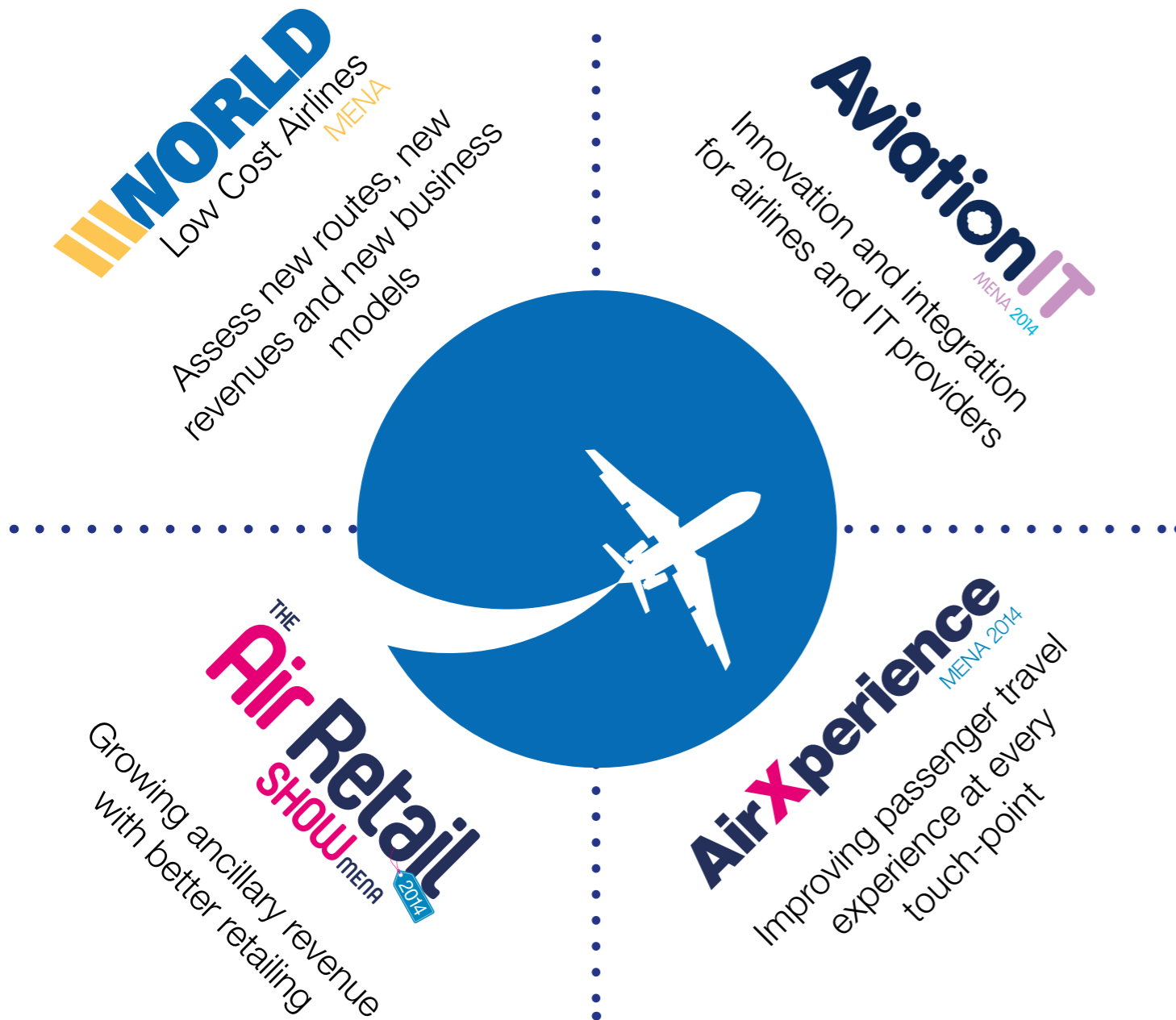
Who attends

Full service carriers
Whether you work for a flag carrier, a regional airline or a legacy brand, join inspiring industry gurus that will educate you to improve revenue with lucrative new routes, innovative business models, superior loyalty programmes and efficient ancillary offerings.

Hybrid
Hear from the industry experts who have transformed their airlines by implementing a hybrid model. Discover how you can create a loyal client base by selectively adopting traditional network services to achieve higher profitability, faster growth and create a competitive advantage over your legacy counterparts.

Low cost carriers
LCCs in the Middle East enjoyed one of the highest increases in passenger numbers globally in 2013. From new business models to new revenue streams to new technologies, this is the event for airline executives to learn from some of the world's most successful low cost carriers in one place.

Airports
Join us at The Aviation Festival to meet decision makers from the world's leading airlines. Discover the most exciting IT technologies in the industry, the inventions that are revolutionizing retail and the innovations in passenger experience that are transforming aviation.

Service providers
Visit The Aviation Festival to meet the full spectrum of senior level executives from the region's top airlines and airports. With ten hours of dedicated networking, this is your chance to enjoy stimulating content while meeting the top minds in the industry.

2014 keynotes include

Thierry Antinori
CCO
Emirates

Ghaith Al Ghaith
CEO
flydubai

Adel Ali
CEO
Air Arabia

Muhammad Albakri
CIO and CFO
Saudi Arabian Airlines

József Váradi
CEO
Wizz Air

Driss Benhima
CEO
Royal Air Maroc

Dr Jassim Haji
Directof of IT
Gulf Air

Megat Ardian
CCO
flynas

Dominic Nessi
CIO
Los Angeles World Airports

Jean Paul Nyirubutama
Deputy CEO and COO
RwandAir

Bernard Creed
Vice President Finance
Dubai Duty Free

Anand Lakshminarayanan
Divisional Senior Vice President Routes and Economics
Emirates

Yanik Hoyles
Head of NDC Programmes
IATA

Ivan Jakovljevic
Head of Transport MENA
Google

Vijender Sharma
Head of Commercial Operations and Network Planning
Fraport Saudi Arabia (King Abdulaziz International Aiport)

Thierry Antinori
CCO, **Emirates**
Hear what's next for the 'world's best airline'

A networking experience like no other

Putting you in front of senior aviation executives

This is no average conference. We recognise the importance of networking and the difficulty in making the right connections, so we offer an exclusive environment which allows you to do just that.

Speed networking

You need to maximise your time at the event and make sure the senior aviation decision makers leave with your name in mind. Speed networking is how to do this.

Our specialism is to ensure you leave the conference with the contacts you need and we have established a highly senior audience to ensure that you do just that!

Download our networking app

With over 300 people at the event this is the way to get in touch with everyone you need to before the event,

Use the Blue Sky App to:
- Plan your sessions
- Build a personalised agenda
- See the full attendee list
- Set up onsite meetings with key executives
- Network with other attendees

Join us for the Top Gun party

All conference attendees are invited to our Top Gun networking party at the end of day one. The reception is the perfect opportunity to continue the networking and build relationships with the contacts that you've met at the conference, all in an entertaining and relaxed environment!

Ghaith Al Ghaith
CEO, **flydubai**
Discover the opportunities that lie in store for LCCs

Big ideas, big players and big opportunities

Host: **Kimberley Leonard,** Anchor & Producer, **Emirates News - Dubai One**

0900
Keynote interview: **The airline of the future- more routes, more aircraft and more customers**
- Adding new routes and continuing to break the Americas
- Revolutionizing the passenger experience

Thierry Antinori, Executive Vice President and Chief Commercial Officer, **Emirates**

0930
Keynote interview: **Opportunities for LCCs- new services to enhance customer experience**
- Finding a niche amongst the world's most successful flag carriers
- The advantages of adding a business class

Ghaith Al Ghaith, Chief Executive Officer, **flydubai**
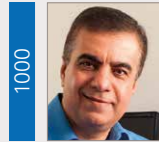
1000
Keynote interview: **Growth and expansion in the Middle Eastern market**
- Using multiple hubs to increase regional dominance
- Is long haul the next step for Middle Eastern LCCs?

Adel Ali, Chief Executive Officer, **Air Arabia**

1030	Speed networking

STREAM A	STREAM B	STREAM C
WORLD Low Cost Airlines MENA	**AviationIT** MENA 2014	**AirXperience** MENA 2014
The future of flying low cost	**Aviation IT 3:0**	**Creating the customer centric airline**
Host: **David Huttner,** Senior Vice President, **Nyras Capital**	Host: **Sudeep Ghai,** Founder & Managing Partner, **Athena Aviation**	Host: **Kimberley Leonard,** Anchor, **Dubai One**

11.30

Keynote presentation
The overseas disruptors
- What obstacles have airlines had to overcome to break the Middle Eastern market?
- What opportunities does the Middle East hold for 2015?

József Váradi, Chief Executive Officer, **Wizz Air**

Keynote presentation
The IT master plan
- How to make your IT structure more business relevant
- Creating a cloud and big data reliant business

Muhammad Albakri, Chief Information Officer and Chief Financial Officer, **Saudi Arabian Airlines**

Keynote presentation
The digital traveller in MENA
- The role of technology in the traveller's road to decision
- Implications for advertisers: winning the moments that matter

Ivan Jakovljevic, Head of Travel MENA, **Google**

12.00

Keynote presentation
5 big trends shaping the MENA LCC market
- Can an airline be an LCC with a business class?
- Is long haul really the answer?

Megat Ardian, Chief Commercial Officer, **flynas**

Keynote presentation
Up in the Cloud
- Comprehensive solutions and professional services transforming the industry
- How to create a more personalised service

Dr Jassim Haji, Director of Information Technology, **Gulf Air**

Keynote panel
The Loyalty Panel
- Creating partnerships and using customer insights
- Social media influence on loyalty

Nauman Moghal, Emirates
Hiosvany Muina, Copa Airlines
Onur Dedekoylu, Pegasus Airlines

12.30	Networking Lunch

14.00- 14.40	ROUNDTABLE SESSIONS

STREAM A	STREAM B	STREAM C
WORLD Low Cost Airlines MENA	**AviationIT** MENA 2014	**AirXperience** MENA 2014
The big ideas to boost ancillary revenue	**Future proofing Aviation IT**	**The digital transformation driving sales**
Achieve global coverage with the right payment mix **Mike Parkinson,** VP Airlines, **Worldpay**	**Mobile device management** Airwatch	**Driving sales via social media** **Karlijn Vogel,** Social Media Manager, **KLM**
Ancillary revenue in restricted markets **Rachel Start,** Director of Products and Services, **flynas**	**Building a culture that embraces analytics** Information Systems Associates	**Gaining the attention of the connected digital customer** Comarch

15.00	Afternoon networking and Terrapinn's paper plane championship!

15.30	Case studies

STREAM A	STREAM B	STREAM C
WORLD Low Cost Airlines MENA	**AviationIT** MENA 2014	**AirXperience** MENA 2014
New routes = results	**Updating distribution for fare transparency**	**2014: Innovations in customer experience**

15.30
Identifying new profitable markets
Martin Aeberli, VP Network Planning & Revenue Management, **Jazeera**

The three big challenges of distribution
Ameen Allibhoy, Manager of GDS, **Emirates**

The returns of providing live TV
Saurav Mukherjee, Manager - Inflight Entertainment, **Oman Air**

16.00
The results of being the only European-no frills carrier operating in Dubai
Daniel de Carvalho, Head of Corporate Communications, **Wizz Air**

NDC: Transforming the aviation industry
Yanik Hoyles, Head of NDC Programmes, **IATA**

Innovations transforming the aviation payment landscape
Gups Jutla, Head of Business Development, MENA, **CyberSource**

16.30
Real time profitability
Walter Prenzler, former CEO, **flynas**

Unlocking the potential of big data in booking systems
Shihaj Kutty, SVP Network and Revenue Management, **Malaysian Airways**

Mobile and ecommerce: creating a fully connected customer experience
Zaeem Mirza, Global Ecommerce Manager, **Qatar Airways**

Destinations, dollars and data

Host: **Kimberley Leonard,** Anchor & Producer, **Emirates News - Dubai One**

0900

Keynote interview: **Achieving prosperity on new routes**
- Achieving competitive prosperity on new routes
- Optimising mutually beneficial relationships between airports and airlines

Anand Lakshminarayanan, Divisional Vice President Route Development and Economics, **Emirates**

0930

Keynote presentation: **Straight from the CEO: top tips for running a successful African airline**
- The competition from LCCs following Open Skies agreements
- The pros and cons of being a national carrier

Driss Benhima, CEO, **Royal Air Maroc**

1000
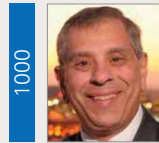
Keynote interview: **Big Data: the $16 billion opportunity**
- How can you use big data to also include all aspects of a business?
- Analytics on demand: the game changer

Dominic Nessi, CIO, **Los Angeles World Airports**

1030 Speed networking

STREAM A	STREAM B	STREAM C
WORLD Low Cost Airlines MENA	**AviationIT** MENA 2014	THE **Air Retail** SHOW MENA 2014
Creating an attractive LCC market	**Cloudy with a chance of Big Data**	**Come buy with me: the aviation shopping experience**
Host: **David Huttner,** Senior VP, **Nyras Capital**	Host: **Sudeep Ghai,** Founder, **Athena Aviation**	Host: **Kimberley Leonard,** Anchor, **Dubai One**

11.30

Keynote presentation

Big ideas for emerging Saudi LCCs
- Taking advantage of the liberalisation of the Saudi aviation industry
- Strategies for boosting LCC passenger growth

Vijender Sharma, Head of Commercial Operations & Network Planning, **Fraport Saudi Arabia**

11.30

Keynote presentation

Proliferation of big data in airlines
- Are you using big data effectively?
- Making big data a priority

Amit Khandelwal, Vice President IT- Commercial and Planning, **Emirates**

11.30

Keynote presentation

Turning hubs into super malls
- Creating a connected customer retail experience on-board and in airports.
- Using innovative technology to recognize shoppers and create a personalised experience

Bernard Creed, Vice President Finance, **Dubai Duty Free**

12.00

Overcoming the challenges of a restricted market
- Generating revenue through ancillary offerings
- Delivering new and improved products

Rachel Start, Director of Products and Services, **flynas**

12.00

The great cloud v outsourcing debate
- Is cloud just another way of outsourcing?
- Which parts of your airline/airport should be outsourced?

Reserved for sponsor

12.00

The ABCs Of doing business in airports
- The importance of approaching concessions before development
- Positioning concessions to maximise revenues

Hiosvany Muina, North America Regional Manager Airports, **Copa Airlines**

12.30 Networking Lunch

14.00- 14.45 ROUNDTABLE SESSIONS

STREAM A	STREAM B	STREAM C
WORLD Low Cost Airlines MENA	**AviationIT** MENA 2014	THE **Air Retail** SHOW MENA 2014
Increasing profits: Hybridization v Consistency	**Infrastructure protection**	**Flying off the shelves: Ancillary revenue**
The benefits of business class on a budget **Megan Ardian,** CCO, **flynas**	**Secure and intelligent aviation IT infrastructures** **Exosystems Technologies**	**Using an ecommerce strategy to boost ancillary revenue** **Antoine Vella,** Head of Direct Sales, **Air Malta**
Increasing yields without premiumising on existing services	**To the point: The benefits of BYOD**	**Improving revenue with bundling** **Hiosvany Muina,** North America Regional Manager Airports, **Copa Airlines**

14.45 Afternoon break

The international experience

15.30

Keynote presentation: **Lessons learnt from 25 years in the American aviation industry**
- Discovering which hubs and routes work for your airline
- Branded fares: kick starting a revolution

Tom Bacon, former CCO, **Frontier and American Airlines**

16.00 Keynote interview: The African experience

- Challenges of the African aviation market
- Successful code-share agreements
- Pros and cons of alliances and mergers in an African market
- Connecting with the Middle East

Driss Benhima
CEO,
Royal Air Maroc

Jean Paul Nyirubutama
COO and Deputy CEO,
RwandAir

Vinu Abraham
Head of Sales Africa and ME,
ECAir

16.40 Close of the conference

Event workshops

Pre-event workshop
Sunday 19th October 2014

Profit-enhancing revenue solutions

WHY ATTEND

This is your chance to get the inside track on the processes that can transform the revenue strategy your business currently has in place

YOUR SCHEDULE

1000	Five trends that will define the airline industry in 2020
1100	Networking break
1130	Strategy, operations, labor, pricing, schedule, product and distribution
1230	Networking lunch
1330	How to construct branded fares at your airline
1430	Networking break
1530	Creating another hub (the U.S. experience)
1600	Managing 'Big Data' at an airline - the example of revenue management
1630	Close

MASTER CLASS LEADER

Tom Bacon
Former CCO of Frontier and American Airlines

With over 30 years of experience in the airline industry at Frontier Airlines, American Airlines, Bombardier, Mesa Airlines and American Eagle, Tom will provide a disciplined, highly analytical, profit-oriented analysis of the key commercial functions of airlines.

Post-event workshop
Wednesday 22nd October 2014

Airline route profitability

WHY ATTEND

Discover how to successfully build up and apply real time route profitability as a major airline business intelligence tool

YOUR SCHEDULE

1000	An empirical study about route profitability: The clash between reality and self-perception
1100	Networking break
1130	How to build a real time route profitability for airlines
1230	Networking lunch
1330	Demonstration of state of the art route profitability models
1430	Networking break
1500	Successful application of route profitability analysis as the major business intelligence tool
1600	Close

MASTER CLASS LEADER

Walter Prenzler
Former CEO of flynas

With thirty four years of experience (including the role of CEO at flynas) Walter will be giving a first class insight into successful leadership and operational airline management for an overall increase in revenue.

New routes, new revenues and new business models

Keynotes

Over the last five years, the Middle East region has seen spectacular growth in the low cost sphere. The region's leading LCCs have introduced varying strategies that have allowed them to expand. From hybrid business models to long haul flights, multiple hubs to bundled ancillary services, these leading LCCs are using inspired techniques to dominate the GCC low cost industry.

Hear from the following low cost experts, as they discuss the opportunities that lie ahead in one of the world's most prosperous aviation markets.

Ghaith Al Ghaith
CEO
flydubai

József Váradi
CEO
Wizz Air

Adel Ali
CEO
Air Arabia

Megat Ardian
CCO
flynas

Who attends?

If you work for a full service carrier or airport, this is your chance to discover the trends that the region's top LCC players expect to shape the industry by 2020.

With LCCs becoming an ever increasing threat to FSCs but an exciting opportunity for airports, this is an event you don't want to miss!

flydubai •

airarabia.com

flynas

jazeera AIRWAYS

W!ZZ

Roundtables

These roundtable sessions are a great way to discuss, debate and solve the main challenges and solutions surrounding the low cost industry.

Do you want to pick the brains of your peers and some of the region's leading practitioners? Well this is your chance to join intimate discussions and debate issues from how to increase ancillary revenue in restricted markets to how to launch a business class without losing your LCC stamp.

Speakers include:

Ancillary revenue in restricted markets
Rachel Start, Director of Products and Services, **flynas**

Rethinking the organisation of revenue management
Mike Parkinson, VP Airlines, **Worldpay**

Join Rachel and Mike at 14.00 on the 20th October

Case Studies

Learn from the experiences that our speakers have had in the low cost industry: their mistakes, their triumphs and their learning curves.

The perks of having multiple hubs
Walter Prenzler, Former CEO, **flynas**

Identifying new profitable markets
Martin Aeberli, VP Network and Revenue Management, **Jazeera Airways**

Big ideas for emerging Saudi LCCs
Vijender Sharma, Head of Commercial Operations & Network Planning, **Fraport Saudi Arabia**

The results of being the only European-no frills carrier operating in Dubai
Daniel de Carvalho, Head of Corporate Communications, **Wizz Air**

AviationIT
MENA 2014

AirXperience
MENA 2014

The ingredients for game changing IT solutions and strategies

Improving passenger travel experience at every touch-point

Keynotes

Why do over 300 airline executives come to The Aviation Festival? Presentations of this caliber!

Join two of the Middle East's top CIOs as they discuss the trends, innovations and solutions that are expected to transform aviation IT in the coming years.

Hot topics include cloud computing, big data, outsourcing, apps and mobility.

Dr Jassim Haji
Director of IT
Gulf Air

Muhammad Albakri
CIO and CFO
Saudi Arabian Airlines

Case Study

New distribution capability

NDC is an IATA led and industry supported initiative that has the potential to transform the aviation industry forever.

NDC will make it easier, quicker and cheaper to provide customers with more information about fare alternatives, ancillary offerings and onboard amenities.

Join the world's leading NDC expert, Yanik Hoyles, as he shows you how NDC will improve and empower your business.

Yanik Hoyles
Head of NDC Programmes
IATA

Keynote

Emirates Airline is known across the world for its award winning customer service and technologies that have altered the passenger experience. From their innovative in-flight entertainment system (ICE) to the private showers and suites on the revolutionary A380s, Emirates continue to lead the way in providing the ultimate in luxury travel.

Join Emirates CCO, Thierry Antinori, as he discusses Emirates' next big plans looking to 2015 and beyond. What's next for the 'world's best airline?' You can certainly bet on new routes and new technologies.

Join Thierry at 9.00am on Monday 20th October.

Thierry Antinori
Executive Vice President and Chief Commercial Officer
Emirates Airline

Keynote

In 2012, RAM reported the best ever profits in their career history following a difficult ten years. Morroco's open skies agreement in the mid-2000s has created tough competition from LCCs across Europe and the Middle East.

Driss will be joining us at AirXperience to describe how Royal Air Maroc have had to adapt their strategies, their network and their fleet in the evolving North African aviation industry, whilst continuing to improve the passenger experience.

From choosing like minded partners to the pros and cons of being a national carrier, join Driss as he discusses the trials and tribulations that Royal Air Maroc have overcome in the past decade.

See Driss at 9.30am on Tuesday 21st October.

Driss Benhima
CEO
Royal Air Maroc

Roundtables

The roundtable sessions are all about interaction. It's not just about sitting in a conference room for a few days, this is your chance to get involved, get your questions answered and get networking!

Meet the IT experts as they lead intimate discussions that are designed to encourage debate and send you back to the office with the best IT solutions for your business.

Speakers include:

Yanik Hoyles
Head of NDC Programmes
IATA

Ivan Jakovljevic
Head of Transport MENA
Google

Ameen Allibhoy
Manager of GDS
Emirates

Keynote

In the age of the digital traveler, airports are expected to deliver flawless IT infrastructure that allows the passenger to be connected 24/7.

As the CIO of one of the world's busiest airports (LAX) Dominic is responsible for all information technology-related functions and has control of over 200 applications.

As we look to the future, Dominic will discuss the technologies we can expect to radically transform the airport experience.

Dominic Nessi
CIO
Los Angeles World Airports

Roundtables

Innovation is continuously improving the passenger travel experience for all airlines. Join some of the industry's leading experts from across the globe as they discuss the hottest trends that will affect the 'digital traveler' in the next five years.

social media   apps   live TV   e-commerce

mobility   in-flight Wi-Fi   loyalty

Speakers include:

Zaeem Mirza, Global eCommerce Manager**, Qatar Airways**

Sauray Mukherjee, In-flight entertainment Manager, **Oman Air**

Karlijn Vogel, Social Media Manager, **KLM**

Nauman Moghal, Global Financial Partnerships, **Emirates**

Antione Vella, Head of Direct Sales, **Air Malta**

Hiosvany Muina, North America Regional Manager Airports, **Copa Airlines**

Ivan Jakovljevic, Head of Transport MENA, **Google**

THE Air Retail SHOW MENA 2014

Retail, revenue and real business ideas

Keynotes

Dubai Duty Free is the world's largest airport retailer and this year was awarded 'Best Travel Retailer of the Year.' In 2013 DDF announced record breaking sales of $1.8billion with an average of 71,161 sales transactions per day.

Join Bernard as he describes what's next for the world's leading airport retailer and how DDF will continue to raise standards with ecommerce, self-service kiosks, virtual shopping and mobility.

Bernard Creed
Vice President Finance
Dubai Duty Free

Meet the buyers

Emirates

QATAR AIRWAYS

OMAN AIR الطيران العماني

السعودية SAUDIA

السوق الحرة دبي DUBAI DUTY FREE

العربية للطيران airarabia.com

flydubai

flynas طيران ناس

W!ZZ

طيران الخليج Gulf Air

الخطوط الملكية المغربية royal air maroc

Los Angeles World Airports

malaysia airlines

KLM Royal Dutch Airlines

airmalta

RwandAir
Fly our dream to the heart of Africa.

King Abdulaziz International Airport مطار الملك عبدالعزيز الدولي جدة

Roundtables

As passenger expectations are rising and technology is rapidly changing, how can we as an industry evolve to meet these challenges?

Join the Air Retail roundtable hosts as they discuss the main challenges behind delivering your ideal retail vision.

How can you take advantage of inflight entertainment systems to increase on-board retail?

How can you use social media to boost retail revenue?

How can mobile link to duty free purchases?

Find out at The Air Retail Show!

Speakers include:

KLM Royal Dutch Airlines
Driving sales via social media
Karlijn Vogel, Social Media Manager, **KLM**

airmalta
Using an ecommerce strategy to boost ancillary revenue
Antoine Vella, Head of Direct Sales, **Air Malta**

Copa Airlines
A STAR ALLIANCE MEMBER
Improving revenue with bundling
Hiosvany Muina, North America Regional Manager Airports, **Copa Airlines**

OMAN AIR الطيران العماني
The returns of providing live TV
Saurav Mukherjee, Manager - Inflight Entertainment, **Oman Air**

flynas طيران ناس
Ancillary revenue in restricted markets
Rachel Start, Director of Products and Services, **flynas**

Muhammad Albakri
CIO / CFO, **Saudi Arabian Airlines**
Learn how to make your IT structure more business relevant for all airlines

Sponsorship & exhibition opportunities

Establish your position as a market leader in the Middle East's aviation industry. This is your chance to create intimate connections with the right people in the industry. Engage your target audience in the region with unmatched networking and business matching opportunities throughout the show!

Why sponsor?

- Direct exposure to decision makers in the Middle East aviation industry

- Project/Product demonstrations to buyers and investors

- Educate your target market on your latest updates

- Meet key buyers in meetings pre-arranged by the networking manager

- Generate hundreds of new leads in a short time period

Who will you meet?

With a proven international track record of 9 years, you will meet with C-suite exectives from Middle East and international airlines including:

- CEO / MD
- CCO
- Head of IT / CTO
- COO / Head of Operations
- Head of Ancillary Revenue
- Head of Partnerships
- Head of Route
- Development
- Head of Distribution
- Head of Marketing
- Head of E-Commerce
- Head of Product Development
- Head of IT / CTO
- Head of Purchasing

Reserve your place today

The earlier you book the more you'll save. It is really easy to book your place online.

Our online calculator will ensure you take advantage of the best deal.

Go online and book now on terrapinn.com/go/aviation

Quote MJKQ to save 50% before 3rd July

Standard rate		
Package	Before 1st August	After 1st August
2 day conference pass + 2 workshop days	$4,135	$4,595
2 day conference pass + 1 workshop day	$3,685	$4,095
2 day conference pass	$3,???	$3,595

Airline employees		
Package	Before 1st August	After 1st August
2 day conference pass + 2 workshop days	$600	$665
2 day conference pass + 1 workshop day	$535	$595
2 day conference pass	$470	$520

2014 Sponsors and partners

CyberSource the power of payment · airwatch by vmware · COMARCH · ExoSystems · worldpay · ISA Accelerate Your Growth · 15below

ARABIAN AEROSPACE · airport SUPPLIERS · Aviation Exchange · aviation-technology · LOW COST & REGIONAL airline business