



Wings of Change Europe

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Host Airline



MADRID

Hilton Madrid Airport
Avenida De La Hispanidad 2-4
28042, Madrid - Spain

**13 - 14 NOV
2018**



→ **Master of Ceremony: Montserrat Barriga**, Director General, European Regions Airline Association (ERA)

08:00 - 08:55

Registration & Coffee

09:00 - 09:10

Welcome Remarks

Iberia, our host airline, will give a warm welcome to attendees and share its strategic roadmap.

→ **Luis Gallego**, CEO, Iberia

09:10 - 09:25

The Value of Aviation & importance of Competitiveness for Spain

The Spanish Minister of Public Works will give his view on how aviation affects the Spanish economy, and what the country is doing to remain a European powerhouse in a globalized world where competition gets fiercer every day.

→ **Jose Luis Ábalos**, Minister of Public Works, Government of Spain

09:25 - 09:40

The European Commission's perspective on the future of aviation in the EU and its neighboring countries

The Director General for Mobility and Transport will share the European Commission's perspective on the future of aviation in the EU and its neighboring countries, what still needs to be achieved, as well as the outstanding files ahead of the next Commission.

→ **Henrik Hololei**, Director General for Mobility & Transport, European Commission

09:40 - 09:55

Competitiveness as a solution for aviation's economic sustainability?

IATA's DG & CEO will share his thoughts on the main issues the industry is facing worldwide, with a special focus on Europe and competitiveness.

→ **Alexandre de Juniac**, Director General & CEO, International Air Transport Association (IATA)

09:55 - 10:10

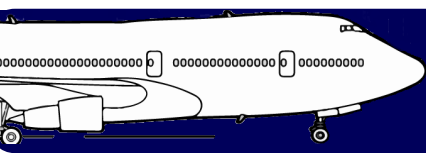
Air Connectivity and the Competitiveness of European aviation

Air connectivity drives the economic and social benefits that air transport enables. How has air connectivity in Europe evolved over the past decade and what are the key trends? What can Governments do to influence the competitiveness of their aviation systems in order to facilitate connectivity growth? In order to answer these questions, IATA's Chief Economist will discuss the Association's latest analysis of air connectivity, and introduce an innovative Air Transport Competitiveness Index, highlighting key areas for focus for policymakers at both national and European levels.

→ **Brian Pearce**, Chief Economist, International Air Transport Association (IATA)

10:10 - 11:00

Networking Coffee Break



Wings of Change Europe 2018
13-14 November 2018

11:00 - 11:30

Competitiveness in Europe - Ministers 1 on 1 interviews with BBC

The Portuguese and Polish ministers, both experts in transportation and economic development, will share their unique insight about the present and future of air transport competitiveness in their respective countries and Europe, its impact on the key economic sectors, and what needs to be done to meet the needs of an ever more connected world.

- **Interviewer: Babita Sharma**, Journalist & News Presenter, BBC
- **Pedro Marques**, Minister of Planning and Infrastructure, Government of Portugal
- **Mikołaj Wild**, Plenipotentiary of the Government for the Matters of the Central Transport Hub for the Republic of Poland, Secretary of the State, Government of Poland

11:30 - 12:45

Airline CEOs on the spot - 1 on 1 interviews with BBC

In this quick-fire Q&A session, airline CEOs will offer their inside view of the industry, what it takes to make an airline successful, and what keeps them up at night - a special opportunity to hear the perspective of aviation's most prominent leaders in the unique setting of Wings of Change.

- **Interviewer: Babita Sharma**, Journalist & News Presenter, BBC
- **Akbar Al Baker**, GCEO, Qatar Airways
- **Luis Gallego**, CEO, Iberia
- **Rafal Milczarski**, CEO, LOT Polish Airlines
- **Carsten Spohr**, Chairman & CEO, Deutsche Lufthansa AG

12:45 - 14:00

Networking Lunch

14:00 - 15:00

Is the system ready for the expected growth in the next 20 years?

A capacity bottleneck is looming, both in the air and on the ground. Action must be taken today to unclog the skies and ensure the right airport infrastructure is created to meet future demand. If not, Europe stands to miss out on significant economic and social development and create an even greater strain on the system than what exists today, to the detriment of passengers, airlines and the region's economy. In this session strategies will be shared to future-proof air transport in Europe.

- **Moderator: Eamon Brennan**, Director General, Eurocontrol
- **Maurice Georges**, Director, Direction des Services de la Navigation Aérienne, France (DSNA)
- **Kathryn Leahy**, Director of Operations, Heathrow Airport Limited (HAL)
- **Rafael Schwartzman**, Regional Vice President, Europe, International Air Transport Association (IATA)
- **Thomas Reynaert**, Managing Director, Airlines for Europe (A4E)
- **Nicolas Warinsko**, General Manager, SESAR Deployment Manager (SDU)



15:00 - 15:20

Poland – A blueprint for successful European government and industry cooperation

Poland has high aspirations for its economy and citizens. Ensuring strong, integrated and efficient air transport infrastructure and airspace is an essential ingredient. Working with IATA, PANSA, airports and other stakeholders, the Polish Government has identified the need to modernize airspace to support current operations, and ensure the future sustainability of air transport.

- ➔ **Moderator: Peter Curran**, Assistant Director, Air Traffic Management (ATM) User Charges, International Air Transport Association (IATA)
- ➔ **Janusz Janiszewski**, CEO, PANSA (Poland's Air Navigation Service Provider)
- ➔ **Mikołaj Wild**, Secretary of State, Government Plenipotentiary for the Central Communication Port for the Republic of Poland

15:20 - 15:45

Sustainable Aviation Fuels (SAF) - creating a collaborative ecosystem

This year marks the 10th anniversary of the first ever commercial flight using a blend of SAF. This session will explore how far we have come in the deployment of SAF in the intervening decade, what obstacles remain to accelerate change, and why collaboration across the sector from all stakeholders is key to SAF playing its key role in helping achieve our common climate change goals.

- ➔ **Interviewer: Michael Gill**, Executive Director, Air Transport Action Group (ATAG)
- ➔ **Paul Paoletta**, Head of Renewable Jet Fuel, Neste (Suisse) S.A

15:45 - 16:30

Changing business paradigms – how mobile devices and data are changing the business models and driving airline digital transformation

Hardware, software, big data, new trends in business models, customers, products, and habits are shaping our everyday activities. What are the threats and opportunities for the airline industry?

- ➔ **Moderator: Juan Ivan Martín**, Head of Innovation, International Air Transport Association (IATA)
- ➔ **Antoine Berthaut**, Director, Strategy, Operations & Business Technology Consulting, PwC
- ➔ **Kian Gould**, Founder & CEO, AOE
- ➔ **Gabriel Perdiguero**, Chief Customer & Business Transformation Officer, Iberia

16:30 - 17:00

Networking Coffee Break



17:00 - 17:15**Pegasus Airlines – How a leading Low Cost Carrier impacts and contributes to the development of Turkish Civil Aviation and its Competitiveness**

Pegasus Airlines was the first airline to launch a full low-cost model service in Turkey, revolutionizing Turkey's airline sector since 2005 with its belief that 'everyone has the right to fly'. CEO Mehmet T. Nane will provide an insider's view into how Pegasus has contributed to the development of Turkish Civil Aviation and grown steadfastly into one of the region's frontrunners through innovative policies such as the 3Cs, digital transformation, and expanding choice for its guests.

→ **Mehmet T. Nane**, CEO, Pegasus Airlines

17:15—17:30**The future of payment**

Real-time payments are changing and new payment methods are constantly seeing the light of day. How are these going to affect the air transport industry landscape?

→ **Interviewer: Juan Ivan Martín**, Head of Innovation, International Air Transport Association (IATA)

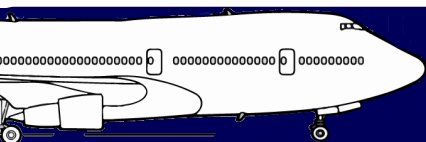
→ **Carlos Carriedo**, General Manager, Amex Corporate Payments

17:30 - 18:15**The aviators of tomorrow: Diversity = Opportunity**

Like many other industries, aviation struggles to achieve gender parity at C-level positions. In this session, we will tackle this crucial topic through various experiences and best practices, and explore how diversity is key for the sustainability of the industry.

→ **Moderator: Jeffery Tobias Halter**, President, YWomen

→ **Teresa Busto**, VP Airbus Group & Director of the Illescas Factory, Airbus

19:30 - 22:30**Networking Dinner**

➔ **Master of Ceremony: Montserrat Barriga**, Director General, European Regions Airline Association (ERA)

09:00 - 09:15

Tourism and aviation, a fruitful alliance for the prosperity of Spain

Spain is a world leader in travel and tourism, with aviation playing the role of key enabler to this success. In order to drive further sustainable growth and prosperity for the Spanish society, the tourism and aviation sectors must work together, ensuring the current challenges affecting their respective competitiveness can be overcome. In her keynote speech, Spain's Minister of Industry, Trade, and Tourism will provide insights and highlight areas of collaboration to ensure the country remains a front-runner.

➔ **Reyes Maroto**, Minister of Industry, Commerce and Tourism, Government of Spain

09:15 - 09:45

The European operational environment - emerging technologies, new threats and opportunities

An open and interactive debate on the challenges and the opportunities faced by commercial aviation, as the increasing use of information technology and unmanned systems require the timely and effective management of cybersecurity risks, as well as the safe and efficient integration of drones into the existing environment.

➔ **Moderator: Jeff Poole**, Director General, Civil Air Navigation Services Organisation (CANSO)

➔ **Alexandre de Juniac**, Director General & CEO, International Air Transport Association (IATA)

➔ **Florian Guillermet**, Executive Director, SESAR Joint Undertaking (SJU)

➔ **Pekka Henttu**, Director General, TRAFI

09:45 - 10:45

The States, the Regulators, and the Industry, a partnership approach to ensure safety and sustainability of commercial aviation

As the air transport industry is preparing for tremendous growth in the next few years, it is of paramount importance that the already excellent safety record is improved even further. Safety is a shared goal and responsibility, and in order to overcome the limited available resources of States and Regulators and the extra effort required to make an ultra-safe system even safer, a cooperative approach is needed.

➔ **Moderator: Gilberto Lopez Meyer**, Senior VP Safety & Flight Operations, International Air Transport Association (IATA)

➔ **Filip Cornelis**, Director for Aviation, Directorate General for Mobility & Transport, European Commission

➔ **Geoff Clark**, Head of Regulatory Affairs - Aircraft Operations, Virgin Atlantic Airways Ltd

➔ **Vincent De Vroey**, Director of Civil Aviation, AeroSpace and Defence Industries Association of Europe (ASD)

➔ **Pekka Henttu**, Director General, TRAFI

➔ **Salvatore Sciacchitano**, Executive Secretary, European Civil Aviation Conference (ECAC)

10:45 - 11:00

Technological Innovation in Customer Journey & Operations

The pace of introduction of new technologies has undoubtedly increased in the past few years. How ready are airlines to adopt new technologies and what are the factors that drive innovation and pace of adoption?

➔ **Dimitrios Gerogiannis**, CEO, Aegean Airlines



11:00 - 11:30

Networking Coffee Break

11:30- 11:45

Breaking the digitalization myths

→ **Marc Fontaine**, Digital Transformation Officer and Member of Executive Committee, Airbus

11:45 - 12:00

Making better decisions, faster, with data science

→ **Interviewer: Bryan Wilson**, Former BA Director of IT and Former IATA CIO

→ **Pascal Clement**, Head of Airline Data Unit, Amadeus

12:00 - 12:15

Digital distribution: how airlines are missing out on tremendous upside

This session will explore how to approach the preliminary analysis, and how to solve the issues related to the distribution, revenue management, and loyalty trio.

→ **Geoffrey Weston**, Partner, Bain & Company

12:15 - 13:00

Laying solid foundations for sustainable growth

As a business of freedom, the air transport industry faces many challenges that impact its ability to grow sustainably in the long term. In this panel, we will discuss some of the environment-related challenges that aviation will need to address, and potential solutions. We will reflect on current policies and whether they establish the right foundation to enable the sector to continue growing all the while mitigating its impact on the environment.

→ **Moderator: Michel Adam**, Senior Manager - Aviation Environment, International Air Transport Association (IATA)

→ **Antonio de Palmas**, Managing Director, Boeing Southern Europe, Boeing International

→ **Roberta Neri**, CEO, ENAV

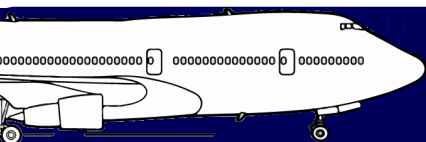
→ **Carrie Harris**, Group Sustainability Manager, International Airlines Group (IAG)

13:00 - 13:15

Norway's vision on sustainable aviation

Norway strives to remain highly competitive in air transport while having ambitious plans for its sustainability, including the vision of introducing electric air passenger flights in the coming decade.

→ **Øyvind Ek**, Deputy Director General, Royal Norwegian Ministry of Transport & Communications



13:15 - 13:30

Globalization: how an American citizen became an airline CEO in Tajikistan

From the US Air Force to CEO of Somon Air, Tajikistan's first private airline. In his keynote speech, Capt. Hallam will tell us about his journey, share his memorable experiences, and highlight the benefits of diversity for businesses.

→ **Tom W. Hallam**, CEO, Somon Air

13:30 - 13:45

Towards a shared vision for air travel with Biometrics

The challenge of enabling sustainable growth and meeting rising demand for air travel requires new collaborations, new technology and new processes; identity management innovations in particular will impact all stakeholders. By working together, and addressing existing inefficiencies, the industry can deliver benefits for passengers, governments, airlines, and airports.

→ **Benoit Verbaere**, Director, Industry Value Architecture, SITA

13:45 - 13:50

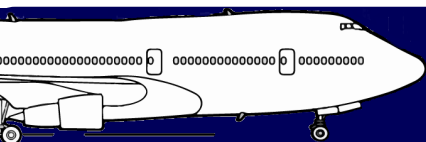
Closing Remarks

IATA's Regional Vice President for Europe will officially close the event sharing his thoughts on the 2 days of debates and discussions, and the next steps for European aviation.

→ **Rafael Schwartzman**, Regional Vice President, Europe, International Air Transport Association (IATA)

13:50 - 14:50

Closing Cocktail



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