Bangkok, Thailand 29-31 October 2019

AGENDA

Host Airline







PROGRAM AT A GLANCE

	MONDAY 28 OCTOBER		TUESDAY 29 OCTOBER	WEDNESDAY 30 OCTOBER	THURSDAY 31 OCTOBER
AM	DAC Meeting (Distribution Advisory Council)	GTEC Meeting (Global Travel management Executive Council)	The big picture	What strategy for aggregation?	The pace of change will only accelerate!
	DAC Meeting (Distribution Advisory Council)	GTEC Meeting (Global Travel management Executive Council)	Airlines and retailing: where do we stand?	What's going on in business and leisure travel?	Which scenarios for tomorrow?
Md	DAC Meeting (Distribution Advisory Council)	GTEC Meeting (Global Travel management Executive	Creating relevant offers	Towards a new world with a new architecture	
	Council) Executive Summit (by invitation only)		Payment is part of the product	What is the future of interlining?	
(7)	(by invita	lion only)			
EVENING			AIR Symposium Welcome Reception	AIR Symposium Networking Dinner	

Industry Meetings

By invitation only

AIR Symposium Se<mark>ssions</mark> Networking Events

Open to all

delegates

C-Level speakers and



Startup Sphere and allstar lineup of exhibitors



Breathtaking Networking Dinner on Chao **Phraya River**



Highly interactive sessions



Innovation spotlights throughout the agenda

TUESDAY 29 OCTOBER

Keynote 🔶 Panelist 🔾 Moderator

		Keynote 😑 Panelist 🔾 Moderator	
09:00 11:00	The big picture		
09:00 - 09:10	AIR SYMPOSIUM GRAND OPENING From the World Passenger Symposium to the Airline Industry Retail Symposium. Listen to Aleksander Popovich talk about the state of the industry and the innovation roadmap in the areas of distribution and finance.	Aleksander Popovich, SVP Financial and Distribution Services, IATA	
09:10 - 09:20	WELCOME TO THAILAND Opening ceremony and welcome address from Thailand's Permanent Secretary of the Ministry of Transport.	Chaiwat Thongkamkoon, Permanent Secretary, Ministry of Transport Thailand	
09:20 – 09:30	WELCOME ADDRESS FROM OUR HOST AIRLINE Opening ceremony and welcome address from Thai Airways' CEO	Sumeth Damrongchaitham, President Thai Airways	
09:30 - 10:10	CUSTOMER NEEDS & TRENDS AND INDUSTRY DIGITAL READINESS What are the trends in retailing over the next 5 years? How will customer behaviors change and what will the customer value? Travelers are embracing digital but are airlines ready to meet this demand? What is their digital readiness?	 Henry H. Harteveldt, President/Travel Industry Analyst, Atmosphere Research Jonathan Keane Global Industry Lead – Aviation, Accenture 	
10:10 - 10:25	THE 2025 VISION What will the customer experience look like in 2025?	Eric Leopold, Director Transformation, Financial and Distribution Services, IATA	
10:25 – 11:00	OUR INDUSTRY RETAILING PRIORITIES Hear from the Chairs of the newly formed Distribution Advisory Council, Financial Advisory Council and Digital Transformation Advisory Council, as well as IATA Corporate Secretary leading the overall IATA Strategy, what direction airlines senior Commercial, Financial and Digital leaders give to IATA and the industry regarding distribution and retailing strategies.	 Tamur Goudarzi Pour, SVP, Revenue Management & Distribution, Lufthansa Group Hul Airlines Michael Doersam, SVP Group Finance, Emirates Group Eric Leopold, Director FDS Transformation, IATA 	
11:00 - 11:30	Networking Break	2e Systems	
11:30 12:50	Airlines and retailing: where do	o we stand?	
11:30 – 11:50	THE JOURNEY TO RETAILING – WHERE ARE WE? Hear what has happened during the last 12 months around this journey to retailing. How are the Airline "Leaders" progressing? What is working well, where do the challenges lie? How are other value chain players engaging?	Yanik Hoyles, Director Industry Distribution Programs, IATA	
11.50 - 12.10	RETAIL PERSPECTIVES FROM A FULL SERVICE ASIAN CARRIER	Campbell Wilson , SVP Sales and	

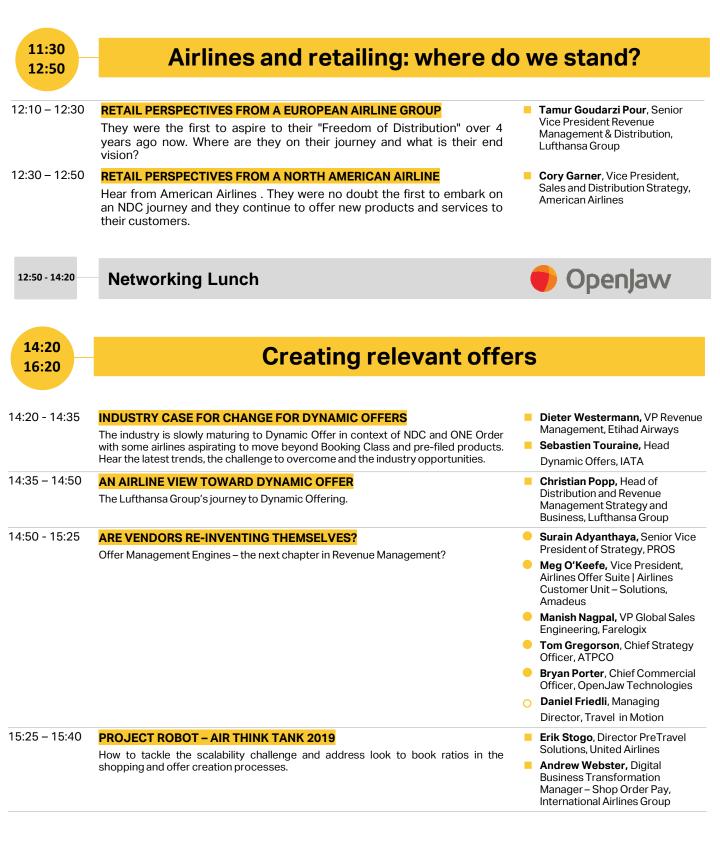
11:50 – 12:10 **RETAIL PERSPECTIVES FROM A FULL SERVICE ASIAN CARRIER** Last year Singapore Airlines confirmed their journey towards Airline

retailing and their buy-in to the NDC 2020 target. So, what's happened since?

 Campbell Wilson, SVP Sales and Marketing, Singapore Airlines

TUESDAY 29 OCTOBER

Keynote Oranelist Orange Moderator



TUESDAY 29 OCTOBE **INDUSTRY RETAILING**

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Smooth as silk



IATA AIRLINE

WEDNESDAY 30 OCTOBER **INDUSTRY RETAILING**

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		Keynote 🔴 Panelist 🔾 Moderato
09:00 11:00	What strategy for aggreg	ation? Sabre
09:00 – 09:05	OPENING Two years ago, at the World Passenger Symposium, they each said "we're in"! Now is the time to see the progress GDS are embracing aggregation	Yanik Hoyles, Director Industry Distribution Programs, IATA
09:05 – 10:05	GDSs ARE LIVE! – SO WHAT? Two years ago, at the World Passenger Symposium in Barcelona, they each said "we're in"! Now is the time to see the progress as GDSs become true aggregators And by the way, what does this mean for one of the largest incumbents, Travelfusion, who sees fierce competition on the horizon?	 Gianni Pisanello, Vice President NDC-X, Amadeus Ian Heywood, Global Head of Product and Marketing, Travelport Kathy Morgan, VP NDC, Sabre Moshe Rafiah, CEO, Travelfusion Dave McEwen, Director Industry Architecture, IATA
10:05 – 10:35	HOW ABOUT THE CHALLENGERS? WHERE DO THEY STAND? New entrants will demonstrate that there are also other solutions out there. They will showcase their aggregation technology and also share tips and challenges they face when attempting to enter this eco system.	 Jorge Diaz, CEO & Founder, AirGateway Steve Domin, CEO and Co- Founder, Duffel Lucy Illidge, Commercial Strategist, Kyte Shaunelle Harris Drake, Head Implementation Industry Distribution Programs, IATA
10:35 – 11:00	HELLO FACEBOOK! WHAT ARE YOUR PLANS FOR TRAVEL RETAILING? Social media networks and GAFA's play already an active role to connect travel companies and consumers through customer service channels, is Facebook planning to go beyond that?	 Michael Shafrir, Industry Manager Travel, Facebook Kat Morse, Project Manager Innovation, IATA
11:00 - 11:30	Networking Break	PRCS.
11:30 14:55	What is going on in business and	leisure travel?
1:30 – 11:50	<mark>A NEW KID ON THE BLOCK?</mark> 3 years old, \$481.5M in funding and a \$4bn valuation What's so special?	Danny Finkel, VP of Booking Experience and Supplier Strategy, TripActions
1:50 – 12:25	LET'S TALK BUSINESS TRAVEL RETAILING! Let's have a discussion about these different strategies, and also what messages they have for their value chain partners, as well as their customers.	 Gloria Slethaug, CEO, Connexus Travel Scott Ward, Global Head of Partnerships, CTM Danny Finkel, VP of Booking Experience and Supplier Strategy, TripActions Caroline Strachan, Managing Partner, FESTIVE ROAD
2:25 – 12:45	HOW TO BECOME ONE OF THE BEST RETAILERS IN THE WORLD, STARTING FROM NORTH ASIA? Come and hear about the Ctrip approach to travel and retailing and how their focus on the customer has driven them to be recognized as one of the most successful "travel retailers" in the world?	Xing Xiong, EVP, CEO of Flight Ticket Group, Trip.com Group

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SYMPOSIUM

WEDNESDAY 30 OCTOBER

Keynote 📍 Panelist ^O Moderator

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 IATA
 WEDNESDAY 30 OCTOBER

 AIRLINE
 INDUSTRY RETAILING

 SYMPOSIUM
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10.55		
16:15 – 16:55	BETTER TOGETHER: DIGITAL RETAILING IN ALLIANCES AND JOINT VENTURES How are the three alliance groups evolving to support digital retailing? What is the future role of alliances and how will they add value to customers and to member airlines? Hear from the leaders of the alliances on their views on the future of interline, and their plans to bring new interline models to life.	 Kristin Colvile, CEO and Managing Director, Skyteam Rob Gurney, CEO, Oneworld Henry Coles, Head Airlines Distribution Standards, IATA
16:55 – 17:25	Networking Break	supervising balance
17:25 18:25	The future of interlinin	ng
17:25 – 17:55	PARTNERSHIPS FOR TRANSFORMATION Two different partnerships newly created to provide more choices with best of breed.	 Anne-Flore Agard, Vice President; Head of Manufacturing, Retail & Transport Market – France; Head of Global Airlines Market, Atos George Khairallah, CEO, JRTechnologies Eva-Maria Roe, Head of Airlines Solution, IBU Travel & Transportation, SAP Surain Adyanthaya, Senior Vice President of Strategy, PROS
17:55 – 18:05	OPENING THE PLAYING FIELD Learn how IATA member airlines have developed a new framework for future-proofed interline using Retailer and Supplier concepts, and how this will open the interline model and support new products and services for customers, and new opportunities for airlines.	 Henry Coles, Head of Airline Distribution Standards, IATA Andrew Webster, Digital Business Transformation Manager – Shop Order Pay, International Airlines Group
18:05 – 18:15	NDC INTERLINING IS HERE! Hear from a large network airline who is trialing Offer and Order based interlining using NDC and ONE Order standards and the new interline framework of Retailer and Supplier.	 Sébastien Nicolas, Manager, Revenue Management and Pricing, Lufthansa Group Nick Stott, Solution Architect, Edelweiss Air
18:15 – 18:25	PROJECT LEMONADE – AIR THINK TANK 2019 How will the new retail landscape unlock barriers to provide a much better service to customers, especially in the case of disruption?	 Timmo Rol, Chief Technology Officer, Corporate Travel Management Herve Prezet, Head of Industry & Expertise, Amadeus Rogier Van Enk, Vice President Digital Revenue & Distribution, Finnair
10.20		JR Technologies



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IATA THURSDAY 31 OCTOBER AIRLINE INDUSTRY RETAILING SYMPOSIUM







Highly interactive sessions



Innovation spotlights throughout the agenda

Startup Sphere and all-

star lineup of exhibitors



THURSDAY 31 OCTOBER AIRLINE **INDUSTRY RETAILING**

IATA

SYMPOSIUM

Keynote • Panelist • Moderator

10:50 12:25	Which scenarios for tomo	orrow?	accelya
10:50 – 11:15	A NEW 'SELLER' LANDSCAPE? Hear how airline retailing could unlock a realm of new sellers - from current retailers diversifying their offers to brand new channels is this another disruption about to happen?	Miranda Cole, Partner, Covington & Burling LLP	
11:15 – 11:35	VIEWS FROM A FINANCIAL ANALYST What new opportunities and risks exist for the airlines and intermediaries as the market evolves?	 Neil Glynn, Managing Director, Head of European Transport Equity, Credit Suisse 	
11:35 – 11:55	WHERE IS THE VALUE IN AIRLINE RETAILING? Hear an independent assessment of the potential impact and implications for the airline industry as they embark on this journey to retailing. This will include scenarios for adoption and quantify the potential bottom-line impact for different segments of airlines.	Nina Wittcamp, Associate Partner, McKinsey & Company	
11:55 – 12:25	CLOSING REMARKS & AIRS 2020 ANNOUNCEMENT	Aleksander F Financial and Services, IAT	

By the Industry, for the Industry!





Thank you to our 2019 Sponsors!



Bangkok, Thailand 29-31 October 2019



Airlines @ AIRS in 2018

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IAG (International Airlines Group) Iberia Icelandair InselAir **Japan Airlines** JetBlue **KLM Royal Dutch Airlines** Korean Air Latam Airlines Group LOT Polish Airlines Lufthansa Luxair Luxembourg Airline Malaysia Airlines **Middle East Airlines** Norwegian Air Shuttle Nouvelair **Pegasus Airlines Philippine Airlines** Qatar Airways **Rossiya Airlines Royal Jordanian Airline** SATA - Azores Airlines Saudia Scandinavian Airlines Singapore Airlines SkyTeam Airline Alliance South African Airways Southwest Airlines Swiss International Airlines Swoop TAP Air Portugal Thai Airways International **Turkish Airlines United Airlines UTair Airlines** Virgin Atlantic Virgin Australia Yemenia-Yemen Airways

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By the Industry, for the Industry Delegate Sound Bites - 2018 Edition

"This was a great event: overall quality of content was excellent, it gave a very good and broad overview of all topics involved in new distribution."

"The networking facilities are very valuable and the organization of the whole event has been seamless. Congratulations!"

"I was delighted to attend this year's event. Great content and contacts on NDC in particular."

"Very instructive event."

"Keep up the good work! Embracing all the ecosystem and supporting collaboration is a big cultural shift."

"It is my first time attending – a great learning opportunity!"

"Keep it on!"

