

IATA WINGS OF CHANGE AMERICAS

Bogotá, Colombia
25 – 26 June 2025

PROGRAM

Host Airline

avianca 

A STAR ALLIANCE MEMBER 



IATA WINGS OF CHANGE AMERICAS

Tuesday, 24 June

14:00-18:00	Conference Registration
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Wednesday, 25 June

07:30-09:00	Registration & Welcome Networking Breakfast
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09:00-10:45	Opening Plenary
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10:45-11:15	Networking Coffee Break
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11:15-12:15	Executive Insights
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12:15-13:15	Sustainability
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13:15-14:45	Networking Lunch
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14:45-16:00	Regulatory Debates
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16:00-16:30	Networking Coffee Break
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16:30-17:30	Air Cargo
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18:30-19:30	Cocktail Reception
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19:30-22:00	Gala Networking Dinner
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Thursday, 26 June

07:30-09:00	Women in Aviation Breakfast (by invitation only)
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09:00-10:45	Industry Innovation
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10:45-11:15	Networking Coffee Break
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11:15-13:15	Connectivity Roundtables
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13:15-13:30	Closing Plenary & Key-Takeaways
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13:35-15:00	Farewell Networking Lunch
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15:00-18:00	Industry Workshops (by invitation only)
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IATA WINGS OF CHANGE AMERICAS

Tuesday, 24 June

Conference Registration

14:00 – 18:00 **Conference Registration**
Registration is sponsored by **Avianca**
Grand Hyatt Bogotá

Wednesday, 25 June

Conference Registration

07:30 – 09:00 **Conference Registration**
Registration is sponsored by **Avianca**

WELCOME NETWORKING BREAKFAST
Sponsored by **Airbus**
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

Opening Plenary

09:00 – 09:40 **Masters of Ceremony:**
Sol Suárez Jaramillo, Journalist
Enrique Perrella, Aviation Director, Business Traveler

Keynote: IATA Welcome to Wings of Change Americas
Peter Cerdá, Regional Vice President, The Americas, IATA

Keynote: Government Welcome to Bogotá
Carlos Fernando Galán, Mayor of Bogotá

Keynote: Vision for Air Transport in Colombia
José Henrique Pinto, Director General, Aerocivil Colombia

09:40 – 10:00 **CEO Chat: Abra Group's Priorities & Expectations to Increase Connectivity Across the Americas**
A fireside chat moderated by **Gabriela Frías, Journalist, CNN**
Adrian Neuhauser, CEO, Abra Group

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Please note that the program is regularly updated and is subject to change.

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IATA WINGS OF CHANGE AMERICAS

Wednesday, 25 June

Opening Plenary

- 10:00 – 10:45** **The Connectivity Frontier: Exploring New Tourism Opportunities in the Americas**
Ministerial Roundtable moderated by **Gustavo Santos**, Regional Director, UN Tourism
Juan Carlos García, Minister of Tourism, Cuba
Harris Whitbeck, Minister of Tourism, Guatemala
Daniel Ketchibachian, CEO, Aeropuertos Argentina
- 10:45 – 11:15** **NETWORKING COFFEE BREAK** sponsored by **Turkish Airlines**
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

Executive Insights

- 11:15 – 12:15** **A Conversation between CEOs: The History and Future of Air Transport in the Americas**
A CEO roundtable moderated by **Gabriela Frías**, Journalist, CNN
Pedro Heilbron, CEO, Copa Airlines
Frederico Pedreira, CEO & President, Avianca Group
Estuardo Ortiz, CEO, JetSMART
Erika Zarante Bahamón, CEO, LATAM Airlines Colombia

Sustainability Vision

- 12:15 – 12:30** **Keynote: Advancing SAF Development in Latin American Aviation**
Carolina Betancourt, SAF Project Manager, BioD
- 12:30 – 13:15** **Green Horizons: Boosting Aviation's Race to Net Zero in Latin America**
Executive Insights moderated by **Pedro de la Fuente**, Senior Manager, Sustainability, IATA
Arturo Barreira, President, Latin America and the Caribbean, Airbus
Johanna Cabrera, Head, Sustainability, LATAM Airlines Group
Juliana Pavão, Director, Government Affairs - Latin America & Caribbean, Boeing
Maria Whittaker, Chief Corporate Responsibility Officer, Abra Group
- 13:15 – 14:45** **NETWORKING LUNCH** sponsored by **IBS Software**
Capitalino Restaurant, Grand Hyatt Bogotá

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IATA WINGS OF CHANGE AMERICAS

Wednesday, 25 June

Regulatory Debates

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| 14:45-14:50 | Let's Debate: Hear From Authorities and Industry Executives on Hot-Button Topics
Oracio Marquez , Director, External Affairs, Latin America & Caribbean, IATA |
| 14:50 – 15:05 | Keynote: Consumer Protection Regulation – What Latin America Should Learn and Avoid from EU261
James Wiltshire , Assistant Director, External Affairs, IATA |
| 15:05 – 15:25 | Airlines in Brazil: Litigation Excesses & Dilemma?
A Conversation with:
Ricardo Bernardi , Partner, Bernardi & Schnapp Law Firm
Gary Bunce , Assistant General Counsel, Delta Air Lines\ |
| 15:25 – 15:40 | The Impact of Tariffs on Air Transport – Economic Reality or Myth?
Carlos Garcia Martin , Partner and Co-head of Strategic Sourcing and Procurement for Americas, OliverWyman |
| 15:40 – 16:00 | What's Next? Innovating Flight Safety & Efficiency for the Future
A Conversation with:
Alfonso Arroyo , Representative Latin America and Caribbean, EASA
Melvin Cintron , Director, Western Hemisphere, Office of International Affairs, FAA |
| 16:00 – 16:30 | NETWORKING COFFEE BREAK sponsored by Securiport
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá |

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Wednesday, 25 June

Air Cargo

- 16:30 – 16:45** **Keynote: From Colombia to the World - Flower Exports and the Importance of Air Cargo to Generate Jobs and Support Economic Prosperity**
Augusto Solano, CEO, Asocolflores
- 16:45 – 17:30** **Strategic Partnerships and Logistics Evolution: Responding to Market Shifts**
Executive Insights moderated by **Alicia Lines**, President, Cargo Network Services
Arturo Cassinelli, Corporate General Manager, Talma Servicios Aeroportuarios
Juan C. Correa, Chief Commercial Officer, Avianca Cargo
Diego Estrin, Director of Air Cargo, Expeditors
Craig Strickland, Chief Sales Officer, BoxC
- 18:30 – 19:30** **COCKTAIL RECEPTION**
Sponsored by **Aeropuertos Argentina**
Grand Foyer. Grand Hyatt Bogotá
- 19:30 – 22:00** **GALA NETWORKING DINNER**
Sponsored by **LATAM Airlines Group & Delta Air Lines**
Grand Ballroom, Grand Hyatt Bogotá

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IATA WINGS OF CHANGE AMERICAS

Thursday, 26 June

07:30 – 09:00 IATA & IAWA WOMEN IN AVIATION BREAKFAST
Sponsored by **LATAM Airlines Group & Delta Air Lines**
By invitation only. Grand Hyatt Bogotá.
Must hold valid Wings of Change Registration to join.

07:30 – 09:00 NETWORKING MORNING COFFEE
Sponsored by **JetSMART**

Innovation

09:00 – 09:20 Tourism Reimagined: The Digital Future of Latin American Travel
Camilo Cardenas, Director, Business Development, Airports and Borders, , SITA

09h20 – 10h00 Panel Discussion: Tailored Travel - Revolutionizing Airline Retailing for Personalized Passenger Experiences
Roundtable moderated by **Karina Medeiros**, Transformation Manager, IATA

Eduardo Barillas, Regional Manager Digital Sales, United Airlines
Susan Kidwell, Vice President, Airlines Solutions, Amadeus
Sam Shukla, Senior Vice President and Head of Americas Region Sales, IBS Software

10:00 – 10:45 Panel Discussion: Future-Ready Airports - Investing in Innovation to Boost Efficiency
Roundtable moderated by **Enrique Perrella**, Aviation Director, Business Traveler

Peggy Croes, Senior Vice President, Curacao Airport Partners
Gabriel Oliva, Chief Operations Officer, Avianca
Norbert Onkelbach, Chief Commercial Officer, Lima Airport Partners
Gonzalo D. Schames, Director, South America, American Airlines

10:45 – 11:15 NETWORKING COFFEE BREAK sponsored by **BAIN & Company**
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

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IATA WINGS OF CHANGE AMERICAS

Thursday, 26 June

Connectivity Roundtables: Bridging Countries & Continents

- 11:15 – 11:45** **Panel Discussion: Unlocking Argentina's Skies: Current Status and Next Steps**
 Fireside chat moderated by **Peter Cerdá**, Regional Vice President, The Americas, IATA
Luis Pierrini, Secretary of Transportation, Argentina, *Invited*
Estuardo Ortiz, CEO, JetSMART
- 11:45 – 12:30** **Panel Discussion: Wings Across Colombia - Connecting Communities for Social and Economic Progress**
 Roundtable moderated by **Sol Suárez Jaramillo**, Journalist
Felipe Gutierrez, CEO, Clic Air
José Henrique Pinto, Director General, Aerocivil Colombia
Mayor General Oscar Zuluaga Castaño, CEO, SATENA
Luis Alejandro Dávila, Vice Presidente of Tourism, Procolombia
- 12:30 – 13:15** **Panel Discussion: Enhancing International Connectivity to the Americas Through Strategic Collaboration**
 Roundtable moderated by **Gabriela Frias**, Journalist, CNN
Jorge Rosillo, CEO, Aeropuertos Ecologicos de Galapagos
Eduardo Lombana, CEO, Wingo
Roberto Roselli, CEO, Plus Ultra

Closing Plenary & Key-Takeaways

- 13:15 – 13:30** **Closing Remarks**
Paula Bernal, Country Manager, Colombia, IATA
- 13:30 – 15:00** **FAREWELL NETWORKING LUNCH** sponsored by **BoxC**
 Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

(Continued on next page)

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IATA WINGS OF CHANGE AMERICAS

Thursday, 26 June

Industry Workshops

15:00 – 18:00

SIMULTANEOUS WORKSHOPS

By invitation & registration only. For details, contact WOCA@iata.org

IATA Sustainability & Operational Efficiency Workshop

The workshop on aviation sustainability will bring together industry stakeholders to review progress and accelerate efforts towards achieving net-zero carbon emissions by 2050. It will highlight key advancements on SAF, operational efficiencies, and carbon management, while showcasing IATA's environmental solutions, such as CO2Connect and IEnvA, that support sustainable operations. The event will foster collaboration and engagement to drive the industry's commitment to a sustainable future.

Grand Hyatt Bogotá, meeting room HUILA

Trends in Consumer Regulation: The Americas and Beyond

Attendees will learn about recent bill proposals concerning passenger protection in both the Americas and Europe. They will also review potential global best practices that the industry can proactively propose to mitigate the effects of overregulation and balance consumer protection with the economic viability of the industry.

Grand Hyatt Bogotá, meeting room CAUCA

Modern Airline Retailing with Offers & Orders

Get a comprehensive overview of how the aviation industry is modernizing by eliminating legacy processes and enhancing the customer travel shopping experience through the transition to a world of 100% Offers and Orders.

Grand Hyatt Bogotá, meeting room TOLIMA

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