

IATA AVIATION DAY MENA

Jeddah, Saudi Arabia
06 – 07 May 2025

#ADMENA



Saudia



Competition Law Guidelines

IATA is publishing these Competition Law Guidelines to ensure that the IATA Aviation Day MENA is conducted in full compliance with all applicable competition laws.

Statement of Policy

IATA Events shall be conducted in full compliance with United States antitrust laws, the competition rules of the European Union, and the competition laws of all other relevant jurisdictions.

Prohibited Agreements and Activities

1. Unless attendees of IATA Events are advised to the contrary by competition counsel, the following types of agreements, whether express or implied, are **STRICTLY PROHIBITED**:
 - a. Any collective agreement concerning prices or charges for airline services;
 - b. Any collective agreement allocating markets, territories, customers, suppliers or agents;
 - c. Any collective agreement relating to prices or charges to be paid to suppliers, and any other agreement that is intended to, or that in operation is likely to, harm non-participants, including without limitation any agreement that is intended to, or in operation is likely to, exclude a non-participant from any market; and
 - d. Any agreement that is intended to, or in operation is likely to, induce airlines or their suppliers or agents to engage in collective anticompetitive behaviour, or collectively to punish any business enterprise for its exercise of independent business judgment.
2. Recognizing that the existence of an unlawful agreement or concerted practice may be inferred from circumstances, including the exchange of information by competitors, discussions or disclosures of the following types of information, are also **PROHIBITED**, except when such information has otherwise been made public or IATA competition counsel advises that such discussions are legally permissible:
 - a. Individual airline rates, charges or surcharges;
 - b. Individual airline costs;
 - c. An individual airline's intentions regarding increasing, reducing or reallocating aircraft capacity (including entering or exiting routes);
 - d. An individual airline's intentions regarding charging for certain products or services or changes to the existing charges for such products or services;
 - e. Information on individual airline customers; and
 - f. Any other sensitive commercial or proprietary information that the company would not disclose in the absence of an express or implied agreement to exchange such information for the purpose of reducing or restricting competition in the airline industry.

Registration & Welcome Reception - 05 May, 2025

- 18:00 – 21:00** **Registration**
- 19:00 – 21:00** **Welcome Reception**

Day 1 - 06 May, 2025

- 08:00 – 10:00** **Registration & Welcome Coffee**
Sponsored By: [Saudi Awwal Bank](#)  **الأول SAB**
- 10:00 – 11:00** **Opening Keynote Speech**
Keynote speeches by distinguished industry leaders.

Speakers: [H.E. Abdulaziz Al-Duailej](#), President - Saudi General Authority of Civil Aviation (GACA)
 [H.E. Eng. Ibrahim Al-Omar](#), Director General - Saudia Group
 [Nick Careen](#), Senior Vice President Operations, Safety and Security - IATA
- 11:00 – 11:30** **Saudi Vision 2030**
The Saudi Aviation Strategy redefines GACA's role as a pure regulator, allowing it to focus on enhancing the Kingdom's aviation competitiveness.

Speaker: [Awad AlSulami](#)
 EVP Economic Policies and Logistics Services - General Authority of Civil Aviation (GACA)
- 11:30 – 12:00** **Networking Coffee Break**
Sponsored By: [Saudi Arabian Airlines](#)  **Saudia**
- 12:00 – 13:15** **Shaping the Future Through Collaboration, Innovation, and Harmonization Across Aviation Echo System**
This panel convenes leaders representing key players in the aviation ecosystem, to discuss how collaboration, innovation, and harmonization can drive the industry's future. The aim is to explore shared goals, emerging technologies, and unified approaches to addressing pressing challenges, ensuring a prosperous and sustainable path forward.

Moderator: [Kamil Alawadhi](#)
 Regional Vice-President, Africa and Middle East - IATA

Panelists: [Nick Careen](#), Senior Vice President Operations, Safety and Security - IATA
 [Ebtesam Mohamed AlShamlan](#), Assistant Undersecretary for Air Transportation and Aviation Safety and Security - Bahrain Civil Aviation Authority
 [Omar Hariri](#), Chief Executive Officer - Saudi Logistics Services Company
 [Capt. Fahd Cynndy](#), Managing Director - Saudia Technic
 [Ayman Abu Abah](#), Chief Executive Officer - Riyadh Airports
- 13:15 – 13:30** **Saudi Ground Services Co.**
- 13:30 – 14:30** **Networking Lunch Break**
Sponsored By: [Saudi Arabian Airlines](#)  **Saudia**

14:30 – 15:00

Spotlight on Safety

A spotlight session on IATA's Safety Connect & Safety Issue Hub, which supports the delivery of IATA safety strategy, and an internationally recognized repository of aviation hazards and safety risks, to enable the prioritization and delivery of aviation safety improvement programs.

Moderator: [Dragos Munteanu](#)
Head of Safety - IATA

Panelists: [Capt. Mohamed Dahduli](#), VP Safety & Aviation Security & Quality - Saudia
[Ghassan Alkashgari](#), Director of Safety, Security & Compliance - Flyadeal

15:00 – 15:45

Airports of the Future

Inspired by the Kingdom of Saudi Arabia's ambitious plans for vision 2030 and with multi-billion-dollar investments in infrastructure and technology-based solutions, this panel session will examine how key players are changing the dynamics of the airports, airlines, and service sectors to be ready for the future and the anticipated growth.

Moderator: [Kashif Khalid](#)
Director of Operations, Safety & Security - IATA

Panelists: [Mazen Johar](#), CEO - Jeddah Airport
[Ayman Abu Abah](#), CEO - Riyadh Airports
[Andre Martins](#), Partner - Oliver Wyman
[Nagy Abuzeid](#), Vice President - Hill International

15:45 – 16:15

Networking Coffee Break

Sponsored By: [Saudi Arabian Airlines](#)



16:15 – 16:30

Saudi Awwal Bank

16:30 – 17:30

Aviation Sustainability; Progress towards Net-Zero in MENA

An intro by IATA on Net Zero Roadmaps, followed by a panel discussion that looks into how the region's strategic initiatives can propel the entire world toward a cleaner, more efficient aviation future charting a course for sustainable skies.

Moderator: [Farah Mismar](#)
Regional Manager Sustainability, AME - IATA

Panelists: [Maryam Telmesani](#), VP Sustainability - Saudia Group
[Emad Al-Harbi](#), Mobility Decarbonization Director - SWD Futures, Board Member and Treasurer, Saudi Space & Aviation Sciences Association (SSASA)
[Andrew Sweeney](#), Regional Sustainability Lead (METACA) - Boeing
[Maryam Al-Blooshi](#), Senior Environment Manager - UAE GCAA

19:00

Gala Dinner

Hosted By: [Saudi Arabian Airlines](#)



Day 2 - 07 May, 2025

09:00 – 10:00

What's Keeping Airlines CEOs Awake at Night?

This panel of Airline CEOs will delve into the critical challenges and opportunities facing the MENA aviation sector. With airline CEOs sharing insights on navigating geopolitical tensions, sustainability pressures, and evolving passenger demands, the discussion aims to foster innovative solutions and strategic collaboration for long-term industry growth.

Moderator: [Kamil Al Awadhi](#)
Regional Vice President, Africa & the Middle East - IATA

Panelists: [Jeffery Goh](#), Group Chief Officer - Gulf Air Group Holding
[Ahmed Shannan](#), Chairman & Chief Executive Officer - Air Cairo
[Steven Greenway](#), Chief Executive Officer - Flyadeal
[Adrian Hamilton-Manns](#), Chief Executive Officer - Salam Air

10:00 – 11:00

Breaking Barriers: Advancing Accessibility in Aviation

This session will focus on eliminating barriers and improving accessibility in aviation. Presenters will discuss strategies to enhance the travel experience for passengers with disabilities and those with reduced mobility. They will also explore the benefits of collaboration across the industry and efforts to harmonize legislations.

Moderator: [Linda Ristagno](#)
Assistant Director External Affairs - IATA

Panelists: [Daniela Bas](#), Expert on inclusive Tourism for Minister of Disability - Italy
[Sahar Emam](#), General Manager Public Relations - Egypt Air
[Mouza Saeed Rumaihi](#), Special Handling Manager - DNATA

11:00 – 11:30

Networking Coffee Break

Sponsored By: [Saudi Arabian Airlines](#)



11:30 – 12:30

Airline Retailing: Enhancing Profitability Through Customer Centricity

An interview highlighting how IATA and the Airline Retailing Consortium are supporting airlines throughout their modern retailing journey with a particular focus on Saudia's market progress and potential.

Interviewer: [Diala Halaseh](#)
Regional Head of Distribution & Payment - IATA

Interviewees: [Arved Von Zur Muehlen](#), Chief Commercial Officer - Saudia
[Rogier Van Enk](#), Chief Commercial & Customer Officer - Flyadeal

Followed by a panel of airlines and industry partners sharing their modern retailing experience, the benefits realized so far, future opportunities, and the need for supply chain collaboration driven by a shared focus on customer centricity.

Moderator: [Arved Von Zur Muehlen](#)
Chief Commercial Officer - Saudia

Panelists: [Rogier Van Enk](#), Chief Commercial & Customer Officer - Flyadeal
[Tarique Khatri](#), Chief Commercial Officer - Almosafer
[Christophe Roux](#), SVP Airlines Middle East, Türkiye and Africa - Amadeus
[Vincent Coste](#), Chief Commercial Officer - Riyadh Air



12:30 – 13:30

Networking Lunch Break

Sponsored By: [Saudi Arabian Airlines](#)



13:30 – 14:30

Pivotal role of aviation in shaping the tourism sector

Aviation and broader tourism sectors are interdependent and must collaborate to deliver significant social and economic benefits while ensuring the sustainability of the tourism industry. Air transport industry has a solid plan to become more environmentally and socially sustainable. This session will explore aviation's potential to stimulate growth of tourism industry and the practical steps to ensure that policy efforts result in an improved industry reputation.

Moderator: [Rima Tayyah](#)

Regional Director External Affairs MENA – IATA

Panelists:

[H.E. Samer Al-Kharashi](#), Director of UN Tourism Regional Office for the Middle East - UN

[Majid Khan](#), Chief Executive Officer - Air Connectivity Program (ACP), Kingdom of Saudi Arabia

[Hala Alhuraibi](#), Director of Transportation and Logistics - Ministry of Investment, Kingdom of Saudi Arabia

14:30 – 15:15

Navigating Troubled Skies & Airspace Risk Management

A presentation and interview addressing the safety and security challenges of managing airspace risks in civil aviation, particularly over or near conflict zones, concluding with recommendations to enhance coordination and collaboration among all concerned parties.

Speakers:

[Tania Roca](#), Executive Director, Risk & Resilience Advisory - Global Aviation & Space - WTW

[Hany Bakr](#), Senior Vice President Aviation & Maritime Security - Medaire

15:15 – 15:30

Networking Coffee Break

Sponsored By: [Saudi Arabian Airlines](#)



15:30 – 16:15

Air Cargo Transformation – One Record & Insights from Cargo Leadership

The vision for ONE Record is an end-to-end digital transport supply chain where data is easily and transparently exchanged in a digital ecosystem of air cargo stakeholders, communities, and data platforms. This session brings together Air Cargo leaders and experts to provide highlights of IATA One Record and insights of cargo digitization.

Moderator: [Kashif Khalid](#)

Director of Operations, Safety & Security - IATA

Panelists:

[Loay Mashabi](#), Chief Executive Officer - Saudia Cargo

[Omar Hariri](#), Chief Executive Officer - Saudi Logistics Services (SAL)

16:15 – 16:45

Attracting the Next Generation of Aviation Professionals

The aviation industry is facing a growing challenge that may impact its long-term growth. Fewer young people are pursuing careers in aviation, leading to concerns about maintaining a robust talent pipeline in the years ahead. However, as an industry known for its innovative spirit, new approaches are emerging to address this issue. This keynote will explore cutting-edge, data-driven solutions designed to inspire and cultivate the next generation aviation professionals.

Keynote: [Mohammad Taher](#) "The Airport Guy"

16:45 – 17:00

Closing Remarks

THANK YOU TO OUR SPONSORS

Host Airline



Platinum Sponsors



Gold Sponsor



Bronze Sponsors

