

# IATA WINGS OF CHANGE AMERICAS

Santiago, Chile  
10-11 April 2024

## PROGRAM



Host airline



# IATA WINGS OF CHANGE AMERICAS

## Tuesday, 9 April

15:00-18:00

Conference Registration

## Wednesday, 10 April

07:30-09:00

Welcome Networking Breakfast

09:00-10:30

Opening Plenary

10:30-11:00

Networking Coffee Break

11:00-13:00

Plenary

13:00-14:30

Networking Lunch

14:30-17:30

Sustainability  
TrackRegulatory  
TrackModern Airline Retailing  
Track

18:30-19:30

Cocktail Reception

19:30-22:00

Gala Networking Dinner

## Thursday, 11 April

08:00-09:00

Women in Aviation Breakfast

09:00-11:00

Plenary

11:00-11:30

Networking Coffee Break

11:30-13:00

Plenary

13:00-14:00

Farewell Networking Lunch

# IATA WINGS OF CHANGE AMERICAS

## Tuesday, 9 April

15h00 – 18h00

### Conference Registration

Foyer – Sheraton Hotel & Convention Center

## Wednesday, 10 April

07h00 – 09h00

### WELCOME NETWORKING BREAKFAST

Sheraton Hotel and Convention Center

### Opening Plenary

Sheraton Hotel and  
Convention Center

09h00 – 09h20

**Master of Ceremony: Enrique Perrella**, Aviation Director, Business Traveler

### IATA Welcome to Wings of Change Americas

- **Peter Cerdá**, Regional Vice President, The Americas, IATA

### Government Welcome to Chile

- **Juan Carlos Muñoz Abogabir**, Minister of Transport & Communications, Chile

09h20 – 09h45

### MIT Study Results on Decarbonizing Aviation in Latin America

- **Sergey Paltsev**, Deputy Director, MIT Joint Program on the Science and Policy of Global Change

09h45 – 10h30

### Joint Industry and Government Vision: How Can Aviation in Latin America Reach Net Zero in a Sustainable Way?

CEO & Government Insights moderated by **Gabriela Frias**, Journalist, CNN en Español

- **Roberto Alvo**, CEO, LATAM Airlines Group
- **Diego Pardow**, Minister of Energy, Chile
- **Alexandre Silveira**, Minister of Mines and Energy, Brazil
- **Arturo Barreira**, President Latin America and the Caribbean, Airbus
- **Landon Loomis**, President Latin America and the Caribbean, Vice President, Global Policy, Boeing

### Vuelo Limpio – Official Rollout Ceremony

10h30 – 11h00

**NETWORKING COFFEE BREAK** sponsored by Nuevo Pudahuel

Sheraton Hotel and Convention Center



\*Timings and content are subject to change

# IATA WINGS OF CHANGE AMERICAS

## Wednesday, 10 April

- 11h00 – 11h10** **Incentive Programs to Expand Travel and Tourism in the Region**  
**Sergio Díaz-Granados**, Executive President, CAF Development Bank of Latin America and The Caribbean
- 11h10 – 12h00** **Tourism in the Americas: Trends & Outlook on the Global Competitiveness of the Sector**  
 Ministerial Roundtable moderated by **Gustavo Santos**, Regional Director, UN Tourism
- **Verónica Pardo Lagos**, Under- Secretary of Tourism, Chile
  - **Arturo Bravo**, Vice-Minister of Tourism, Colombia
  - **David Collado**, Minister of Tourism, Dominican Republic
  - **Niels Olsen**, Minister of Tourism, Ecuador
  - **Juan Carlos Mathews Salazar**, Minister of Foreign Trade & Tourism, Peru
- 12h00 – 13h00** **CEO Journey Across the Region: Reality vs. Perceptions**  
**How to run a successful airline and meet passenger demand**  
 Executive Chat moderated by **Gabriela Frias**, Journalist, CNN en Español
- 12h00 – 12h20** • **Frederico Pedreira**, CEO, avianca
- 12h20 – 12h40** • **Holger Paulmann**, Chairman, Sky Airline
- 12h40 – 13h00** • **Fabián Lombardo**, CEO, Aerolineas Argentinas
- 13h00 – 14h30** **NETWORKING LUNCH**  
 Sheraton Hotel and Convention Center
- 14h30 – 17h30** **Simultaneous Content Tracks**
- |                      |                  |                                |
|----------------------|------------------|--------------------------------|
| Sustainability Track | Regulatory Track | Modern Airline Retailing Track |
|----------------------|------------------|--------------------------------|
- \*Details of the program for each track are further down.
- 18h30 – 19h30** **COCKTAIL RECEPTION**  
 Pool Area - Sheraton Hotel and Convention Center
- 19h30 – 22h00** **GALA NETWORKING DINNER**  
 Sponsored by: **LATAM Airlines Group & Delta Air Lines**  
 Sheraton Hotel and Convention Center

# IATA WINGS OF CHANGE AMERICAS

Wednesday, 10 April

## Sustainability Track

Room: Salon A

- 14h30 – 16h00**      **Policy Best Practices: Vuelo Limpio**
- 16h00 – 16h30**      **JOINT NETWORKING COFFEE BREAK** sponsored by Delta Airlines  
Sheraton Hotel and Convention Center
- 16h30 – 16h45**      **The Future of Aviation  
Roadmap for Hydrogen Development**  
Guest Speaker: **Juan Carlos Jobet**, Dean Universidad Adolfo Ibanez
- 16h45 – 17h30**      **The Future of Aviation  
Aviation's Path to Net Zero 2050: Challenges and Opportunities for Aviation's  
Energy Transition in the Americas.**  
Panel discussion moderated by **Pedro de la Fuente**, Senior Manager EAS, IATA
- **Guillaume Gressin**, Vice President Latin America and the Caribbean, Airbus
  - **Nathan Brown**, Senior Representative for South America, FAA
  - **Juan Jose Toha**, Director Corporate Affairs and Sustainability, LATAM Airlines
- 18h30 – 19h30**      **COCKTAIL RECEPTION**  
Pool Area - Sheraton Hotel and Convention Center
- 19h30 – 22h00**      **GALA NETWORKING DINNER**  
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Sheraton Hotel and Convention Center

# IATA WINGS OF CHANGE AMERICAS

Wednesday, 10 April

## Regulatory Track

Room: Salon B

- 14h30 – 15h30**      **Shared Accountability & Pricing Freedoms**  
Panel discussion moderated by **Viviana Martin**, Global Director of Government Affairs, Avianca
- **Jaime Binder**, Secretary, Latin American Civil Aviation Commission, LACAC
  - **Ricardo Catanant**, Director of ANAC – Brazilian National Civil Aviation Agency
  - **Humberto Lopez Mata**, Director of International and Regulatory Affairs, Delta Airlines
- 15h30 – 16h00**      **Inclusive Aviation / Accessibility: Airline keynote**
- 16h00 – 16h30**      **JOINT NETWORKING COFFEE BREAK** sponsored by Delta Airlines  
Sheraton Hotel and Convention Center
- 16h30 – 16h45**      **Threat of Increased Taxation**  
**Jose Ricardo Botelho**, Executive Director & CEO, ALTA
- 16h45 – 17h00**      **Litigation Trends**  
**Ricardo Bernardi**, Partner Bernardi & Schnapp
- 17h00 – 17h30**      **Regulatory Roundtable**  
Moderator: **Oracio Marquez**, Regional Director, External Affairs & Sustainability, The Americas, IATA
- **Jose Ricardo Botelho**, Executive Director & CEO, ALTA
  - **Ricardo Bernardi**, Partner Bernardi & Schnapp
- 18h30 – 19h30**      **COCKTAIL RECEPTION**  
Pool Area - Sheraton Hotel and Convention Center
- 19h30 – 22h00**      **GALA NETWORKING DINNER**  
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# IATA WINGS OF CHANGE AMERICAS

Wednesday, 10 April

## Modern Airline Retailing

Room: Salon C

### The journey to customer centricity

- 14h30 – 14h40** **Industry status on the journey to Modern Airline Retailing**  
**Alicia Lines** – Regional Director, Financial and Distribution Services, IATA
- 14h40 – 15h10** **Case Studies:**  
  
**Challenges & Opportunities in Airline Retailing**  
**Maximiliano Vicini** - Americas Sales Representative, HITIT
- 15h10 – 16h00** **Implementing the customer-centric transformation, the benefits & the challenges**  
Panel discussion moderated by **Karina Medeiros**, Regional Manager, Transformation & Products FSDS, IATA
- **Ana Maria Calderón Bonilla** – Product Owner NDC, LATAM
  - **Paloma Sanz de Andino Jiménez** – NDC Onboarding and Operations Manager, Iberia
  - **Eduardo Barillas** – Regional Manager, Digital Sales, United Airlines
  - **Ignacio Roca** – CEO, M y M Travel
- 16h00 – 16h30** **JOINT NETWORKING COFFEE BREAK** sponsored by Delta Airlines  
Sheraton Hotel and Convention Center
- 16h30 – 16h45** **Agency Testimonial: Experience using NDC**
- 16h45 – 17h00** **What's Next? Offers & Orders**  
**Melany Cornejo** – Distribution Director, avianca
- 17h00 – 17h30** **Interactive Roundtable & Q&A**  
**Alicia Lines** – Regional Director, Financial and Distribution Services, IATA
- 18h30 – 19h30** **COCKTAIL RECEPTION**  
Pool Area - Sheraton Hotel and Convention Center
- 19h30 – 22h00** **GALA NETWORKING DINNER**  
Sponsored by: **LATAM Airlines Group & Delta Air Lines**  
Sheraton Hotel and Convention Center

# IATA WINGS OF CHANGE AMERICAS

Thursday, 11 April

**08h00 – 09h00** **IATA & IAWA WOMEN IN AVIATION BREAKFAST** sponsored by Airbus  
*By invitation only*  
Sheraton Hotel and Convention Center

## Plenary

Sheraton Hotel and  
Convention Center

**09h00 – 09h45** **How to Attract New Talent to Aviation in the Americas:  
The Importance of Diversity & Inclusion in Air Transport**  
Moderated by: TBC

- **Maggie Bergsma**, Head of Communications of the Commercial Aircraft Business, Airbus
- **Marina Colunga**, Directora Comercial para América Latina, Iberia
- **Mayra Kohler**, Corporate Affairs and Sustainability Manager, SKY

### 25 by 2025 Signing Ceremony with DGAC Chile

**09h45 – 10h30** **Safety & Regulatory Insights: Collaboration Among Partners to Support Safety  
Implementation in the Americas**

Moderated by **Pilar Wolfsteller**, Americas Air Transport Editor, Flight Global

- **Alfonso Arroyo Fernández**, Representative for Latin America and Caribbean, EASA
- **David Burkholder**, Deputy Executive Director for the Office of International Affairs, FAA
- **Christopher Barks**, Regional Director, North America, Central America & Caribbean, ICAO
- **Julie Mailhot**, Regional Director, Operations, Safety & Security, The Americas, IATA

**10h30 – 11h00** **NETWORKING COFFEE BREAK** sponsored by JetSmart  
Sheraton Hotel and Convention Center

**11h00 – 11h45** **Executive Insights & Key Takeaways:  
Elevating the Americas – Making the Region More Competitive Globally**  
Executive Panel moderated by **Gabriela Frias**, Journalist, CNN en Español

- **Adrian Neuhauser**, CEO, Abra Group
- **Víctor Pacheco**, Founder & CEO, Arajet
- **Harris Whitbeck**, Minister of Tourism, Guatemala
- **Estuardo Ortiz**, CEO, JetSmart

# IATA WINGS OF CHANGE AMERICAS

Thursday, 11 April

## Plenary

Sheraton Hotel and  
Convention Center

11h45 – 12h00

### Keynote: Blue Heart Campaign Against Human Trafficking

**Mario Cordero Véjar**, Head of the Programme on Organized Crime and Drugs, UN Office on Drugs and Crime (UNODC)

12h00 – 12h15

### Case Study: Collaboration in Action to Modernize Airline Retailing How to Implement Offer & Order Retailing Capabilities to Improve Customer Service

Panel discussion:

- Panelists to be announced

12h15 – 13h00

### Innovative Horizons: Elevating Air Travel & Enhancing the Passenger Experience

Moderated by **Enrique Perrella**, Aviation Director, Business Traveler

- **Rafael Echevarne**, Director General, ACI-LAC
- **Mauricia Sana**, CEO, FlyBondi
- **Nicolas Claude**, CEO, Nuevo Pudahuel
- **William Rodriguez**, Minister of Tourism, Costa Rica

12h45 – 13h00

### Closing Remarks

13h00 – 14h00

### FAREWELL NETWORKING LUNCH

Sheraton Hotel and Convention Center