IATA AIRLINE INDUSTRY RETAILING SYMPOSIUM

Bangkok, Thailand
29-31 October 2019

SYNOPSIS
Let's build Airline Industry Retailing Together!

Key topics: Inspiration | E-Commerce | Personalization | Dynamic Offer | Distribution | Payment | Fulfillment and Servicing | Revenue Management | Settlement | Digital Transformation | Innovation | FinTech | Interlining | RETAILING

Shop | Order | Pay | Engage | Experience is the vision driving the symposium. In joining this event, you will be able to shape and deliver the industry digital transformation agenda within retail. Be part of the journey.

Network with 500+ high level industry executives and subject matter experts representing the entire value chain: Airlines, IT Providers (PSS, aggregators, e-commerce providers, merchandizing providers), Travel Trade Organizations (Metasearch, OTAs, TMCs, Corporate Buyers), Startups (from retail, travel and hospitality focus areas) and many more!

Be at the forefront of the latest innovative technology with our innovation flashes throughout the agenda. The Startup Sphere in the exhibition hall will feature the most promising startups from our brand new IATA Travel Tech Accelerator and our 2019 AIR Hackathons.
**The Big Picture**
- Welcome from the Minister of Transport of Thailand
- Thai Airways CEO Keynote
- Customer needs and trends
- Airline CCOs from IATA’s Distributions Advisory Counsel to give the AIR innovation roadmap and priorities

**Airlines and Retailing: Where DO We Stand?**
Listen to a group of leading airlines who will reveal their journey towards true airline retailing. They will also be interviewed on topics such as:
- What does retailing mean for them? What are the constituent parts of airline retailing?
- What are the commercial benefits?

**Creating Relevant Offers**
- Dynamic Offer Creation: Differentiating content with new offers. Hear how an airline is innovating with new offers.
- Keeping Control of Your Offers: Hear how to maintain scalable offer management solution that manage look to book. What is the future of airline cache?
- Dynamic Offer: The Case for Change: Airlines are looking for industry change beyond the use of Booking Class and pre-filed products. This panel will present today’s challenge, and the business rationale behind Dynamic Offer.
- A New Interlining Framework: No more code-share / Interline on Demand / Framework of interlining without RBD, filed fares, e-ticket...

**Retailing Distribution Landscape**
- Business and Leisure: Views from different leading TMCs with different strategies
- A new kid on the block!
- What does the customer want? Hear the perspectives from major OTAs and Metasearch

**Technology Strategy in Distribution**
- Have they kept their promises?
  - Last year they confirmed they were "in" and they would be live by the end of the year. So, where are they in this journey to retailing?
- The Scalability Challenge: Is a look to book ratio of 1 only a dream?
  - With e-commerce platforms, digital transformation and open APIs, what is the future for the PSS?

**The Delivery and Servicing Revolution**
Where is “there” and how to get “there”?
- ONE Order transition study: what’s the end game value proposition for the customer, the airline and what are the different streams to get there?
- What does this all mean for the PSS?
  - The PSS is changing - the new modular architecture

**Payment: The Paradigm Shift**
- The Big Disruption: Wallets, blockchain, PSD2, what to expect in the short and long term?
  - Instant Payment: Instant payment for B2C, Instant settlement for B2B

**Networking Dinner**
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**C-Level speakers and delegates**
- Highly interactive sessions
- Startup Sphere and all-star lineup of exhibitors
- Innovation spotlights throughout the agenda
- Breathtaking Networking Dinner on Chao Phraya River
Airlines @ AIRS in 2018

Aegean Airlines
Aeroflot
Air Algerie
Air Canada
Air Europa
Air France
Air Italy
Air New Zealand
Air Serbia
Air Transat
Air Italy
Alitalia
American Airlines
ANA
Answair
Austrian Airlines AG
Avianca
Bahamas Air Holdings Ltd.
Belavia-Belarusian 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)
Ibex
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

J2 Systems
AARON GROUP
Abib
AIBTA - The Travel Association
Accelya
Accenture
Advantage Focus Partnership
Aerwise Consulting GmbH
Aflight 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
Airawar
APG INC
App in the Air
ARC
Atmosphere Research
ATPCO
AV Staff
AXESS International Network Inc.
BBC
Bein-Hansen
Capita Travel and Events
Caravelo
Carbon Wagonet Travel
CellPoint Mobile
Chargebacks211
China Civil Aviation
Ciravia
Clarity
Concordia Airlines
Connessus Travel Ltd
Continente Express
Constance
Corporate Travel Management
CRYSTAL SYSTEM SRL
Cvent
Datalex
Datastat AG
Deutsche Bank
DFR - Denmark
DVX Technology
ECR Retail Systems
ECTAA
Edgar, Dunn & Company
EdreamsOdigeo
Egencia
Expedia
Farelogix
FCM Travel Solutions
FESTIVE ROAD
Fexco
FlightGlobal
FLYLYA GmbH
FlyNava Technologies
Google
GTMIC
IBAR - Italian Board Airline Representatives
IBM Japan
IBS Software Services
Imagination
India
INFRM TRAVEL INFORMATION, INC
Ingersol Rand
IntaiRES
ISO Software Systems GmbH

JR Technologies
Kwi.com
Lufthansa Systems
MagTag
Maxima
McIntyre & Company
Meli Meclaine
MITCH AG / HotelpianSuisse
Newtour
nTravel Technology Solutions
Nwytr.com
Ohio State University
One World
OpenJaw
Optiout
Oracle
Ord Minnett
Pealwork AG
PKFARE.com
Plug and Play Tech Center
Pluggrade
Portaltouch Reply
Priceline
PROS, Inc
Reed and Mackay
Reise
RekTrav Ltd
Routing by ATPCO
Sabre
SAP
SAP Concur
Seabury Consulting
Serko Limited
Six Partners
SITA
SITA Travel
Skylink Solutions
SkyTravel
SkyTeam Airline Alliance
STA Travel
STRATAConNX
Switchfly
T2RL
TailMind Airline Consulting
Terrapin
The Boston Consulting Group
Thinik
Train and Transport
Travel In Motion
Travel Leaders Group
Travelfusion
Travelinc
Travelport
TravelSky Technology Limited
Triometric
TripActions
TUI Group
UTAP
UpLift, Inc.
Uvet Global Business Travel SpA
Vertical Technologies Private Ltd
Vajens 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!”