Strategic Partnerships
NETWORK. CONNECT. SUCCEED.
Aviation is a challenging business where success is greatly influenced by the quality and scope of the partnerships between airlines and the wide range of businesses that support them.

Since 1990, the IATA Strategic Partnerships program has offered a unique avenue to convert suppliers’ expertise into industry progress. More than 450 participating companies benefit from timely access to important developments being pioneered by IATA and its members.

Strategic Partners are the only non-airline businesses to have the opportunity to attend the IATA AGM and network with the CEOs and top managers of our 280 member airlines. I urge you to investigate the potential of this unique program and forge new and effective partnerships for a safer, more profitable and more sustainable aviation industry.

Alexandre de Juniac
Director General and CEO
International Air Transport Association
FROM MODEST BEGINNINGS, A COMMUNITY HAS GROWN.

IATA, the International Air Transport Association, is the trade association for the world’s airlines, representing some 280 airlines, or 83% of total air traffic. We support many areas of aviation activity and help formulate industry policy on critical aviation issues.
More than a quarter century ago, there was little formal dialogue between the airline industry and its service providers on the issue of setting vital industry standards. IATA recognized the untapped potential, given that suppliers represented a vast reservoir of technical knowledge.

In 1990, IATA and nine founding members* joined forces to create the Strategic Partnerships (SP) program. Focused on only a few strategic areas, its objectives were to pool resources and expertise, support IATA and its initiatives, and assist in the development, implementation and promotion of industry standards.

Today, SP has grown into a community of more than 450 partners worldwide, sharing ideas and collaborating to improve aviation practices and technology. This forward-thinking program focuses on over 40 areas of involvement, covering a comprehensive range of industry activities. Members contribute to the efforts of several working groups and task forces.

This collaborative force has greatly enhanced the quality of IATA standards over the years. Initiatives developed in conjunction with Strategic Partners have delivered countless operational efficiencies and safety enhancements for airlines. Strategic Partners have also benefited, receiving intelligence on key opportunities by participating in working group and taskforce discussions. Creating a forum for cooperation has been a win-win solution for all stakeholders.

IATA and its Strategic Partners continue to work together to forge a stronger future for the air transport industry. Join us today!

* Accelya, Amadeus, ARINC, GE Aviation, IER, Nordisk, SITA, SNCF and Unisys
SHAPE THE FUTURE
The IATA Strategic Partnerships program is your opportunity to have a stake in shaping the air transport industry’s future. The program allows you to contribute to the development of innovative solutions to industry challenges and priorities. Get an insider’s view of the industry’s strategic plans and play a role in their implementation.

As an IATA Strategic Partner expect to drive policy and effect real change. Help to lower the industry’s impact on the environment, improve the passenger experience, increase airline and airport efficiency, reduce travel-chain costs… the opportunities are as big as the challenges we face!

- Help define the industry’s roadmap for innovation
- Contribute to standards improvement and development
- Be an active part of new solutions development and delivery

Share your expertise with other aviation leaders and make your mark on the industry.
GAIN ACCESS
A key success factor for any business is the quality of its professional networks. The IATA Strategic Partnerships program provides an invaluable platform for members to collaborate with other aviation leaders on mutual concerns and emerging issues. We provide unique forums where you can share ideas and information, strengthen strategic business connections and shape industry standards affecting your products and services.

Hear about the needs of airlines directly from the executives who lead them. Gain a deeper understanding of how to best serve the industry. Translate this feedback into new products and services to help your customers.

- Network with airline CEOs and other senior executives at the IATA Annual General Meeting (AGM)
- Broaden your contacts with international thought leaders and decision-makers
- Stay abreast of industry trends
- Position your company as a supplier of choice

Become an IATA Strategic Partner and become an industry insider!
BOOST YOUR VISIBILITY
Membership in the IATA Strategic Partnerships program provides much more than taking part in various work groups, gaining firsthand insight into airline priorities and benefiting from exclusive access to important developments. The program also provides opportunities to raise your profile with potential new clients and position your company as a supplier of choice to the aviation industry. In addition, you will be recognized as a valuable supporter of IATA and the air transport industry.

Tangible benefits include:

- Use of the IATA Strategic Partnerships logo on your website, business card, etc.
- Listing in the IATA Strategic Partnerships online directory
- Posting of your company’s press releases on the IATA Strategic Partnerships website
- Publish your articles in the quarterly IATA Strategic Partnerships Newsletter

Raise your profile in the industry and grow your business.
IATA is committed to delivering innovation and value to meet the needs of a fast-paced industry. As a member of our Strategic Partnerships program, you will become an influential key player in your field of expertise and help bring new solutions to the world of air transport.

Whether your company’s solutions are related to fuel, safety, the passenger experience or any other aviation specialty, the Strategic Partnerships program gives you exclusive access to subject matter experts, IATA member airlines, potential clients and essential information to drive your business forward.

The IATA Strategic Partnerships program currently focuses on more than 40 areas of involvement, spanning virtually all aspects of airline operations. Members contribute their knowledge and expertise to several relevant working groups and task forces. These groups are responsible for moving industry projects forward and drawing up policies and regulations on behalf of the airline industry.
AIRCRAFT AND AIRLINE OPERATIONS

AIRCRAFT RECOVERY
Collects and disseminates information related to the recovery of damaged aircraft. Promotes programs and practices concerning efficient and effective aircraft recovery.

CABIN AND INFLIGHT OPERATIONS
Reviews all aspects of cabin operations and design in order to improve safety and operational efficiencies by developing recommended best practices for cabin operations.

DRONES
Focuses on the development of standards and recommended practices that will enable the safe and efficient operations of drones into the established aviation infrastructure.

ENGINEERING AND MAINTENANCE
Includes maintenance costs, electronic documentation, aircraft leasing and production performance measurements.

FLIGHT OPERATIONS
Involves issues affecting aircraft performance, standard computerized airplane performance and global meteorological information sharing.

FUEL SERVICES
Exchanges information on aviation jet fuel issues and specifications, fuel developments and activities around the globe, fuel facility charges and other fees, fuel quality standards and inspections, and developments in fuel supply and facilities.

FUEL TECHNICAL GROUP
A global forum for those involved in the technical aspects of the supply and use of aviation fuel. Reviews current problems, promotes standardization, informs about the use of alternative fuels and recommends effective action.

INFRASTRUCTURE
Includes regional infrastructure development, Air Traffic Control capacity, new air route development, regulatory issues, radio spectrum, global harmonization and the “One Sky” global ATM strategy and campaign.

METEOROLOGICAL
Exchanges information on global meteorological conditions.

PAPERLESS AIRCRAFT OPERATIONS
This area’s mission is to increase the efficiency of maintenance operation processes by making them paperless and electronically enabled.

CARGO

CARGO E-MESSAGING
Provides recommendations on e-messaging requirements for transportation messages.

CARGO OPERATIONS AND TECHNOLOGY
Airlines, freight forwarders, ground handlers, shippers, customs authorities and others discuss how to take the paper out of air cargo.

CARGO STANDARDS
Establishes industry standards related to the safe transport of live animals, time and temperature sensitive perishables and dangerous goods.

PIECE LEVEL TRACKING
Help provide recommended standards on piece level tracking business operations, and investigate tracking technologies, communication protocols, and cyber security considerations linked to piece level tracking.

UNIT LOAD DEVICES
Includes the development of ULD specifications, guidelines, best practices and other technical material.

ENVIRONMENT

ALTERNATIVE FUEL DEPLOYMENT
Spans the alternative fuel and environment programs at IATA. Explores sustainable bio jet fuel in order to reduce aviation’s carbon footprint.

ENVIRONMENT
Deals with monitoring and assessing environmental developments, policies and regulations. Prepares and promotes industry positions and strategies among stakeholders and regulators.
FINANCE

AIRLINE INDUSTRY ECONOMICS
Explores economic issues of strategic importance to airline businesses and their suppliers.

FINANCIAL SERVICES
Covers all financial matters connected with international air transport, IATA Clearing House and Currency Clearance Services, industry general accounting standards, taxation, user charges and other cost issues.

FINTECH AND PAYMENTS
Explores new technologies and business models in order to secure, accelerate and facilitate payments within the air transport industry.

INDUSTRY PAYMENT FRAUD PREVENTION
Attend briefings on prevention of fraud regarding ‘Card Not Present’ payments, frequent flier programs and help mitigate risks associated with alternative forms of payment.

INDUSTRY TAXATION
Develops strategies to protect the interests of IATA member airlines and minimize the impact of taxation on airline economics and the tourism industry. Monitors tax developments and actively promotes the maintenance of the worldwide regime of reciprocal exemption.

REVENUE ACCOUNTING
Keeps up-to-date with changes in interline settlement procedures, passenger and cargo invoicing, billing standards, passenger interline sample accounting, “Simplifying Interline Settlement” and “First and Final Interline Billing”.

RISK MANAGEMENT AND INSURANCE
Deals with the impact of major insurance issues such as coverage for terrorism risks involving weapons of mass destruction. Provides assistance in implementing or enhancing Integrated Risk Management Systems and risk management and insurance training.

AIRPORT

GROUND OPERATIONS
Provides guidance in the development of industry standards for ground support equipment and airport ground handling matters. Also reviews the IATA Airport Handling Manual and the IATA Ground Operations Manual on a regular basis.

SAFETY & SECURITY

SAFETY
Monitors aviation safety problems experienced and identified by airlines, develops strategies to continuously improve safety, identifies contributing factors in aviation accidents, reviews all aspects of human factors in aviation and analyzes cabin operations safety trends.

SECURITY
Covers the global recognition of security measures and looks at the passenger, baggage and freight security screening processes.
AIRLINE DISTRIBUTION STANDARDS
Covers the topics of passenger handling, reservations, electronic ticketing and electronic commerce such as ET, XML, ERSPs, DCS/aircraft movement messages.

BAGGAGE SERVICES
Focuses on baggage processes and quality, innovation in baggage products such as tracking and electronic receipts, approval and certification of baggage labels.

CIO COMMUNITY
Brings together Airline IT experts to advise Airline CIO’s on technology best practices, to support airlines in the implementation of their business strategies and enable innovation.

COMMON USE
Involves industry specifications for passenger check-in at Common-Use Self-Service kiosks—a Simplifying the Business initiative.

INTERLINE TARIFFS
Comprises global interline passenger fares, the development of international tariff standards, baggage, mileage and fare construction rules, currency codes, IATA rates of exchange, distribution of fares through GDS systems, the Internet and other intermediaries, pricing, revenue management services, Fares and Ticketing training and Ticket Tax Box Service matters.

NEW DISTRIBUTION CAPABILITY
Focuses on transforming the current airline model to a customer-driven retail model supported by industry standards. Activities include pricing and revenue management, reservations, ticketing, ancillary services: Electronic Miscellaneous Documents, and Electronic Data Exchange.

ONE ORDER
Aims to modernize the order management process in the airline industry.

PASSENGER EXPERIENCE
Brings together Common Use, Fast Travel, One Identity and Passenger Facilitation into one structure that looks at improving the passenger experience across 14 steps, including security and immigration.

TRAVEL PARTNERS
Is specially designed for railways, ferries and other tourism suppliers.
IATA Strategic Partners provide thought leadership and technological innovation that contribute to the growth and sustainability of our industry. Read what some of our members have to say about the value of IATA Strategic Partnerships to their organizations.
“As an IATA Strategic Partner we are one of a large group of businesses from across the aviation industry that have a common interest; that is to bring the benefits of aviation to everyone. Through our activities as a Strategic Partner, either at the working group level or during the IATA AGM, we are better able to understand and respond to the needs of our customers, passengers and other stakeholders. Without this interaction, it would be considerably more difficult to build the aviation business we all want in the future; one that is safer, more accessible, more profitable and more sustainable.”

Dr. Kiran Rao  
Executive Vice-President  
Strategy and Marketing  
Airbus

“As an IATA Strategic Partner, Boeing builds stronger relationships with our customers and key aviation stakeholders. At the IATA Annual General Meeting and throughout the year, we work closely with IATA members to make progress on a wide range of issues that are critical to industry growth over the long term, from safety and security to a harmonized approach to reducing carbon emissions. IATA’s Strategic Partnership program gives Boeing a voice on these important industry issues.”

Dr. Fariba Alamdari  
Vice-President  
Market Analysis and Policy  
Boeing Commercial Airplanes

“Being an IATA Strategic Partner has opened doors for Bombardier, helping us build connections with key decision-makers. Those connections, along with the IATA AGM, allow Bombardier to work alongside the global aviation industry on the advancement of new safety, environmental, and customer-oriented policies. Participation in this effort has given Bombardier access to key regulatory, safety, and industry information, allowing us to work proactively with our stakeholders, and has helped to make our voice heard on issues affecting the aviation industry as a whole.”

Ross Mitchell  
VP Commercial Operations,  
Bombardier Commercial Aircraft
“BOC Aviation is proud to have been an IATA Strategic Partner for more than 15 years. This platform presents a unique opportunity for us to work closely with IATA’s member airlines, many of whom have been our customers since our inception in 1993. With our participation as both an IATA Strategic Partner and a sponsor at the IATA AGM, we value our interactions with the aviation industry, and look forward to continue providing aircraft operating leasing solutions to meet our customers’ needs.”

Robert Martin,
Managing Director
& Chief Executive Officer
BOC Aviation Limited

“The main reason for Cavotec SA to become an IATA Strategic Partner was to become a more integral link within the aviation industry as well as having the possibility to contribute to the development of the industry. This partnership gives us extended networking possibilities and allows us to influence certain areas.”

Lars Hellman
Vice-President
Strategic Corporate Projects
Cavotec SA

“As a Time & Temperature Task Force member, LifeConEx is actively involved in raising industry awareness and sharing experience amongst all stakeholders involved in the supply chain.”

Nina Heinz
Head of Quality
LifeConEx
“IATA provides MTU Aero Engines with the very best platform worldwide to maintain regular contact with airlines’ top decision-makers. It offers us a unique and timely opportunity to stay ahead of changes in the marketplace.”

**Dr. Stefan Weingartner**  
President  
Commercial Maintenance  
MTU Aero Engines

“As an Asian hub airport, Narita International Airport gives high priority to safety in its efforts to improve customer experience, enforces aviation security and expands airport capacity. NAA is working together with IATA for these challenges since becoming a member of the IATA Strategic Partner Program. We can truly say that this program is the best solution for airport management and planning. Especially the support provided by IATA Consulting to implement Fast Travel has enabled us to improve terminal efficiency and build a confidential relationship with airline partners. IATA support is indispensable to our ideas for future visions for Narita Airport and we look forward to developing a stronger partnership with the airline industry.”

**Makoto Natsume**  
President & CEO  
Narita International Airport Corporation

“SATS and IATA have come together to break new ground in the aviation industry: elevating global ground handling standards by establishing new training and certification programmes. Being an IATA Strategic Partner has also helped SATS to collaborate more holistically with airlines across their entire organisation.”

**Alex Hungate,**  
President and Chief Executive Officer, SATS Ltd.
EXCLUSIVE INDUSTRY FORUM FOR STRATEGIC PARTNERS AND CEOs
IATA Annual General Meeting

The IATA Annual General Meeting is IATA’s flagship event. It is an exclusive industry forum that brings together the leaders of the world’s airlines, as well as their Strategic Partners, to discuss key issues shaping the future of our industry.

IATA’s AGM brings together more than 1,000 delegates, including airlines, leading aircraft manufacturers, governments, regional airline associations, airports, industry suppliers, media and other industry partners.

The AGM establishes the priorities and work programs that drive higher levels of safety, security, environmental protection and operational efficiency.

Become an IATA Strategic Partner and attend this unique event.
CNN’s Richard Quest facilitates CEO Insight Debate: Rickard Gustafson, SAS; Oscar Muñoz, United Airlines; Peter Bellew, Malaysia Airlines; Enrique Beltranena, Volaris
IATA AGM 2017
Cancún, Mexico

Alan Joyce, Qantas CEO
IATA AGM 2017
Cancún, Mexico

Alexandre de Juniac, Director General & CEO IATA
IATA AGM 2017
Cancún, Mexico

Alexandre de Juniac, Director General & CEO IATA, Willie Walsh, CEO International Airlines Group, Andrés Conesa, CEO AeroMexico
IATA AGM 2017
Cancún, Mexico
BECOME AN IATA STRATEGIC PARTNER TODAY!

Become part of an exclusive community that gives you privileged access to key decision-makers and the most influential industry gatherings. IATA Strategic Partners profit from a world of advantages:

- **Gain** a unique perspective into airline priorities
- **Participate** in the development of new airline initiatives
- **Interact** with global decision-makers and other influential leaders
- **Promote** solutions that are critical to the future of the aviation industry
- **Position** your company for success

www.iata.org/sp