

6th annual

# Aviation Outlook Asia 2013

Opportunity and  
strategy for airlines,  
airports and partners

22 – 23 October 2013  
Grand Copthorne Waterfront, Singapore

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# TOP 10 reasons to attend



As full service carriers strive for higher yields, profitable partnerships and new growth opportunities, Asia's only truly strategic gathering of senior airline executives will convene at the 6th Annual **Aviation Outlook Asia** to discuss and debate the best strategies to thrive in the world's most dynamic aviation market.

Attracting over 250 attendees from regional full-service and legacy carriers, international airports, aviation solution providers and key industry stakeholders, it remains the leading forum for airlines to access new partnerships and innovative ideas to harness market growth. Get some blue-sky thinking and join us at Asia's authoritative airline gathering this October.

**register now**

The earlier you book the more you save.  
[www.terrapinn.com/aviationasia](http://www.terrapinn.com/aviationasia)

- 1 Hear first-hand insights from full-service airlines on how to stay profitable in Asia
- 2 Find out how to generate maximum value from joint ventures, partnerships and alliances
- 3 Learn which new technologies and business models will generate new revenues
- 4 Uncover new ideas to build efficient routes across Asia's emerging markets
- 5 Discover innovative ways to implement your sales & distribution strategies
- 6 Access financing, fuel-hedging and cost-reduction ideas to achieve more profitable operations
- 7 Gain insights into how to utilise value-added ancillary revenue streams
- 8 Develop tailored marketing strategies to strengthen brand loyalty & enhance customer engagement
- 9 Stay ahead of Asia's regulatory developments as it moves towards open skies
- 10 Network & forge partnerships with over 250 senior Asian aviation executives

## Learn from senior airline leaders



**Liu Lu**  
President  
Hainan Airlines



**Zheng Yan**  
Chairman  
Air Macau



**Liu Weining**  
Chairman  
Okay Airways



**Emirsyah Satar**  
CEO  
Garuda Indonesia



**Si Thu**  
Managing Director & CEO  
Myanmar Airways



**Dermot Mannion**  
Deputy Chairman  
Royal Brunei Airlines



**Arasnipala T Srinivasan**  
CIO  
Qatar Airways



**Adnan Metin**  
SVP Corporate Development & CIO  
Turkish Airlines



**Joe Locandro**  
Director, Information Technology  
Cathay Pacific



**Aniruddha Sinha**  
CIO  
Air India



**Shuichi Fujimura**  
SVP Marketing & Planning  
All Nippon Airways



**Dean Dacko**  
SVP, Head of Marketing  
Malaysia Airlines



**Anand Lakshminarayanan**  
Divisional VP, Route Planning & Economics  
Emirates Airline



**Jerry Hu**  
CIO  
China Southern Airlines



**Tomohiro Nishihata**  
VP – Web Sales & Marketing  
Japan Airlines



**Mohamed Fazeel**  
Head of Commercial Operations  
Sri Lankan Airlines



**Joel Mendoza**  
CEO & President  
Skyjet Airlines



**Hou Wei**  
Vice President, Marketing  
Hainan Airlines



**Maunu von Leuders**  
Regional Vice President, Asia Pacific  
IATA



**Marnix Fruitema**  
SVP, Asia Pacific  
Air France KLM



**Od Phongsavanh**  
Chairman of Phongsavanh Group  
Lao Central Airlines



**Alok Singh**  
GM Revenue Management & Pricing  
Air India



**Mike Moore**  
Programme Director  
Fiji Airways



**Derek Shanks**  
Executive Vice President – Commercial  
Air Mauritius

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confirmed speakers include

08:15 Registration

08:50 Chairperson's opening remarks

09:00 **Opening Keynote: Outlook on the liberalisation of the ASEAN skies**



**Maunu von Leuders**  
Regional Vice President Asia Pacific  
IATA, Singapore

**UNLOCKING CHINA**

09:20 **Hainan Airlines: Leveraging new opportunities for greater market penetration**



**Liu Lu**  
President  
Hainan Airlines, China

09:40 **Air Macau: Moving successfully from near bankruptcy to growth**



**Zheng Yan**  
Chairman  
Air Macau, Macau

10:00 **Okay Airways: How to attract and retain Chinese customers**



**Liu Weining**  
Chairman  
Okay Airways, China

10:20 **Ask the Chairman: Q&A on accessing the world's hottest aviation market**

**Liu Lu**, President, Hainan Airlines, China  
**Zheng Yan**, Chairman, Air Macau, Macau  
**Liu Weining**, Chairman, Okay Airways, China

10:30 Morning refreshments

**GENERATING NEW REVENUES**

11:00 **Garuda Indonesia: Growing revenue share in Indonesia's busy skies**



**Emirsyah Satar**  
CEO  
Garuda Indonesia, Indonesia

11:20 **MAI: Capitalising on the new frontier market in Asian aviation**



**Si Thu**  
Managing Director and CEO  
Myanmar Airways, Myanmar

11:40 **Lao Central Airlines: Strategies to develop into a premier regional airline**



**Od Phongsavanh**  
Chairman  
Lao Central Airlines, Laos

12:00 Speed networking

12:20 Networking luncheon

**INNOVATION IN AVIATION**

13:20 **Aviation IT Innovation Showcase**

Hear from the solution providers driving technological innovation for the airline industry. Learn about big data, mobility, cloud, and IFE developments and generate new ideas to consider for your IT strategy.

**2 slots remaining:** contact francesca.mckee@terrapinn.com for more details.

14:00 **Cost management 2.0: Lessons learned from Europe's leading LCC**



**Stephan Wilde**  
Director Sales & Business Development  
Airpas Aviation, Germany

14:20 **CIO's Panel: Which new technologies will unleash airline growth?**

**Aniruddha Sinha**, CIO, Air India, India  
**Joe Locandro**, Director Information Technology, Cathay Pacific, Hong Kong  
**Jerry Hu**, CIO, China Southern Airline, China  
**Arasnipala T Srinivasan**, CIO, Qatar Airways, Qatar  
**Adnan Metin**, Senior Vice President Corporate Development & CIO, Turkish Airlines, Turkey

15:00 Afternoon refreshments

**STRATEGIC OPERATIONS & DEVELOPMENT**

15:40 **Fuel management: The key component for running profitable airline operations**



**Andy Smith**  
Sales Director  
Fuel Plus, Germany

16:00 **Rebranding for tactical growth in a crowded Asian market**



**Mike Moore**  
Programme Director  
Fiji Airways, Fiji

16:20 **Increasing profitability through improved Specific Fuel Consumption**



**Don Lohin**  
Chairman & CEO  
Axiam, US

16:40 **Overcoming the challenges for startup airlines**



**Joel Mendoza**  
CEO & President  
Skyjet Airlines, Philippines

17:00 Close of conference day 1

17:10 Networking cocktail

08:15 Registration

08:50 Chairperson's opening remarks

**PROFITABLE PARTNERSHIPS**

09:00 **To be or not to be in an alliance?**



**Dermot Mannion**  
Deputy Chairman  
Royal Brunei Airlines, Brunei

09:20 **Driving global connectivity through airline partnerships**



**Anand Lakshminarayanan**  
Divisional Vice President Route Planning & Economics  
Emirates Airline, UAE

09:40 **Navigating hub competition in Asia**



**Shuichi Fujimura**  
Senior Vice President Marketing and Planning  
All Nippon Airways, Japan

10:00 **Quantifying the true financial value of partnerships, alliances and joint ventures**



**Shakeel Adam**  
Managing Director  
Aviado Partners, Germany

10:20 Morning refreshments

**NEW ROUTES AND MARKETS**

11:00 **Looking East: Restructuring global operations to focus on new markets**



**Derek Shanks**  
Executive Vice President – Commercial  
Air Mauritius, Mauritius

11:20 **Flying into Open Skies: Legal strategies for Asian airlines**



**Ron Bartsch**  
Managing Director  
AvLaw International, Australia

11:40 **Targeting new customers across Asia's emerging markets**



**Mohamed Fazeel**  
Head of Commercial Operations  
Sri Lankan Airlines, Sri Lanka

12:00 **Blue Sky Thinking: Finding new routes & customers in Asia**

**Hosted by:**  
**David Huttner**, Senior Vice President, Nyra Capital, UK

Bring an open mind because this session involves you! Our speakers will open the floor to discuss where the new routes and customers will be found in the Asian market and beyond.

12:30 Networking luncheon

**BUILDING BRAND & CUSTOMER LOYALTY**

14:00 **What does it take to develop a successful brand and product strategy in Asia**



**Dean Dacko**  
Senior Vice President, Head of Marketing  
Malaysia Airlines, Malaysia

14:20 **Service enhancement from IFE: The future is in your passengers' hands**



**David Brown**  
Joint Managing Director  
Bluebox Avionics, United Kingdom

14:40 **Mobility as a key enabler for airlines and airports**



**Arasnipala T Srinivasan**  
CIO  
Qatar Airways, Qatar

15:00 **Utilising SoLoMo to enhance customer loyalty**



**Tomohiro Nishihata**  
Vice President – Web Sales & Marketing  
Japan Airlines, Japan

15:20 Afternoon refreshments

**OPTIMISED ECOMMERCE & DISTRIBUTION**

15:40 **Generating online sales through branding, services and social media**



**Marnix Fruitema**  
Senior Vice President, Asia Pacific  
Air France KLM, France

16:00 **How to satisfy the needs of premium customers**



**Sudeep Ghai**  
Managing Partner  
Athena Aviation, United Kingdom

16:20 **Looking West: Attracting European customers to the China market**



**Hou Wei**  
Vice President  
Hainan Airlines, China

16:40 **Distribution – the new paradigm: Challenges & opportunities in India**



**Alope Singh**  
General Manager Revenue Management & Pricing  
Air India, India

17:00 Close of Aviation Outlook Asia 2013

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# Brand new additions to

"People are engaged and involved at Aviation Outlook Asia, making it great for networking, and a great way for people to get to know you better."

Emirsyah Satar | CEO | Garuda Indonesia

"Bringing in people from airlines with unique business models, Aviation Outlook Asia is an extremely important platform to learn from and exchange ideas."

Anand Lakshminarayanan | Divisional Vice President Route Planning | Emirates

"The networking activities and exchange of information at Aviation Outlook Asia were very effective for me as I spoke with many key people from various verticals across the industry."

Djoko Murjatmodjo | Director of Air Transport | Civil Aviation (Indonesia)

## North Asia CEO Keynotes

With China pulling ahead as the world's fastest growing aviation market, we will host the leaders of key airlines including **Hainan Airline, Okay Airways, Air Macau, Cathay Pacific** and **China Southern Airline** to share their perspectives on where the opportunities for growth lie and the key partnerships which will leverage and unlock market access.

## Expanded Regional Focus

An expanded geographical focus will provide a pan-Asia Pacific view from the CEO's of full-service carriers including:

- **South-East Asia:** Singapore, Indonesia, Malaysia, Thailand, Philippines, Brunei, Myanmar and Laos
- **North Asia:** China and Japan
- **South Asia:** India, Sri Lanka and Mauritius
- **Middle East:** Qatar and UAE

As partnerships & alliances take centre-stage and airlines undergo consolidation at a global level, this wider perspective offers even **more opportunities** to meet airline leaders from across the region.

## IT & Big Data Technology Showcase

As full-service and hybrid carriers search for new and innovative ways to minimise costs and maximise revenue, Aviation Outlook Asia 2013 will **showcase the best companies** from across the globe specialising in:

- Big Data, Cloud, Wi-Fi & Mobile Solutions
- End-to-end Business Optimisation IT Solutions
- IFE & Customer Engagement Solutions

If you provide IT solutions which will optimise airline business models, then you should be showcasing your products here.

## Blue Sky Mobile App

Access abundant opportunities to meet, network and establish valuable relationships with your key prospects. Via Terrapinn's unique online introductory service, the **Blue Sky Mobile Networking App**, attendees can schedule targeted meetings with potential and current clients 4 weeks before the conference take place. Don't leave your meetings to chance!

# GET involved AND make it HAPPEN

## Who should attend



## Meet airlines from:

- |                         |                       |
|-------------------------|-----------------------|
| AirAsia                 | Hong Kong Airlines    |
| Air Bagan               | Japan Airlines        |
| Air France KLM          | Jet Airways           |
| Air India               | Jetstar Asia          |
| Air Macau               | Malaysia Airlines     |
| Air Mauritius           | Myanmar Airways       |
| All Nippon Airways      | Okay Airways          |
| Bangkok Airways         | Philippines Airlines  |
| Cathay Pacific          | Qatar Airways         |
| Cebu Pacific            | Royal Brunei Airlines |
| China Southern Airlines | Scoot                 |
| Emirates                | Silk Air              |
| Etihad                  | Singapore Airlines    |
| Fiji Airways            | Sri Lankan Airlines   |
| Finnair                 | Thai Airways          |
| Garuda                  | Turkish Airlines      |
| Hainan Airlines         | Vietnam Airlines      |

The earlier you book the more you save  
Reserve your place now  
[www.terrapinn.com/aviationasia](http://www.terrapinn.com/aviationasia)

6th annual airline industry gathering in Asia

**250+** global attendees – airlines, airports and partners

**150+** senior level decision makers from Asia's airlines

**100+** facilitated one-to-one meetings and business matching

**50+** airlines in attendance

**25+** C-level renowned airline speakers

Countless networking activities ensure that you connect with your peers

All in a single platform – Aviation Outlook Asia 2013

## Who should sponsor



## Why sponsor?

- Secure 1-1 face time with airline decision makers
- Profile your company as an industry thought leader
- Showcase your world-class solutions to Asian airlines across Asia
- Elevate your brand's presence in the aviation industry
- Establish partnerships and generate new and quality leads

## Partners



Limited sponsorship opportunities.  
Contact Francesca McKee on +65 6322 2325 or [francesca.mckee@terrapinn.com](mailto:francesca.mckee@terrapinn.com)