AGENDA
## PROGRAM AT A GLANCE

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### EVENING EVENTS
- **C-Level speakers and delegates**
- **Highly interactive sessions**
- **Startup Sphere and all-star lineup of exhibitors**
- **Breathtaking Networking Dinner on Chao Phraya River**
- **Innovation spotlights throughout the agenda**

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29-31 October 2019

Bangkok, Thailand
09:00 - 09:10 AIR SYMPOSIUM GRAND OPENING
From the World Passenger Symposium to the Airline Industry Retail Symposium. Listen to Aleksander Popovich talk about the state of the industry and the innovation roadmap in the areas of distribution and finance.

09:10 - 09:20 WELCOME TO THAILAND
Opening ceremony and welcome address from Thailand’s Permanent Secretary of the Ministry of Transport.

09:20 – 09:30 WELCOME ADDRESS FROM OUR HOST AIRLINE
Opening ceremony and welcome address from Thai Airways' CEO

09:30 - 10:10 CUSTOMER NEEDS & TRENDS AND INDUSTRY DIGITAL READINESS
What are the trends in retailing over the next 5 years? How will customer behaviors change and what will the customer value? Travelers are embracing digital but are airlines ready to meet this demand? What is their digital readiness?

10:10 - 10:25 THE 2025 VISION
What will the customer experience look like in 2025?

10:25 – 11:00 OUR INDUSTRY RETAILING PRIORITIES
Hear from the Chairs of the newly formed Distribution Advisory Council, Financial Advisory Council and Digital Transformation Advisory Council, as well as IATA Corporate Secretary leading the overall IATA Strategy, what direction airlines senior Commercial, Financial and Digital leaders give to IATA and the industry regarding distribution and retailing strategies.

11:00 – 11:30 Networking Break

11:30 – 12:50 Airlines and retailing: where do we stand?

11:30 – 11:50 THE JOURNEY TO RETAILING – WHERE ARE WE?
Hear what has happened during the last 12 months around this journey to retailing. How are the Airline "Leaders" progressing? What is working well, where do the challenges lie? How are other value chain players engaging?

11:50 – 12:10 RETAIL PERSPECTIVES FROM A FULL SERVICE ASIAN CARRIER
Last year Singapore Airlines confirmed their journey towards Airline retailing and their buy-in to the NDC 2020 target. So, what's happened since?
Creating relevant offers

12:10 – 12:30

**RETAIL PERSPECTIVES FROM A EUROPEAN AIRLINE GROUP**
They were the first to aspire to their "Freedom of Distribution" over 4 years ago now. Where are they on their journey and what is their end vision?

12:30 – 12:50

**RETAIL PERSPECTIVES FROM A NORTH AMERICAN AIRLINE**
Hear from American Airlines. They were no doubt the first to embark on an NDC journey and they continue to offer new products and services to their customers.

12:50 - 14:20

**Networking Lunch**

14:20 – 16:20

**Creating relevant offers**

14:20 – 14:35

**INDUSTRY CASE FOR CHANGE FOR DYNAMIC OFFERS**
The industry is slowly maturing to Dynamic Offer in context of NDC and ONE Order with some airlines aspiring to move beyond Booking Class and pre-filed products. Hear the latest trends, the challenge to overcome and the industry opportunities.

14:35 – 14:50

**AN AIRLINE VIEW TOWARD DYNAMIC OFFER**
The Lufthansa Group’s journey to Dynamic Offering.

14:50 – 15:25

**ARE VENDORS RE-INVENTING THEMSELVES?**
Offer Management Engines – the next chapter in Revenue Management?

15:25 – 15:40

**PROJECT ROBOT – AIR THINK TANK 2019**
How to tackle the scalability challenge and address look to book ratios in the shopping and offer creation processes.
Creating relevant offers

15:40 – 16:20
CREATING RELEVANT OFFERS: A WIN-WIN SCENARIO FOR AIRLINES AND CUSTOMERS

How differentiated offers and merchandising can benefit both airlines and customers? What are the challenges to solve to enable total Offer Management? How to leverage contextualized shopping data to create relevant offers? What are the business rationale behind Dynamic Offer? Hear from a panel of airlines what are their aspirations for the future.

- Amit Khandelwal, DVP – Inventory, Revenue Steering and Distribution, Emirates
- Patricia Hwang, General Manager Sales and Distribution, Cathay Pacific
- Dieter Westermann, VP Revenue Management, Etihad Airways
- Rogier van Enk, Vice President Digital Revenue & Distribution, Finnair
- Sebastien Touraine, Head Dynamic Offers, IATA

16:20 – 16:50
Networking Break

16:50 – 18:05
Payment is part of the product!

16:50 – 17:15
DISRUPTION IN PAYMENT, LEARNINGS FROM ASIA

Hear about the development of many new forms of payment in Asia (AliPay, WeChatPay, PayTM, ...) Learn what have been the impact on the user experience, benefits, products offering, acceptance rate, ... What are the key takeaways, benefits and drawbacks compared to other payment methods?

- Joseph Chan, Founder and CEO, AsiaPay Group

17:15 – 17:30
GLOBAL PAYMENT TRENDS AND VISION FROM IATA

What is the airline industry vision for payment? IATA has been gathering feedback from airline experts in both finance and commercial areas, and will present the critical dimensions of payment in airline retail strategies.

- Thierry Stucker, Director Industry Payment Programs, IATA

17:30 – 18:00
GLOBAL PAYMENT TRENDS AND VISION FROM THE VALUE CHAIN

Hear airlines and payment providers discuss the impact of new payment methods, as they are increasingly becoming more instant, digital and mobile. More than anything else, demand and expectations for payment methods are extremely diverse depending on consumer generations, and geographies. How to overcome this challenge for global companies.

- Joseph Chan, Founder and CEO, AsiaPay
- Tina Larson, Managing Director, Sales Analytics, Distribution & Planning, Hawaiian Airlines
- Campbell Wilson, Senior Vice President, Sales & Marketing, Singapore Airlines
- Tammy Weinbaum, Executive Vice President, Global Client Group, Global Merchant & Network Services, American Express
- Pascal Burg, Director, Edgar, Dunn & Company

18:00 – 18:15
LEVERAGING PREDICTION TECHNOLOGY FOR PAYMENT AND OFFERS

The same technology that instantly predicts post-travel repayment performance can also be used to predict purchasing of seats, insurance, baggage, ground transportation, hotel choice, room type and much more. We are beginning a new era of Dynamic Offer optimization. Predicting willingness to pay will be better than ever.

- Brian Barth, Founder & CEO, UpLift

Welcome Reception

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What strategy for aggregation?

OPENING
Two years ago, at the World Passenger Symposium, they each said "we're in"! Now is the time to see the progress... GDS are embracing aggregation...

Yanik Hoyles, Director Industry Distribution Programs, IATA

GDSs ARE LIVE! – SO WHAT?
Two years ago, at the World Passenger Symposium in Barcelona, they each said "we're in"! Now is the time to see the progress as GDSs become true aggregators... And by the way, what does this mean for one of the largest incumbents, Travelfusion, who sees fierce competition on the horizon?

Gianni Pisanello, Vice President NDC-X, Amadeus
Ian Heywood, Global Head of Product and Marketing, Travelport
Kathy Morgan, VP NDC, Sabre
Moshe Rafiah, CEO, Travelfusion
Dave McEwen, Director Industry Architecture, IATA

HOW ABOUT THE CHALLENGERS? WHERE DO THEY STAND?
New entrants will demonstrate that there are also other solutions out there. They will showcase their aggregation technology and also share tips and challenges they face when attempting to enter this eco system.

Jorge Diaz, CEO & Founder, AirGateway
Steve Domin, CEO and Co-Founder, Duffel
Lucy Illidge, Commercial Strategist, Kyte
Shaunelle Harris Drake, Head Implementation Industry Distribution Programs, IATA

HELLO FACEBOOK! WHAT ARE YOUR PLANS FOR TRAVEL RETAILING?
Social media networks and GAFA's play already an active role to connect travel companies and consumers through customer service channels, is Facebook planning to go beyond that?

Michael Shafir, Industry Manager Travel, Facebook
Kat Morse, Project Manager Innovation, IATA

11:00 – 11:30 Networking Break

What is going on in business and leisure travel?

A NEW KID ON THE BLOCK?
3 years old, $481.5M in funding and a $4bn valuation.. What's so special?

Danny Finkel, VP of Booking Experience and Supplier Strategy, TripActions

LET'S TALK BUSINESS TRAVEL RETAILING!
Let's have a discussion about these different strategies, and also what messages they have for their value chain partners, as well as their customers.

Gloria Slethaug, CEO, Connexus Travel
Scott Ward, Global Head of Partnerships, CTM
Danny Finkel, VP of Booking Experience and Supplier Strategy, TripActions
Caroline Strachan, Managing Partner, FESTIVE ROAD

HOW TO BECOME ONE OF THE BEST RETAILERS IN THE WORLD, STARTING FROM NORTH ASIA?
Come and hear about the Ctrip approach to travel and retailing and how their focus on the customer has driven them to be recognized as one of the most successful “travel retailers” in the world?

Xing Xiong, EVP, CEO of Flight Ticket Group, Trip.com Group
12:45 – 13:05  MOBILE ONLY – IS THIS THE FUTURE?
Listen to the unique - and very successful - mobile only vision Hopper have of Air travel. They will also share how they see technology and digitization further revolutionizing Air travel.

Dakota Smith, Chief Strategy Officer, Hopper

13:05 – 14:35  Networking Lunch

14:35 – 15:05  SO WHAT DOES THE CONSUMER FEEL ABOUT ALL THIS?
Hear views from those at the other end of the value chain: where do they see value in airline retailing? Do they see opportunities, or is it more cost and confusion? How will travelers react to more choice, transparency, contextualized selling, personalization etc. What does the buyer think? How are customer behaviors evolving?

Diane Lundeen Smith, Global Travel Sourcing Manager, Microsoft
Prashanth Kuchibhotla, Global Airline Program Manager, McKinsey
Whey Han TAN, Regional Director, KAYAK
Caroline Strachan, Managing Partner, Festive Road

15:05 – 15:20  WHERE IS “THERE” AND HOW TO GET THERE?
Full Order Management: what’s the end game value proposition for the Customer, the Airline and what are the different streams to get there and with what value?

Oana Savu, Senior Manager, Industry Distribution Programs, IATA

15:20 – 15:30  A SNAPSHOT FROM A ONE ORDER IMPLEMENTATION – A EUROPEAN VIEW
Hear from LH Group who will present their live pilot and share their views on the Transition Study.

Christian Popp, Head of Distribution and Revenue Management Strategy and Business, Lufthansa Group

15:30 – 15:40  A SNAPSHOT FROM A ONE ORDER IMPLEMENTATION – A NORTH AMERICAN VIEW
Hear from United Airlines who will represent their live pilot and share their views on the Transition Study.

Soumit Nandi, Managing Director, Customer Technology, United Airlines

15:40 – 16:15  WHICH IS THE BEST PATH AND WHERE IS THE VALUE?
United and Lufthansa Group will be joined by other players and will discuss the different challenges they have faced, both from an airline as well as an industry point of view. They will also discuss generic features around the business opportunity that lies in this transformation.

Soumit Nandi, Managing Director, Customer Technology, United Airlines
Christian Popp, Head of Distribution and Revenue Management Strategy and Business, Lufthansa Group
George Khairallah, CEO, JRTechnologies
Bryan Koh, Divisional VP E-Commerce and Distribution, Singapore Airlines
Stephane Lecourtois, Director, Airlines Solutions, NDC & Order Management, Amadeus
Oana Savu, Senior Manager, Industry Distribution Programs, IATA
How are the three alliance groups evolving to support digital retailing? What is the future role of alliances and how will they add value to customers and to member airlines? Hear from the leaders of the alliances on their views on the future of interline, and their plans to bring new interline models to life.

16:15 – 16:55 BETTER TOGETHER: DIGITAL RETAILING IN ALLIANCES AND JOINT VENTURES

16:55 – 17:25 Networking Break

17:25 – 18:25 The future of interlining

17:25 – 17:55 PARTNERSHIPS FOR TRANSFORMATION

Two different partnerships newly created to provide more choices with best of breed.

17:55 – 18:05 OPENING THE PLAYING FIELD

Learn how IATA member airlines have developed a new framework for future-proofed interline using Retailer and Supplier concepts, and how this will open the interline model and support new products and services for customers, and new opportunities for airlines.

18:05 – 18:15 NDC INTERLINING IS HERE!

Hear from a large network airline who is trialing Offer and Order based interlining using NDC and ONE Order standards and the new interline framework of Retailer and Supplier.

18:15 – 18:25 PROJECT LEMONADE – AIR THINK TANK 2019

How will the new retail landscape unlock barriers to provide a much better service to customers, especially in the case of disruption?

19:30 Networking Dinner

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The pace of change will only accelerate!

09:00 – 09:30  AGILITY MAKES YOU BETTER!
As you become agile, it helps you become successful, and wise at the same time. Agility actually makes you better! Hear the perspective of this major LLC in Asia about change, innovation and speed.

Frederic Ducros, Group Chief Transformation Officer, Air Asia

09:30 – 10:00  INDUSTRY INNOVATION and ACCELERATE @ IATA
Hear how IATA supports airlines to become better retailers in today’s digital world, by pushing innovation forward and accelerate industry transformation. We do this by connecting pioneering players, know-how, tools and an innovative spirit. In partnership with a PlugAndPlay, IATA is launching the 1st industry owned travel tech accelerator program. Hear what is the value of an industry accelerator program for every stakeholders.

Amir Amidi, Managing Partner, Travel and Hospitality Center of Innovation, Plug and Play
Andrew Webster, Digital Business Transformation Manager, Shop Order Play, IAG
Tim Rogers, Head of Airline Partnerships, Duffel
Jonathan Newman, CCO, Caravelo
Kat Morse, Project Manager Innovation, IATA
Stephan Copart, Head of Projects and Innovation, IATA

10:00 – 10:10  PROJECT TRULYME – AIR THINK TANK 2019
Learn about the project TrulyMe exploring the feasibility of smart travel objects to share key information about travel, allowing travelers to choose to reveal personal data and most up to date preferences to airlines, hotels and merchants of their choice.

Akira Mitsumasu, Vice President Global Marketing, Japan Airlines
Jesko Neuenburg, MD Aviation, Seabury Consulting
Brian Lewis, CTO, OpenJaw Technologies
Marie Masserey, Head Industry Architecture, IATA

10:10 – 10:20  TRANSFORMING AIRLINE RETAIL IN A WORLD OF DATA AND AI
How AI-based personalized pricing and offers can leads to higher conversions & revenue.

Rob Ranieri, VP & Global Industry Offering Leader Transportation Industries, IBM

Networking Break
THURSDAY 31 OCTOBER

Which scenarios for tomorrow?

10:50 – 11:15 A NEW ‘SELLER’ LANDSCAPE?
Hear how airline retailing could unlock a realm of new sellers – from current retailers diversifying their offers to brand new channels … is this another disruption about to happen?

M Miranda Cole, Partner, Covington & Burling LLP

11:15 – 11:35 VIEWS FROM A FINANCIAL ANALYST
What new opportunities and risks exist for the airlines and intermediaries as the market evolves?

Neil Glynn, Managing Director, Head of European Transport Equity, Credit Suisse

11:35 – 11:55 WHERE IS THE VALUE IN AIRLINE RETAILING?
Hear an independent assessment of the potential impact and implications for the airline industry as they embark on this journey to retailing. This will include scenarios for adoption and quantify the potential bottom-line impact for different segments of airlines.

N Nina Wittcamp, Associate Partner, McKinsey & Company

11:55 – 12:25 CLOSING REMARKS & AIRS 2020 ANNOUNCEMENT

Aleksander Popovich, SVP Financial and Distribution Services, IATA

By the Industry, for the Industry!

75+
Individual airlines represented at the symposium

98%
Of past attendees stated that they would recommend the event to a peer

500+
Delegates from 45+ countries, representing the entire value chain

20+
Exhibitors presenting the latest innovations in Airline Retailing

1
Plenary session so you don’t miss anything!
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- Aegean Airlines
- Aeroflot
- Air Algerie
- Air Canada
- Air Europa
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- Air New Zealand
- Air Serbia
- Air Transat
- Air Italy
- Alaska Airlines
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- Belavia-Belarussian Airlines
- Blue Panorama Airlines
- British Airways
- Brussels Airlines
- Caribbean Airlines
- China Airlines
- China Southern Airlines
- Copa Airlines
- Croatia Airlines
- Delta Air Lines
- EgyptAir Airline
- El Al Israel Airlines
- Emirates Airline
- Etihad Airways
- Finnair
- Hahn Air Lines
- Hawaiian Airlines
- IAG (International Airlines Group)
- Iberia
- Icelandair
- InselAir
- Japan Airlines
- JetBlue
- KLM Royal Dutch Airlines
- Korean Air
- Latam Airlines Group
- LOT Polish Airlines
- Lufthansa
- Luxair Luxembourg Airline
- Malaysia Airlines
- Middle East Airlines
- Norwegian Air Shuttle
- Nouvelair
- Pegasus Airlines
- Philippine Airlines
- Qatar Airways
- Rossiya Airlines
- Royal Jordanian Airlines
- SATA - Azores Airlines
- Saudia
- Scandinavian Airlines
- Singapore Airlines
- SkyTeam Airline Alliance
- South African Airways
- Southwest Airlines
- Swiss International Airlines
- Swoop
- TAP Air Portugal
- Thai Airways International
- Turkish Airlines
- United Airlines
- UTair Airlines
- Virgin Atlantic
- Virgin Australia
- Yemenia-Yemen Airways

### Companies @ AIRS in 2018

- Je Systems
- AARON GROUP
- Abbit
- AIATA - The Travel Association
- Accelya
- Accenture
- Advantage Focus Partnership
- Aerwise Consulting GmbH
- Affirm Inc.
- Air Black Box
- Airlines For America
- Airlines Reporting Corporation
- Airlines Technology Alliance
- Safari And Travel
- Amadeus
- Amadeus Payments
- Amazon Web Services
- American Express
- American Express GBT
- Answair
- APG INC
- App in the Air
- ARC
- Atmosphere Research
- ATPCO
- AvailStaff
- AXESS International Network Inc.
- BBC
- Berg-Hansen
- Capita Travel and Events
- Caravelo
- Carbon Wagonit Travel
- CellPoint Mobile
- Chargebacks360
- China Civil Aviation
- Ciravia
- Clarity
- Concordis GmbH
- Connexxus Travel Ltd
- Continent Express
- Concur
- Corporate Travel Management
- CRYSTAL SYSTEM SRL
- CVent
- Datalex
- Datatrans AG
- Deutsche Bank
- DRF - Denmark
- DXC Technology
- ECR Retail Systems
- ECTAA
- Edgar, Dunn & Company
- EdreamsOdigeo
- Egenaria
- Expedia
- Farelogix
- FCM Travel Solutions
- FESTIVE ROAD
- Fexco
- FlightGlobal
- FLYLALA GmbH
- FlyNava Technologies
- Google GTMC
- IBAR - Italian Board Airline Representatives
- IBM Japan
- IBS Software Services
- IndiGo
- IndiGo
- INFINI TRAVEL INFORMATION, INC
- Ingersoll Rand
- IntaRES
- ISO Software Systems GmbH
- JR Technologies
- Kwik.com
- Lufthansa Systems
- MagTalk
- Maersk
- McInnis & Company
- Mel Meclaine
- MITCH AG / Hotelpian Suisse
- Newtour
- nuTravel Technology Solutions
- nwyf.com
- Ohio State University
- One World
- OpenJaw
- Ondas
- Ord Minnett
- Paaalwork AG
- PKFAre.com
- Plug and Play Tech Center
- Pluggrade
- Portatliche Reply
- PriceLine
- PROS, Inc
- Reed and Mackay
- Reise
- RKW Ltd
- Routeflyby ATPCO
- Sabre
- SAP
- SAP Concur
- Seabury Consulting
- Serko Limited
- Sia Partners
- Sirena-Travel
- SITA
- Sketchy Solutions
- Skylink Voyages inc
- SkyTeam Airline Alliance
- SMA Travel
- STRATACONEX
- Sniplify
- S2RL
- TalMIND Airline Consulting
- Terrapin
- The Boston Consulting Group
- Thriive
- Trave and Transport
- Travel In Motion
- Travel Leaders Group
- Travelusion
- Travelpoint
- Travelsky Technology Limited
- Triometric
- TripActions
- TUI Group
- UATP
- UpHere, Inc.
- Uvet Global Business Travel SpA
- Verta Technologies Private Ltd
- Vagans Abreu
- WTAAA
- XXL Solutions GmbH
By the Industry, for the Industry
Delegate Sound Bites - 2018 Edition

“This was a great event: overall quality of content was excellent, it gave a very good and broad overview of all topics involved in new distribution.”

“The networking facilities are very valuable and the organization of the whole event has been seamless. Congratulations!”

“I was delighted to attend this year’s event. Great content and contacts on NDC in particular.”

“Very instructive event.”

“Keep up the good work! Embracing all the ecosystem and supporting collaboration is a big cultural shift.”

“It is my first time attending – a great learning opportunity!”

“Keep it on!”

See you in Bangkok!

Host Airline

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