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Macao (SAR), China
28 - 29 October 2026

PROGRAM



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Wednesday 28 October

Opening Plenary

09h00 – 11h00

To be announced

11h00 – 11h45

NETWORKING BREAK
Exhibition Hall



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Wednesday 28 October

Track 1: Retail and Distribution (Offers & Orders)

Modern Airline Retailing in Motion

11h45 – 12h00

The Big Picture

An executive snapshot of how Modern Airline Retailing is progressing.

12h00 – 12h15

Agentic AI & the Distribution Ecosystem

How Agentic AI is disrupting travel search and how airline distribution is going to scale in this new environment.

12h15 – 12h45

Leadership Panel #1 – Customer Centricity: What Are We Solving For?

Industry leaders debate the real customer problems O&O must solve to unlock value & loyalty.

12h45 – 14h00

LUNCH BREAK

Exhibition Hall

Collaboration is key to success

14h00 – 14h20

Perspectives From a Digital Retailer

Viewed through the lens of a modern retailer and how customer engagement truly drives value.

14h20 – 14h50

Business Travel Focus – TMCs & Buyers

Corporate buyers and TMCs outline what they need from modern distribution to scale adoption.

14h50 – 15h05

An IT Provider with their Airline partner

A real-world view of how airlines and partners are operationalizing O&O capabilities today.

15h05 – 15h30

Leadership Panel #2 – Distribution & Payments Convergence

Industry leaders explore how distribution, payments, and retail are converging into a single value chain, for the benefit of the customer.

15h30 – 16h00

NETWORKING BREAK

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Wednesday 28 October

Track 1: Retail and Distribution (Offers & Orders)

Building the Future: Orders Come to Life

16h00 – 16h15

Setting the Scene – O&O Readiness & Standards

Why standards matter, the relevance of RP1786a and the O&O adoption status.

16h15 – 16h30

An IT Provider with their Airline partner

A real-world view of how airlines and partners are operationalizing O&O capabilities today.

16h30 – 16h45

An IT Provider with their Airline partner

A real-world view of how airlines and partners are operationalizing O&O capabilities today.

16h45 – 17h00

An IT Provider with their Airline partner

A real-world view of how airlines and partners are operationalizing O&O capabilities today.

17h00 – 17h30

Leadership Panel #3 – Execution at Scale

Industry leaders debate what it really takes, organizationally and technically, to move to Native Orders.

18h30

NETWORKING DINNER

The Oasis

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Wednesday 28 October

Track 2: Financial Services and Processing

Setting the Scene

- 11h15 – 11h35** **Macroeconomics, Geopolitics and Regulatory Fragmentation**
 Keynote on the forces reshaping Airline Finance.
- 11h35 – 12h30** **Airline Finance – Evolution or Revolution ?**
 Panel - Translate the macro environment into real airline financial implications, highlighting how the CFO role and priorities are shifting.
- 12h30 – 14h00** **NETWORKING LUNCH**
 Exhibition Hall

Heading in volatile times

- 14h00 – 14h30** **Hedging and Volatility Management CFO perspective**
 Keynote on capital Markets, earnings predictivity, valuation and cost of capital
- 14h300 – 15h00** **The Treasury Strategy**
 Panel- discussion o the design government and execution of hedging policies.
- 15h00 – 15h30** **The future of hedging**
 Panel- Data, agility and adaptive risk models. The static policy vs dynamic environments
- 15h30 – 16h00** **NETWORKING BREAK**
 Exhibition Hall

Taxation during heavy turbulence

- 16h00 – 16h30** **Keynote - International Tax Governance**
 Global tax Governance trends and fragmentation risk
- 16h00 – 17h00** **Policy Choices and System coherence**
 Panel- Ticket taxes, Fiscal tools and existing frameworks

- 18h30** **NETWORKING DINNER**
 The Oasis

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Wednesday 28 October

Track 3: Passenger Experience and Accessibility

- 11h45 – 12h00** **Setting the Tone: From Vision to Value**
Why Consumer Experience, passenger facilitation, and accessibility sit at the core of airline performance and trust
- 12h00 – 12h30** **The Year in Review - and the Road to 2027**
What the industry achieved in 2026; the geopolitical and tech lenses that will shape 2027 priorities
- 12h30 – 12h45** **Partner Presentation**
- 12h45 – 14h00** **LUNCH BREAK**
Exhibition Hall
- Passenger Facilitation: Evolving Landscape of International Cross-Border Flow**
- 14h00 – 14h45** **Modernization of Border Control Strategies and Airline Operations**
International passenger border crossing is undergoing a rapid transformation, shaped by geopolitics, the growth of data usage, evolving legislation, and new technologies
- 14h45 – 15h15** **Case Study: INADs Project**
Sharing of the INADs project outcome
- 15h15 – 15h30** **Partner Presentation**
- 15h30 – 16h00** **NETWORKING BREAK**
Exhibition Hall
- Accessibility: Dignity by Design; Predictability and Communication for Passengers with Disabilities**
- 16h00 – 16h30** **Accessibility Digital Credential Use Case**
Practical digital tools that improve pre-travel planning, handovers, mobility device handling, and real-time communications

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Wednesday 28 October

Track 3: Passenger Experience and Accessibility

- 16h30 – 17h15** **Accessibility Policy Panel**
Accessibility is not a compliance checkbox; it's core priority to brand trust, operational resilience, and revenue
- 17h15 – 17h30** **Partner Presentation**
- 18h30** **NETWORKING DINNER**
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Thursday 29 October

Track 1: Retail and Distribution (Offers & Orders)

RP1786a – The Future Is Modular

- 09h00 – 09h15** **Airline Early Adopter – Product Catalog & Stock Keeper**
 How modular capabilities are enabling faster innovation and cleaner architectures.
- 09h15 – 09h40** **Multivendor Demonstration – End-to-End POCs (Part 1)**
 Live demonstrations showing modular O&O working across vendors and systems.
- 09h40 – 09h55** **Airline Use Case – Unlocking Value with Offer Creation**
 How smarter offer creation is driving revenue, relevance, and control.
- 09h55 – 10h30** **IT Providers and The Five Capability Domains**
 An end-to-end view across Product, Offer, Order, Delivery, Payment & Accounting.
- 10h30 – 11h00** **NETWORKING BREAK**
 Exhibition Hall
- Transition in Action**
- 11h00 – 11h15** **Multivendor Demonstration – Transition & Interline POCs (Part 2)**
 What transitioning to O&O really looks like in multi-airline, interline environments.
- 11h15 – 11h30** **Airline Early Adopter – Transitioning to Interlining with O&O**
 Lessons from airlines already navigating interline and migration complexity.
- 11h30 – 12h00** **Agentic AI vs Offers & Orders**
 How AI and O&O reinforce - rather than replace - each other in modern retailing.
- 12h00 – 12h30** **Airline Panel #4 – Lessons Learned from Early Adopters**
 Practical insights on sequencing, pitfalls, and scaling O&O transformations.
- 12h30 – 14h00** **LUNCH BREAK**
 Exhibition Hall

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Thursday 29 October

Track 1: Retail and Distribution (Offers & Orders)

The Industry Roadmap to 100% Offers and Orders

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|----------------------|--|
| 14h00 – 14h15 | <p>Industry Roadmap Overview
 Overview of the progress and what remains on the journey to 100% O&O.</p> |
| 14h15 – 14h35 | <p>Airline Readiness Deep Dive – North Asia Momentum
 Why North Asia airlines are emerging as fast movers in O&O adoption.</p> |
| 14h35 – 14h50 | <p>Deep Dive into critical players
 Concrete showcase of progress in specific areas of the roadmap.</p> |
| 14h50 – 15h30 | <p>The Path to Full Adoption,
 Independent industry experts will discuss critical value creation, other disruptions such as Agentic AI and what the industry must do collectively to convert O&O ambition into results.</p> |
| 15h30 – 16h00 | <p>NETWORKING BREAK
 Exhibition Hall</p> |

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Thursday 29 October

Track 2: Financial Services and Processing

- 09h00 – 9h45** **Retailing Without Borders**
Panel- addressing multi-jurisdictional tax, indirect taxes e-invoicing
- 09h45 – 10h30** **Navigating e-invoicing**
Panel- discussion surrounding fragmented mandates, interlining and legacy settings
- 10h30 – 11h00** **NETWORKING BREAK**
Exhibition Hall
- Payment strategy and the rails of the future**
- 11h00 – 11h20** **Cost of Payment**
An Updated 2026v research o the industry payment cost
- 11h20 – 11h40** **Customer Payment Trends**
Entering an strategic blended payment method environment
- 11h40 – 12h00** **Designing a better payment offering**
Embedded payment offering cost efficient routing and AI optimization
- 12h00 – 12h30** **Offers and Orders- Multi Merchant payments**
A discussion on Partial/deferred payments, dynamic pricing and system dependability
- 12h30 – 14h00** **LUNCH BREAK**
Exhibition Hall
- 14h00 – 14h20** **Payment Orchestration Strategy**
Control, flexibility, and real time optimization. Working towards a frictionless checkout
- 14h20 – 14h45** **AI payment Operation**
Automated reconciliation, fraud detection and predictive insights in a smarter ecosystem

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Track 2: Financial Services and Processing

- 14h45 – 15h30** **Payment Rails of the future**
A discussion around what future payments expect from their rails
- 15h30 – 16h00** **NETWORKING BREAK**
Exhibition Hall
- 16h00 – 17h00** **CFO Roundtable Closure Discussion**

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Thursday 29 October

Track 3: Passenger Experience and Accessibility

Digital Transformation: Digital Identity, Trust, and Interoperability: The Architecture of Seamless Travel

- 09h00 – 10h15** **China One ID Pilot Showcase**
One ID implementation is taking place – what implementers need to know in applying digital identity and achieving trust and interoperability. A deep dive into a China One ID pilot
- 10h15 – 10h30** **Partner Presentation**
- 10h30 – 11h00** **NETWORKING BREAK**
Exhibition Hall

Innovation: One ID Implementation Support & Future of Baggage

- 11h00 – 11h30** **IATA Solutions Portfolio for One ID Adoption**
How IATA products and services can support the One ID implementations
- 11h30 – 12h15** **Baggage Evolution Journey and the Next Innovation Project, Baggage Community System**
Baggage standards' evolution for transformation; Way forward for better resource optimization and collaboration; What is the IATA Baggage Community System and how it can help
- 12h15 – 12h30** **Partner Presentation**
- 12h30 – 14h00** **LUNCH BREAK**
Exhibition Hall

Delivery on Orders & Closing

- 14h00 – 14h30** **Delivery on Orders: Delivery Journey under the IATA Standard Working Space**
Standard progress, what is expected from airlines and government; Why airlines must start looking at Delivery

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Thursday 29 October

Track 3: Passenger Experience and Accessibility

- 14h30 – 14h45** **Future of Passenger Data**
Sharing of the findings on the impact of the transition to Offers and Orders on the Passenger Data
- 14h45 – 15h30** **Interactive Closing**
What's next: Prioritize the top actions for IATA Working Groups, airlines, airports, and States
- 15h30 – 16h00** **NETWORKING BREAK**
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Thursday 29 October

Closing Plenary

16h00 – 17h00

To be announced

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