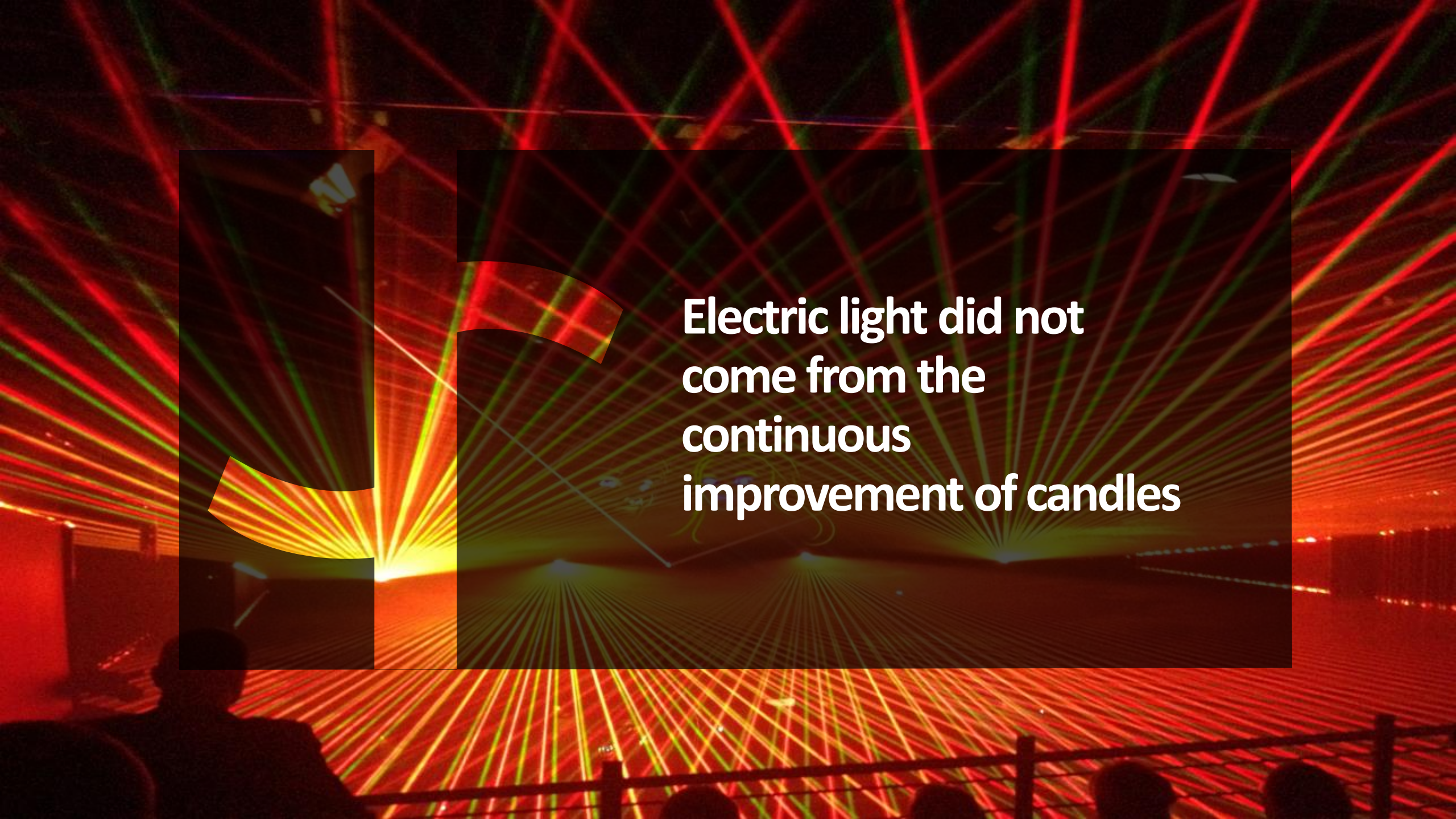




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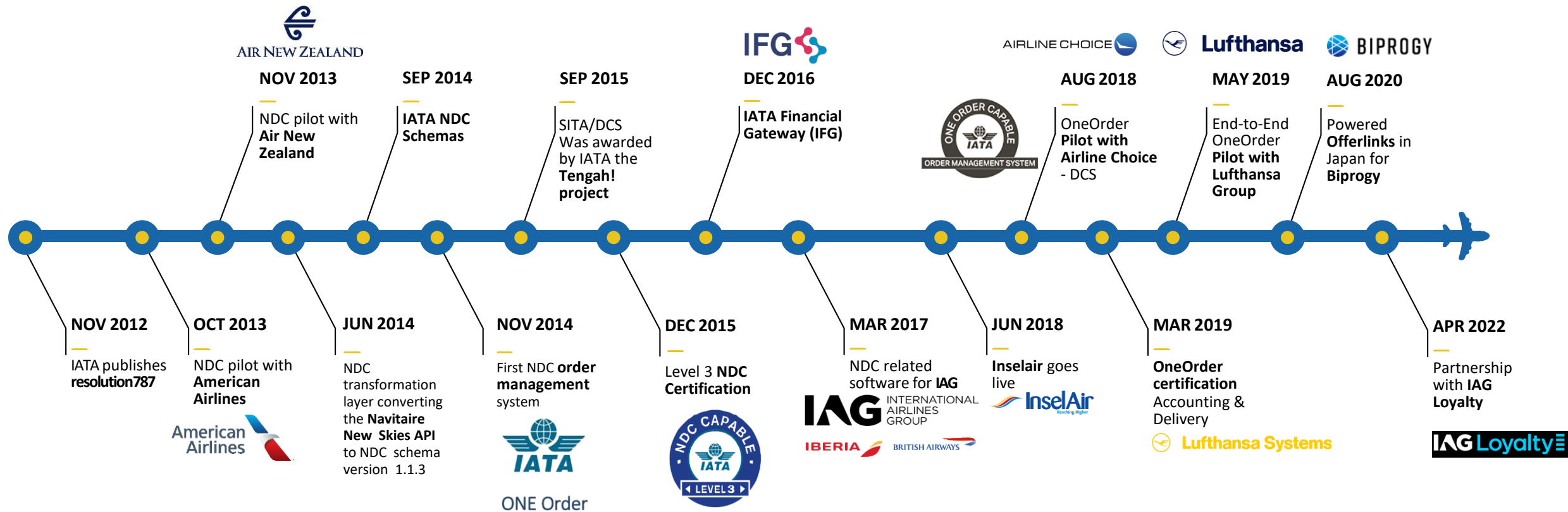
**Retailing best practices for a
passenger-centric airline
experience.**

Theodora Tsinonis – CCO JR Technologies



**Electric light did not
come from the
continuous
improvement of candles**

10 Years of innovation with the industry

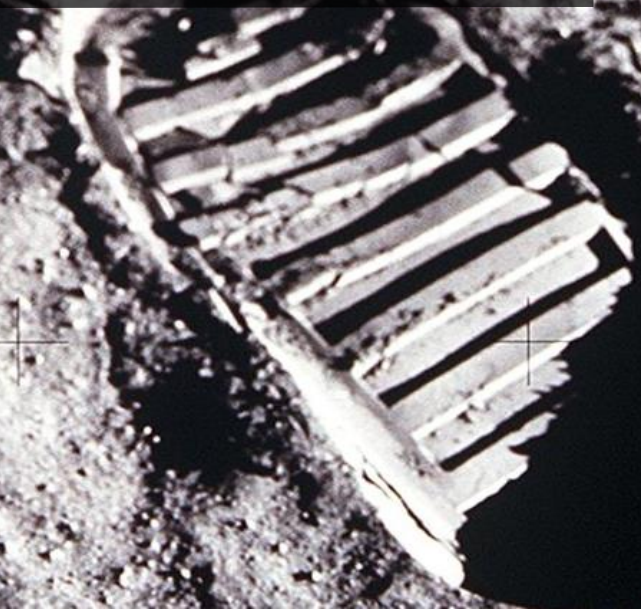


A Customer-centric approach to Airline Retailing Strategies

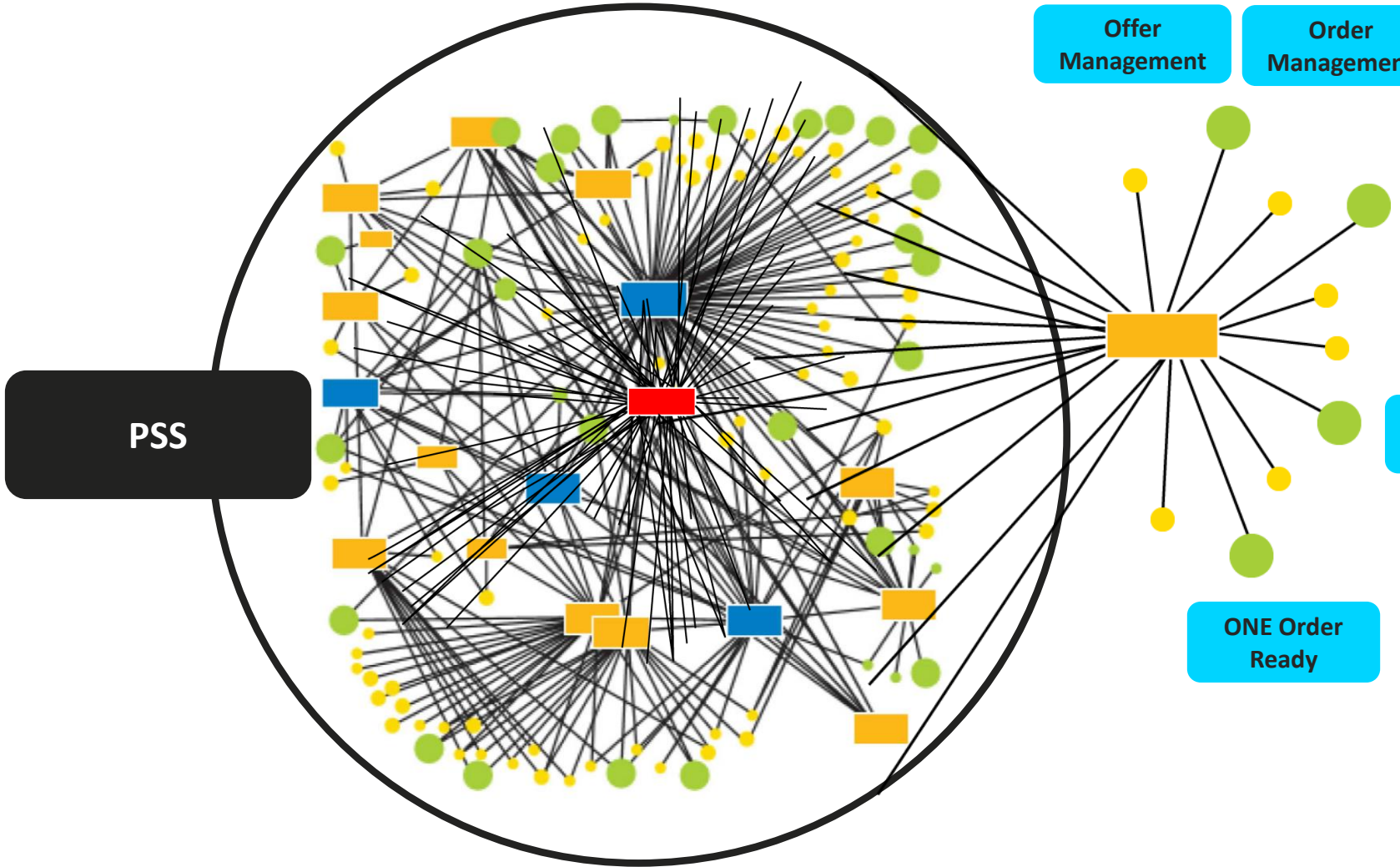


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