

IATA INNOVATION FORUM FOR GULF AND NEAR EAST

Exploring
New Aviation Horizons

Agenda

Abu Dhabi, United Arab Emirates
8 October 2019

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ETIHAD
AIRWAYS

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AGENDA

Tuesday 8 October 2019

0730 – 0830 **REGISTRATION & NETWORKING BREAK**

0830 – 0835 **WELCOME AND INTRODUCTION**

0835 – 0900 **AVIATION MARKET OUTLOOK**

Presentation

Muhammad Albakri, Regional Vice President, Africa & Middle East – IATA

0900 – 1000 **DIGITAL TRANSFORMATION**
A BALANCING ACT BETWEEN HYPE AND SURVIVAL

Digital Transformation Presentation

Houman Goudarzi, Head of BI Projects & Industry Engagements – IATA

Panel Discussion

It's an era with a storm of new digital capabilities such as Blockchain, Machine Learning, Virtual Reality and Internet of Things, with massive hype and fear of missing out. These are perhaps solutions looking for a problem to solve, while on the other hand, if you purely focus on the business problem without any attention to what's the art of the possible, you may be disrupted. Hear from industry thought leaders how to manoeuvre through these golden times of new digital and data capabilities.

Moderator

Houman Goudarzi, Head of BI Projects & Industry Engagements – IATA

Panellists

Muhammad Albakri, Regional Vice President Africa and Middle East – IATA

Dominique Perron, Partner – PwC

Eliano Marques, VP Enterprise Analytics, Data Science – Emirates Group

Mohammed Ahteshamuddin, Vice President IT, PSS & Customer Experience – Flydubai

1000 – 1030 **NETWORKING BREAK**

1030 – 1115 **NAVIGATING THE LEGAL LANDSCAPE**
CHALLENGES AND TRENDS IN REGIONAL REGULATION

Presentation

Dino Wilkinson, Partner – Clyde & Co

An overview of the legal implications for R&D and innovation in the aviation sector with a focus on the legal and regulatory environment in the Gulf and Near East, including data and cyber laws, intellectual property and licensing. This presentation will consider how innovation pushes the boundaries of existing regulations and looks at the latest developments in regional legislation.

AGENDA

1115 – 1215

MANAGING THE DOWNTURN

Panel Discussion

The pressure on the airline industry is mounting due to many factors including trade tension, rise in oil prices, global economic risks and threats, and geopolitical issues. A downturn is very likely. This session aims at exploring the best strategies that airline executives and other aviation stakeholders can follow to manage the business during the difficult times.

Moderator

Michael Burke, Regional Director Account Management – IATA

Panellists

Akram Alami, Chief Transformation Officer – Etihad

Kamil Al-Awadhi, CEO – Kuwait Airways

Sudeep Ghai, Chief Commercial Officer – Flyadeal

Vikas Manra, Senior Manager, Business Development & Distribution – Gulf Air

Maher Koubaa, Executive Vice President, Middle East, Turkey and Africa – Amadeus

1215 – 1245

INNOVATION IN ENVIRONMENTAL SUSTAINABILITY

Presentation

Adrian Gane, Director Industry & International Affairs – Etihad Airways

Topics

- Biofuel
- Single use plastics
- Carbon emissions
- Environment advocacy

1245 – 1345

NETWORKING LUNCH

1345 – 1405

FRED+

Presentation

Michael Schneider, IATA Assistant Director Aviation Environment – IATA

The Fuel Reporting & Emissions Database (FRED+) is the online reporting system used by all IATA airline members to report fuel consumption data. It is an easy-to-use and intuitive platform developed to support and facilitate CO2 emissions reporting for aircraft operators and states subject to CORSIA.

AGENDA

1405 – 1450

AUGMENTING PROCESSES AND INCORPORATING INNOVATIVE SOLUTIONS TO INCREASE CAPACITY OF THE AIRPORT TO CATER FOR FUTURE DEMAND

Presentation

Kashif Khalid, Regional Director, Airports, Passenger, Cargo, Security & Facilitation – IATA

Panel Discussion

Moving away from legacy processing platforms serving airlines and ground handlers to a travel experience based on digitizing the processes, data sharing and incorporating innovative solutions to boost capacity for passenger processing.

Moderator

Kashif Khalid, Regional Director Airports, Passenger, Cargo, Security & Facilitation – IATA

Panellists:

Pedro Alves, Vice President Global Sales, Passenger Flow Facilitation and Border Control – IDEMIA

Rami Al-Haddad, Group Chief Information Officer – National Aviation Services

Giorgio Camilleri, Head Future Airports – IATA

Khalid A. Bawazeer, Skills Development Training Manager – Prince Sultan Aviation Academy

1450 – 1520

NEW HORIZONS WITH UNMANNED AIRCRAFTS

Presentation

Ruby Sayyed, Head of ATM Advocacy – IATA

The aviation industry has always been at the forefront of setting global safety standards and driving innovation. From jet engines to electronic tickets and bar-coded boarding passes, we have always worked for a more connected world through better, safer and more affordable air transport. Today, we are on the cusp of bringing yet another innovation to air travellers. From last to medium mile cargo delivery to Urban Air Mobility, unmanned aircraft is anticipated to disrupt the status quo, only if it remains safe, reliable and cost effective! This can be realized with robust regulatory frameworks, new technologies, and collaboration across the multi-modes of transportation. Join this session to learn about the new opportunities and challenges associated with unmanned aircraft and what we can do together to shape the skies of tomorrow.

1520 – 1545

NETWORKING BREAK

1545 – 1600

INNOVATION IN TRAINING

Presentation

James Collishaw, Head of Business Development – Etihad Aviation Training

An overview of how Etihad Aviation Training Dept. uses innovation in their training programs.

AGENDA

1600 – 1645 **TOUR OF ETIHAD AIRWAYS SIMULATORS INCLUDING DOOR TRAINER, SLIDES AND FIRE, SERVICE MOCK UP, AND CABIN EVACUATION AND EMERGENCY TRAINER**

1645 – 1700 **INNOVATION IN CREW MANAGEMENT**

Presentation

Fredrik G. Øygard, COO/CCO – OSM Aviation

Aviation is all about people and hence crew management is increasingly being considered a crucial and strategically important factor in the operational environment of the airline. Innovating and creatively rethinking the current operating models are proven to yield significant efficiencies in crew operations and cost structures. Reversing traffic, utilizing a global aviation talent, and leveraging on ICAO's freedoms of the air are few examples of how innovative crew management methods can largely contribute to an airline's transformation efforts.

1700 – 1720 **WRAP UP & CLOSING REMARKS**





SPEAKERS & PANELLISTS



Haya Zaidan

Manager, Regional Communication

International Air Transport Association – IATA

Haya is IATA's Regional Communications Manager for Africa and Middle East (AME). She holds an MA in Public and International Affairs from the University of Ottawa and speaks English, Arabic and French fluently. Haya drives the communication machine in the AME region and is responsible for external and internal communications. She is a member of the AME Power House, the organizational culture group promoting diversity and inclusion, engagement and innovation in IATA's AME region. Before joining IATA, Haya worked for Global Affairs Canada in Ottawa and Amman, with a focus on political and public affairs, advocacy and communications.

Haya is passionate about human rights, women empowerment and environmental sustainability. She is a founding member of Women in History Jordan, a non-profit campaign to highlight the role of women in history and promote women empowerment in Jordan. When Haya is not busy communicating with the aviation industry, she is practicing and teaching yoga



Muhammad Ali Albakri

Regional Vice President, Africa & Middle East

International Air Transport Association – IATA

Muhammad Ali Albakri is IATA's Regional Vice President for Africa & Middle East based in Amman, Jordan since January 2017.

Before joining IATA, Albakri served as Executive Vice President for Strategic Projects and Transformation at Saudi Arabian Airlines. Albakri's career at Saudia spanned some 26 years. He rose through the ranks of the airline's IT Division, eventually being appointed as Vice President of Information Technology (2009-2016) concurrent to holding the responsibility of Chief Financial Officer (2012-2016). In these roles, Albakri led the strengthening of the carrier's technology infrastructure and the modernization of its financial practices and processes.

As RVP, Albakri's responsibilities include defining IATA members' priorities and needs in Africa and Middle East, implementing IATA policies and promoting its services and working with airline presidents and directors of civil aviation authorities in the region to push for a more secure and safe industry through implementation of IATA safety standards. Additionally, Albakri works to promote the economic and social value aviation brings countries and the promotion of the liberalization of the industry. In addition, he contributes expertise in corporate strategy, commercial strategy and business planning to the stakeholders.

SPEAKERS & PANELLISTS



Houman Goudarzi

Head of BI Projects & Industry Engagement

International Air Transport Association – IATA

Houman is passionate about software engineering and data in Travel. He started his career in Cisco as a software developer, then co-founded 2D Web Technologies in 2005, which was acquired in 2010. Since then, he has held various positions in IATA, all focused on data and technology. He is currently looking after business intelligence and data.

In 2018, he architected and developed aviation's first global platform for digital identity management leveraging Distributed Ledger Technology for IATA, in partnership with Amazon Web Services, and piloted the solution with United Airlines. In 2016, he designed and orchestrated the delivery of the global

industry data exchange protocol in the area of airport ground handling with an annual savings of \$600 million for the aviation industry.

He is the inventor and founder of the Open Blockchain protocol and algorithm. He has developed and founded the Open Blockchain platform beginning of 2018, which is one of world's first API-ready and free to use public Blockchain platforms.

He is an aerospace engineer from background, and visiting lecturer of Emerging Technologies & Blockchain at the EU Business School in Geneva.



Dominique Perron

Partner

PricewaterhouseCoopers – PwC

I lead globally our innovative GxA solution suite, which gives us the full capacity and capability to raise the bar in risk management operations, governance and compliance helping our clients to be more transparent about how to manage their risks at an unequalled cost and an unbeatable pace.

For more than 20 years I have managed financial audit and internal audits assignments and was responsible for projects in Switzerland and abroad, for a great variety of companies from multinational to NGOs.

I lead and assess projects related to risk management and implement innovative and entrepreneurial model of internal control system in various industries. During the years, I have developed a strong understanding of what is needed for C-suits and Board members allowing me to exchange on a regular basis on emerging risks and opportunities to leverage them. Taking the right decision when we are at the top might be a challenge and it could be easier when we are well informed.

SPEAKERS & PANELLISTS



Eliano Marques

Vice President, Enterprise Analytics, Data Science

Emirates Group

Eliano is an analytics executive with large experience imagining, designing and leading the build of large-scale real-time Data Products and solutions that leverage Machine/Deep Learning on its core. Eliano created a methodology around Analytics Ops which support DevOps for Data Science and enables an Enterprise path to production for Data Products and solutions that have been utilised in many organisations across the world.

Eliano has been setting the vision, strategy and execution of Data teams for a while and has skills that combine Data Science with leadership, vision, creativity, project management, team building/management acquired through academia, personal research, leading internal Data Science/Advanced Modelling teams and providing consulting services to customers in several industries. From an industry and specific solutions, Eliano has a vast experience in Asset base/ driven solutions, Customer Path, Customer Experience, Customer and Transactions Fraud, Recommendation Engines across multiple industries.

Eliano has also successfully lead teams and projects to develop and implement analytics platforms, predictive models, analytics operating models and has supported many businesses making better decisions through the use of data, leveraging in the majority of the cases open source technologies with a big focus on Machine/Deep Learning on R & Python and respective derivatives (packages, integrations with other technologies, etc). Eliano has also experience in the majority of the commercial products, for example Eviews, SAS, SPSS Statistics and Modeler, STATA, Viscovery Somine, Qlikview, Tableau, SQL.

Finally, Eliano has spent a lot of time researching and building new Data Products and solutions leveraging new technologies and techniques such as Hadoop, Spark and Tensorflow (for Deep Learning), cloud based/serverless technologies in AWS and Google with automation and containers based frameworks such as Docker, Kubernetes, Terraform and Ansible.



Mohammed Ahteshamuddin

Vice President IT, PSS & Customer Experience

Flydubai

Vice President IT, PSS & Customer Experience at flydubai, Mohammed Ahteshamuddin is an aviation IT thought-leader and airline industry veteran with a 25+ year track record of driving business transformation. Throughout his career, he has focused on delivering successful outcomes through the application of airline IT, customer experience technologies, and innovation.

In his current role as PSS Program Director at flydubai, Ahtesham is instrumental in delivering PSS (Passenger Services System) transformation into a cloud-based retailing platform with best of both LCC and full-service capabilities and all new Departure Control based on the principles of ONE Order.

Leading the IT programs for Digital Marketing, eCommerce, CRM and Loyalty at flydubai, Ahtesham plays a pivotal

role in driving the airline's innovation and digital strategy; collaborating with universities and partner Innovation Labs to deliver airline use cases and proof of concepts through emerging technologies, including AI/ML, predictive analytics, advance biometrics, and blockchain.

Prior to flydubai, Ahtesham held various positions at Emirates, the last was Head of IT solutions Design – Customer Experience Technologies where he was responsible for all customer-facing IT products and solutions.

An advisor to various technology forums, Ahtesham is also a keynote speaker at conferences around the globe.

SPEAKERS & PANELLISTS



Dino Wilkinsonz

Partner, Technology, Media & Telecommunications
Clyde & Co.

Dino Wilkinson is recognised as one of the leading technology, media and telecommunications (TMT) lawyers in the Middle East. He has more than ten years' experience of advising clients throughout the region on transactional and advisory TMT matters.

Dino has supported organisations across the full range of business sectors on technology-related legal issues including cyber/data risks, mobile payments and the regulation of

emerging technologies. He has also worked with regional governments and regulators on a number of significant legislative developments in this area, including the drafting of e-commerce laws, data sharing policies, privacy legislation and public guidance.

Dino has been consistently ranked in the top tier of TMT specialists in the UAE by independent legal directories Legal 500 and Chambers Global.



Michael Burke

Regional Director, Account Management
International Air Transport Association – IATA

A senior aviation executive with 25 years' experience, with extensive global exposure, including commercial leadership roles in UK, US, Asia and the Middle East.

He has successfully developed and executed aggressive market growth strategies including negotiating deep strategic partnerships and joint ventures and launching multiple new markets, while maintaining a strong track-record in growing profitable revenue streams. He has most recently led the repositioning of Hong Kong Airlines from a niche, regional Asia carrier to a global long-haul challenger to Cathay Pacific.

Today he is driving IATA's Sales and Account Management strategy across the Middle East and Africa in a newly created

and unique role, developing specific regional strategies based on economic analysis, geopolitical considerations and industry needs. Via deep, coordinated partnerships, he is working closely with political forces and industry influencers to create synergies towards common goals.

He has led large, multinational teams in complex, fast moving businesses, with a deep understanding of the myriad operational challenges facing large network airlines. He is particularly skilled in managing diverse cultures in a global business environment and growing employee engagement.

SPEAKERS & PANELLISTS



Akram Alami

Chief Transformation Officer

Etihad Airways

Akram Alami was appointed Chief Transformation Officer of Etihad Aviation Group in July 2018, charged with developing and executing the group's corporate transformation strategy. Akram joined Etihad Aviation Group in November 2017 as Director of Strategy and Investments, responsible for refining the group's strategy, including reviewing its investments and operating model.

Before joining Etihad, Akram worked at Bain and Company since 2009 and was elected Partner in 2015. He has 16 years of experience across aviation, management consulting and the oil and gas sector in the UAE.

Akram has a Master of Business Administration from the London Business School, and a Bachelor of Engineering degree from McGill University in Canada.



Kamil Al-Awadhi

Chief Executive Officer

Kuwait Airways

Eng. Kamil Hasan AlAwadhi holds master's Degree of Business Administration in Aerospace Management from AST and Toulouse Business School – Toulouse France.

In November 2018 Eng. Kamil Al-Awadhi was appointed as Chief Executive Officer (CEO) of Kuwait Airways, he is a 20-year

veteran of the airline and has served as Deputy Chief Executive Officer (Dy.CEO) since April 2016 and Chief Operating Officer (COO) since January 2015, Director Operational Safety & Emergency Response since 2013, he began working at Kuwait Airways in September 1999 as an engineer with a supervising position at the quality control department.



Sudeep Ghai

Chief Commercial Officer

Flyadeal

Sudeep has been the Chief Customer and Commercial Officer of flyadeal, Saudi Arabia's new low fares airline since April 2016. In the two years since its launch the airline has grown to 11 aircraft with 78 flights per day and recently placed an order for a further 50 planes with Airbus. A 100% domestic A320 operation, the airline is considering new markets to enter. Over the last two decades Sudeep has also worked for BA, TWA and

Virgin Nigeria and in a number of roles as a consultant to the industry covering commercial aviation, airline start up and restructuring. Sudeep has an MBA from IMD and an MPhil and BA from the University of Cambridge. He is married with two children.

SPEAKERS & PANELLISTS



Vikas Manra

Head, Global Business Development & Distribution
Gulf Air

Vikas Manra is currently working with Gulf Air as Head of Global Business Development & Distribution where he is leading super dynamic team to shape distribution strategy for the airline integrated with business improvement strategy.

Prior to this he has worked with a number of leading Global brands across Aviation and Hospitality domains including Qatar Airways, Austrian Airlines, Nikko Hotels & Starwood, where he has spent more than 23 years in areas of Global Sales Transformations, Commercial strategy including Ancillary &

Partnership Sales, Distribution, Commercial processes and systems, Business consulting, NDC & Corporate Sales.

With an always innovating "Never Impossible" attitude & a strong hunger to look for alternatives, he has been able to steer new business ideas and implement projects and strategies that have shaped and impacted organizational commercial future. Key Mantra for success – Keep things simple and efficient to drive costs down and revenues up. There is always room for improvement.



Maher Koubaa

Executive Vice President, Airlines, Middle East, Turkey & Africa
Amadeus

As Executive VP Airlines for Amadeus in the Middle East, Turkey & Africa (META), Maher is responsible for all commercial activities with Amadeus' airline customers based in the region. This includes a responsibility to lead Amadeus' relationships with aviation stakeholders in the market. He joined Amadeus in 2014 and currently oversees all countries in the META region as well as Georgia, Armenia and Azerbaijan.

Under his leadership, the regional Amadeus Airline team achieved some of its best results in terms of business growth and customer centricity. Leveraging over 20 years of aviation industry experience, Maher's leadership is seen across business operations, consulting, sales, client management and product development.

His current professional goal is to support and enable Amadeus airline customers in the region to pursue growth, enhance the customer experience, and accelerate digital transformation not only through technology but through a close collaboration and partnership. Maher is very passionate about his team; a great group of diverse people which keep him motivated and challenged on daily basis.

Prior to joining Amadeus, Maher was leading Sabre' airline commercial activities in the Middle East and Africa, where he held a variety of senior management and business development roles both in the UAE and in France.

Maher is currently based in Dubai.

SPEAKERS & PANELLISTS



Adrian Gane

Director Industry & International Affairs

Etihad Airways

After graduating from Oxford University, Adrian joined the British Army as an infantry officer and served in a variety of operational roles around the world. He then left for civilian life and joined John Swire & Sons the UK based trading firm with extensive interests in the Far East – most notably Cathay Pacific Airways - where he spent nearly twenty years in various senior aviation management roles in Hong Kong, Japan, the Middle East and Europe.

In 2007 he left the aviation world to become the CEO of the Country Land & Business Association, a major lobbying and membership business based in London, which he ran for four years. Missing the smell of aviation kerosene he joined Etihad Airways based in Abu Dhabi in 2011 where he has run a joint venture subsidiary for the airline, and is now responsible for the airline's Industry & International Affairs.



Michael Schneider

Assistant Director, Aviation Environment

International Air Transport Association – IATA

Michael Schneider has 20 years of experience in the airline operational and finance sector and currently holds the position of assistant director within the IATA aviation environment team based in Geneva Switzerland.

In his position he continues to be a major contributor in key industry projects and plays an important role when it comes to the development of innovative airline solutions. A major achievement was his leading role in the project team that made the global introduction of electronic ticketing possible, enabling the industry to finally become paperless.

During his career Michael developed complex business intelligence solutions and was the founding member of the global IATA Data Warehouse providing the industry with complex market statistics for analysis and benchmarking.

In 2012 he became the head of IATA's Fuel Reporting & Emissions Database (FRED), tracking the aviation sectors fuel efficiency improvements and CO₂ emissions reductions.

In past years he has been closely participating in ICAO's expert groups to help define the technical requirements for the first global and sectoral carbon offset and reduction scheme for international aviation, better known as CORSIA. In 2018 Michael developed and launched the FRED+ system to assist airline operators and state authorities with the data reporting requirements under CORSIA.

Michael holds a Bachelor and Master's degree in International Finance and Banking from the International University in Geneva and holds a diploma in International Business and Marketing from Michigan State University.

SPEAKERS & PANELLISTS



Kashif Khalid

Regional Director, Airport Passenger Cargo Security & Facilitation Africa & Middle East
International Air Transport Association – IATA

Kashif Khalid is Regional Director – Africa & Middle East for the International Air Transport Association (IATA) providing leadership and subject matter expertise to Airlines, Airports, ANSP's, Civil Aviation Authorities, Security Agencies and Governments to further develop IATA's mission, projects, business development and advocacy initiatives.

Formerly he was Head - Assets & Acquisitions at Abu Dhabi Airports, leading the Global M&A function for the Abu Dhabi Government entity as well as the development, modernization and operations strategy of the Airports portfolio. Which included multi-billion-dollar infrastructure investment and development programs, including Abu Dhabi's crowning jewel, the iconic Midfield Terminal Building (MTB).

He has advised global Governments and Airport Investors/ Operators on both Greenfield and brownfield development projects, privatizations, public private partnerships in airports and associated infrastructure projects and concessions.

Earlier on in his professional career he has had the privilege of holding a number of senior executive positions with Dubai Government, Abu Dhabi Government, Citi and British Airways. Kashif graduated Magna Cum Laude from New York in International Business & Economics and holds an MS-IB as well. His professional credentials include an advanced degree in Airport Planning and Finance, IAP – International Airports Professional and the ACI - Airport Executive Leadership program (AELP). He is also a Member of the Royal Aeronautical Society (MRAeS).



Pedro Alves

Vice President Global Sales, Passenger Flow Facilitation and Border Control
IDEMIA

Pedro Alves is the Vice President Global Sales, for Passenger Flow Facilitation and Border Control.

Since he joined IDEMIA in 2018, Pedro has been focused in how integrating Biometrics in the passenger journey will shape the future of travelling.

Pedro has a master's degree in Electric Engineering and has worked in the Aviation industry for more than a decade. He started his career in airport IT, and since then has been working intensely and collaboratively with the entire ecosystem with reference achievements worldwide.

SPEAKERS & PANELLISTS



Rami Al-Haddad

Group Chief Information Officer

National Aviation Services

Rami Al-Haddad, Group Chief Information Officer, heads all Information Technology functions at NAS, including Infrastructure, connectivity, systems, cybersecurity, and user support, as well as digital transformation, business intelligence and innovation.

Rami joined NAS in 2013 as Director - IT, taking on strategic initiatives to transform the role of IT from a supporting function to a business enabler, and from a cost centre to a profit centre.

During his tenure, Rami was instrumental in revolutionizing the impact of IT to give NAS a competitive advantage. This included expanding NAS portfolio of services to offer technology solutions, deploying multi-million dollars revenue generating services, and introducing innovative technologies to enable NAS growth at minimal cost and lead-time.

Furthermore, under his leadership, NAS developed a number of world class ecommerce platforms connecting travellers with airport service provider across the globe.

NAS IT achievements are repeatedly highlighted through several prestigious recognitions and awards including; ISO 20000 for IT service management, ISO 27001 for information security, ISO 22301 for business continuity, 2017 Aviation ICT deployment of the year, 2015 best airport mobile app of the year, and 2017 CIO 100.

Rami holds an engineering degree from the UK, and a master's in management from Australia.



Giorgio Camilleri

Manager, Future Airports

International Air Transport Association – IATA

Giorgio, an Italian citizen, joined IATA in 2008 and since then he has been managing and leading the development of different IATA products, including the Ticket Tax Box Service (TTBS) and the Enhancement & Financing (E&F) Services. Recently he joined the IATA NEXTT Team to support the airlines community to further develop and implement concepts and ideas for the benefit of the industry.

Giorgio has more than 15 years of professional experience in the aviation industry, and before IATA he worked for the International Civil Aviation Organization (ICAO) where he contributed to the planning and implementation of technical cooperation projects and to the development of the Global Air Navigation Plan (GANP).

From an academic perspective he holds an Advanced University Degree in Aerospace Engineering with the University of Rome "La Sapienza" and a second MSc in Air Transport Management with the University of Rome "La Sapienza" and the "Ecole Nationale de L'Aviacion Civile (ENAC)".

He is a Member of the Order of the Engineers of Rome and he is also a licensed paragliding pilot.

When not busy with aviation he enjoys mountain biking, hiking, flying and snowboarding.

SPEAKERS & PANELLISTS



Khalid Bawazeer

Skills Development Training Manager

Prince Sultan Aviation Academy

Dr. Khalid Bawazeer is the Skills Development Training Manager at the Prince Sultan Aviation Academy. He joined the Academy in 2011 as an instructor. Dr. Khalid is a certified and authorized in many areas including, research fellow of the American

Research Foundation, the International Academic Arbitrator & Scientific Assessor "IAASA" and Honorary membership of the Middle East Research Centre. Dr. Khalid is currently a PhD candidate in Knowledge Management and has an MBA.



Fredrik G. Øygaard

Chief Operating Officer/Chief Commercial Officer

OSM Aviation

Mr. Fredrik Grorud Øygaard has worked in the aviation industry for more than 15 years. He has held several leading positions within the Norwegian Air Group, latest as Managing Director of the pilot companies in Scandinavia and Chief Commercial Officer of the Norwegian Resource Group. With an MBA from

Norwegian School of Economics (NHH), a degree in Business and Economics from the UK and vast executive management experience from the airline industry, Fredrik G. Øygaard has brought forth infinite business development experience and operational know-how to his role as COO/CCO.



Ruby Sayyed

Head, ATM Advocacy

International Air Transport Association – IATA

An aviation professional with over 15 years of experience. A holder of a B.Sc. Degree in Electrical Engineering who started her career as an Aircraft Engineer with Royal Jordanian Airlines, then progressed from engineering to operational, safety, and management positions within the airline industry. She joined IATA Middle East and North Africa (MENA) Regional office on 01 March 2010, and then joined the IATA ATM Infrastructure Headquarters team in Montreal in 2014. Within her current role, she drives global ATM policy and advocacy as well

as the roll out of global initiatives related to the safe and efficient integration of UAS into airspace. She is designated as the IATA member to the ICAO Remotely Piloted Aircraft Systems (RPAS) Panel. In addition to her role, she is the IATA Champion for Diversity and Inclusion in the Montreal office leading cultural change for a more inclusive working environment under IATA's Mosaic program.

COMPETITION LAW GUIDELINES FOR IATA INDUSTRY MEETINGS

IATA is publishing these Competition Law Guidelines to ensure that IATA Industry Meetings are conducted in full compliance with all applicable competition laws.

Statement of Policy

IATA Industry Meetings 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.

Procedural Guidelines

IATA Industry Meetings shall be conducted pursuant to the following procedures in order to ensure compliance with all relevant competition laws:

1. All discussions or conversations among meeting participants, including during breaks and scheduled or non-scheduled social activities connected with the meetings must follow these Guidelines.
2. Meetings shall be conducted in accordance with written agendas that are reviewed in advance by IATA counsel familiar with the competition laws of the United States, the European Union and all other relevant jurisdictions to assure that the agenda items are in compliance with these laws.
3. All presentations shall be reviewed and approved in advance by IATA's competition compliance attorney.

Prohibited Agreements and Activities

1. Unless attendees of IATA Meetings 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-participants 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 to collectively 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 airlines 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.
3. The foregoing applies equally to email discussions, instant messaging and social media discussions whether directed to announced participants or other parties not present in the meeting. Participants are reminded that live streaming of this meeting to parties not present in person is not permitted except as indicated by and with the express permission and knowledge of the Chairperson and IATA and only in the event that specific participation on a given item from a party not present in person is required. Unauthorized recording of the meeting is prohibited.

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