

- **Message from the DG**
- **Middle East Regional Coordination Team Convenes in Amman**
- **IATA Training and Development Institute (ITDI)**
- **Simplifying the Business (StB) workshop in Saudi Arabia**
- **IATA Consulting and Egypt Air**
- **IATA and QNAC join forces in professional training solutions**
- **Are you ready for e-freight**
- **IATA Airline Training Fund (IATF) collaborates with Syrianair**
- **IATA office changes in MENA**
- **TAP Launches IATA's carbon offset program**
- **Bold Industry Commitment on Environment**
- **Upcoming Events**



Giovanni Bisignani
Director General and CEO, IATA

Challenges

The industry crisis continues. The decline in demand for air travel and shipping may have bottomed out. With passenger travel still 2.9% below last year, and freight at -11.3% in July, demand may look better, but the bottom line has not improved.

Financial challenges will not distract attention from safety—our number one priority. Flying is about the safest activity that anybody can do. But a series of accidents in recent months are a sober reminder

to industry and government that safety is a constant challenge that we must address together. Compared to this time last year, there have been fewer fatal accidents but the number of fatalities has already exceeded the 562 people who lost their lives in air accidents throughout 2008.

The IATA Operational Safety Audit (IOSA), the ICAO Universal Safety Oversight Audit Program, the US International Aviation Safety Assessments Program and Europe's Safety Assessment of Foreign Airlines are all admirable initiatives aimed at improving safety. The challenge is to share these tools more effectively to make a safe industry even safer. Cooperation, transparency and global standards form the answer.

Environmental challenges are also on the agenda. This December, world leaders will meet in Copenhagen to plan the global response to climate change. Air transport cannot be a spectator to the process. Decisions taken in Copenhagen will impact our business. At our AGM, airlines agreed to three tough targets: 1.5% improvement in fuel efficiency until 2020; carbon-neutral growth from 2020; and a 50% absolute reduction in emissions by 2050 compared to 2005 levels. We are the first global industry to make such bold commitments.

If we keep these a secret, they will mean nothing. Between now and Copenhagen, we must ensure that Governments understand that aviation is serious about its targets and support us with effective actions. Investments in efficient infrastructure, a fiscal framework to support biofuels and maintaining the global sectoral approach for aviation in the post-Kyoto period are all critical for aviation to meet its targets. The support of the G8 for IATA's position on a global sectoral approach is a good head start.

Finally, the harsh reality for an industry in survival mode is the need to conserve cash, manage capacity effectively and cut costs. This burden cannot be shouldered by airlines alone. The entire value chain must do more with less—including airports, air navigation service providers and global distribution systems. The proportions of this crisis are still unknown. The urgency for change has never been greater. And the need to work together—as a value chain and with governments—has never been more important.

Middle East Regional Coordination Team Convenes in Amman

A successful Regional Coordination Group (RCG) meeting was concluded in Amman in May 2009. The main focus of the meeting was the 2009 IATA regional objectives in the areas of safety, operations and infrastructure; an analysis of air traffic services incidents from December 2008 to May 2009; the IATA environmental campaign, including proposals for enroute and terminal airspace enhancements; the outcome of recent meetings at the International Civil Aviation Organisation (ICAO) and other fora regarding airspace and infrastructure; the urgent need for implementation of the reduced vertical separation minimum (RVSM) in the airspace of Iraq; and the need for reopening of air traffic services routes over the airspace of Syria. The purpose of the RCG is to provide guidance to the IATA regional office on issues related to safety, operations and infrastructure.

The IATA Training and Development Institute (ITDI)



The IATA Training and Development Institute (ITDI) disseminates the latest industry knowledge and skills needed to cultivate tomorrow's leaders. From safety and security to fuel and cost management, students develop the expertise to uphold new standards and regulations, operate current technology and lead the future of air transport through every stage of their career.

It has a diverse portfolio of diploma programmes covering all areas of the aviation industry:

Safety

Helping to achieve maximum safety in the workplace.

Security

Protect passengers, crew and assets by ensuring security on the ground and in the air.

Management

Management expertise is key to success as an aviation business professional.

Regulation & Compliance

Focus on best practices and effective management in an increasingly complex air transport environment.

Leadership & Human Performance

Acquire the tools, methods and skills necessary to better support and motivate people in all segments of the air transport industry.

Operations & Infrastructure

Operations training - to help run business efficiently.

ITDI offers customised, onsite training to maximise on group benefits, or intensive sessions at training centres worldwide.

[Contact us](#) for IATA onsite training options.

Simplifying the Business (StB) workshop in Saudi Arabia

IATA hosted a successful two-day StB workshop on June 6-7 in Jeddah. The workshop allowed local and regional airlines, airports, ground handlers and government officials to interact with project managers from Bar Coded Boarding Passes (BCBP), the Baggage Improvement Program BIP and IATA e-freight.

Senior industry representatives including from Saudi Arabian Airlines' the VP of Customer Services, the VP IT from Saudi Arabia's General Authority of Civil Aviation, and the CEO of Ports Project Management & Development Co. Ltd. (PMDCC), Hajj terminal operators, provided attendees with information on StB-related developments taking place in their areas.



L/R: Yousef Jambi, Assistant Manager ASO, Naser Assati, Country Manager, Amer Akhtar, Assistant Manager Customer Service, and Mohamed Nasruddin, Customer Service Representative at the StB Jeddah workshop.

IATA Consulting and Egypt Air

IATA consulting and Egypt Air have recently entered into an agreement for IATA to provide Fuel Conservation Consulting to identify and implement savings potentials for Egypt Air. Under the agreement IATA will conduct a Fuel Efficiency Gap Analysis using the current data. The team would be providing a self-sustaining capability to identify, qualify, and implement revisions to operating processes, procedures and policies necessary for the realization of fuel related cost savings. The emphasis is on the continued transfer of knowledge from the IATA team to Egypt Air Staff to promote the ongoing development of awareness and skills

IATA and Queen Noor Civil Aviation Technical College (QNAC) join forces in professional training solutions

IATA and QNAC have joined forces to bring professional training solutions mainly to Middle East and North Africa Region. Civil Aviation Authority of Jordan established the Queen Noor Civil Aviation Technical College in 1973. The College offers a wide range of programmes in most disciplines of Civil Aviation Training. The IATA/QNAC partnership offers a selection of courses focused on safety, including three new offerings on the latest air navigation technology and procedures. Course participants would be able to hear from top industry experts and business leaders from around the world. Additionally, they would be able to share the global vision and learn from the wealth of experience these air transport industry partners can provide.

Are you ready for e-freight?

A new self-assessment questionnaire is now available on the [e-freight website](#). Airlines, freight forwarders and ground handlers can find out if they're e-freight capable by answering five questions or less. Find out if you're ready for one the [top 50 trends](#) hitting the global supply chain. The World Customs Organisation is, having endorsed e-freight in a [public announcement](#) last week, encouraging their member customs administrations to work towards the adoption of paper-free air cargo.

IATA Airline Training Fund (IATF) collaborates with Syrianair

IATA has met with Syrianair's training officials on 13-16 June, in Damascus, to explore training collaboration under the IATF Regional Training Programme. Syrianair was briefed about the IATF Programmes, and the various training solutions that the IATA Training & Development Institute offers to the industry.

The IATF will organize 6 safety-related courses in Damascus, in collaboration with Syrianair, under the 2009 IATF Regional Training Programme.

Syrianair has invested in a new training center at Damascus Airport. The facilities are equipped with modern classroom equipments, a swimming pool for emergency drills, and an aircraft's mockup for crew training, with sharing with Syrian airlines

For more information on IATF activities contact the IATF Manager [Oscar Haro](#)

IATA office changes in MENA

IATA offices in Kuwait and Tunisia have been closed effective 1 August 2009. From that date on, business in those regions will be handled as follows:

- > Kuwait - The Gulf office in Sharjah, UAE, will cover Kuwait, UAE, Bahrain, Qatar, and Oman.
- > Tunisia - Mr Khaled Chelly will take over as Country Manager North Africa based in Casablanca. This office will cover Morocco, Tunisia, Libya and Algeria.



TAP launches IATA's carbon offset program

On 5 June IATA formally launched the IATA carbon offset program with TAP as the launch airline. The IATA-administered industry-wide scheme is a ready-made tool enabling airlines to offer their passengers the ability to compensate for their carbon emissions with contributions towards carbon reduction projects in developing countries.

The air transport industry is committed to environmental responsibility with a comprehensive four-pillar strategy including improved technology, effective infrastructure, efficient operations and positive economic measures. The IATA Carbon Offset Program sets a good example of industry leadership in economic measures. The industry standard approach is a cost-effective means for all airlines to offer their customers the option to offset emissions resulting from their air travel.

Transparency is critical to ensure that monies collected result in reduced emissions. The IATA Carbon Offset Program only invests in the most credible projects. These are UN approved Certified Emissions Reductions (CER) projects and voluntary credits which comply with the recognised Gold and or Voluntary Carbon Standards. Airlines participating in the IATA Carbon Offset Program pay for all administration costs. The passenger contribution therefore goes to the sponsored project.

The IATA program calculates carbon emissions based on a methodology developed by the International Civil Aviation Organization (ICAO). The system utilises the efficiencies and reliability of IATA's US\$350 billion financial systems to enable airlines and their passengers to purchase their ticket and their offset at the same time. IATA administers the process on behalf of airlines. This includes advising on project selection, arranging the purchase of carbon credits and managing and providing offset tracking.

The offset project chosen by TAP is a renewable energy project in Brazil: the Aquarius Hydroelectric Project. Aquarius is a grid-connected run-of-river hydropower plant. It partly replaces fossil fuel-based electricity generation and already reduces greenhouse gas (GHG) emissions by approximately 15,000 tonnes CO₂ equivalent per year.

Four airlines from the Middle East region have signed the IATA carbon-offset agreement : Royal Jordanian, Gulf Air , Qatar airways and Egypt Air.

For more information about the IATA carbon offset program contact [Jon Godson](#)

+41 22 770 2651

Bold Industry Commitment on Environment

IATA announced at its AGM in June that the airline industry is committed to achieving carbon-neutral growth by 2020. Airlines committed to a global cap on emissions in 2020. After this date, aviation's emissions will not grow even as demand increases.

The commitment to carbon-neutral growth completes a set of three sequential goals for air transport: (1) a 1.5% average annual improvement in fuel efficiency from 2009 to 2020; (2) carbon-neutral growth from 2020 and (3) a 50% absolute reduction in carbon emissions by 2050.

The commitment to carbon-neutral growth by 2020 recognizes that technology, operations and infrastructure improvements alone will not be sufficient to stop growth in air transport's carbon footprint. Positive economic measures are needed to bridge the gap until the full benefits of future technologies—including sustainable biofuels—are realized.

The timing of the industry commitment to carbon-neutral growth is significant, as governments prepare for the UN climate change meeting in Copenhagen (December 2009) and the post-Kyoto discussions. IATA reiterated its call for a global sectoral approach for aviation in the successor to the Kyoto Protocol. Under such an approach, aviation's emissions would be capped and accounted for globally, not by state.

Mark your calendar – coming events

- [Webinar - Aging populations and air travel concerns, 10 Sep 10am ET](#)
- [Aviation Health Conference, 6-7 Oct – London, UK](#)
- [ICCS 2009, 26-27 Oct – Geneva](#)
- [Maintenance Cost Conference, 28-29 Oct – Istanbul, Turkey](#)
- [5th Cargo Claims and Loss Prevention Conference, 3-5 Nov – Dallas, US](#)
- [Aviation Fuel Forum, 10-12 Nov – Vienna, Austria](#)
- [AVSEC 2009, 10-12 Nov – Cape Town, South Africa](#)
- [125th Schedules Conference, 19-22 Nov – Vancouver, Canada](#)
- [IATA Commercial Strategy Symposium 2009, 9-11 Dec – Athens, Greece](#)