

AIRLINE E&M: MIDDLE EAST CONFERENCE

Establishing a stronger engineering and maintenance framework to rise above the region's MRO challenges



UBM Aviation

OFFICIAL SUPPORTER:



14 – 16 May 2012, Radisson Blu Hotel, Abu Dhabi Yas Island

BOOK BY
9 MARCH
2012 TO
SAVE UP TO
\$300



CONFERENCE HIGHLIGHTS

- **Benefit** from understanding the short-term and long-term regional workforce needs and how to improve training developments and protocols
- **Assess** how recent world political instability influences the Middle East MRO aviation market
- **Discover** how the delivery of next generation aircraft and OEM maintenance solutions will impact maintenance spend

NEW for 2012 – Meet the Airlines!

A great opportunity to meet with the region's major operators on a one-to one basis.

SPEAKERS INCLUDE:



ABDULLA AL-HUDAIB
VP MAINTENANCE & ENGINEERING
JAZEERA AIRWAYS



KATE SCHAEFER
GENERAL MANAGER – AIRCRAFT GROUP
COMMERCIAL AFTERMARKET AND REPAIR
MOOG



KHALID HAMZA
VP MAINTENANCE
GULF TECHNICS



ZIAD ABU AIN
GENERAL MANAGER
JORDAN AIRMOTIVE

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OPERATORS



AIRLINE E&M: MIDDLE EAST CONFERENCE

The Middle East MRO industry is one of the fastest growing in the world, expected to be worth approximately \$3.2 billion this year and to reach \$7 billion by 2020. Coupled with expected deliveries of large aircraft orders across the next 5 years, **maintenance and engineering departments need to be prepared for change.**

UBM Aviation's **Airline E&M: Middle East Conference** is designed for those within the MRO community who want to maximize available opportunities and will provide essential solutions on **how to overcome regional political instability, focus on technical staff retention and recruitment and offer intelligence on new maintenance dynamics.**

MEET THE AIRLINES

With the continuing success of "Meet the Buyers" at our airline purchasing and maintenance events, it is about time that the MRO industry also reaped the benefits of this unrivalled face to face networking opportunity.

Gain a better insight into the inner workings of the region's carriers, understand how their E&M strategies are evolving and how their needs are changing.

AIRLINES THAT ATTENDED OVER THE PAST TWO YEARS INCLUDE:



SPONSORSHIP OPPORTUNITIES

- Heighten your brand exposure
- Demonstrate your thought leadership
- Drive new business

Our industry-leading events attract senior decision-makers who are eager to learn the latest market trends, new solutions and form new business relationships. As a sponsor, your organisation will gain a competitive advantage by engaging directly with your target audience in an intimate environment that maximises your return on investment.

Contact Peter Harkness on **+44 (0) 207 560 4135**, or email **peter.harkness@ubm.com** for further details

UBM AVIATION EVENTS

UBM Aviation organises global conferences specialising in the MRO, operations, finance and leasing sectors and hosts a family of aviation networking events for the commercial aviation aftermarket.

Our regional and international conferences provide the international aviation community with essential market intelligence and unrivalled networking opportunities.

DAY 0 – MONDAY 14 MAY

- 15:00 **Pre-conference workshop:**
-18:00 **How to build a strong and reliable work force**
- 19:00 **Welcome drinks reception**

DAY 1 – TUESDAY 15 MAY

- 08:15 **Registration**
- 09:00 **Chairman's opening remarks**
Kate Schaefer, General Manager – Aircraft Group Commercial Aftermarket and Repair, MOOG
- 09:10 **Keynote address**
Abdulla Shadid, Chief Commercial Officer, MUBADALA
- 09:30 **World political instability and its regional influence**
 - Assessing the impact of the EU recovery on the Middle East
 - How will the recent developments in world politics influence the aviation market?
 - Discussing the role that oil price fluctuations have on the success of the airline E&M industry in the Middle East*Richard Thompson, Editorial Director, MEED*
Riad Kahwaji, CEO, INEGMA
- 10:15 **MRO strategy market outlook in the Middle East**
 - Analysing the current globalisation of the Middle East MRO market
 - Investigating the obstacles that will have to be overcome for continued growth
 - Assessing the demand for integrated support services and why the biggest MRO spenders are expanding their in-house capabilities
 - How do governments and airlines continue to support and collaborate with the MRO industry in the region?*David Hygate, Director, TEAMSAL*
- 10:45 **Refreshments and networking**
- 11:15 **PANEL DISCUSSION: Understanding the true impact of next generation aircraft on maintenance cost economics**
 - Learning how the next generation aircraft will influence future maintenance spend
 - Understanding how the OEMs and third party MROs can create future partnerships
 - How will the OEM maintenance solutions truly impact the region's MRO growth?
 - Exploring the potential maintenance cost savings of the new generation aircraft*Gerard Heimendinger, Airbus Head of Flight Hour Services Programmes, AIRBUS*
Khalid Hamza, VP Maintenance, GULF TECHNICS
- 12:00 **Monitoring airworthiness and maintenance as part of a SMS**
 - Exploring new safety management systems and implementing training modules
 - Understanding how to manage the change process in various sizes of MROs and airlines
 - Identifying how to deal with short comings in a more efficient manner and assure continuous safety improvements within the global air transportation system*Robert Domcek, Senior Manager Safety & Quality, BAHRAIN AIR*
- 12:30 **Airworthiness: Your responsibilities; your risks**
 - Reporting on the latest updates in UAE civil aviation airworthiness regulations
 - Encouraging harmonisation of regulations, legislations and procedures
 - What are the International strategies of the FAA and EASA?*Mr. Ahmad Al Rawayhi, Director Airworthiness, GCAA*
- 13:00 **Lunch and Networking**
- 14:15 **The future of the region's E&M workforce**
 - Outlining the 5 year forecast of manpower and technical talent pool availability – how can we overcome the shortage?
 - Discussing what negative impact the rising cost of labour could have on quality
 - How do other competitive engineering and maintenance manpower markets deal with staff competition and turnover?
 - What can we learn from other growing regions in the world?*Abdul Salam Al-Aamri, Senior Manager, Maintenance Training, QATAR AIRWAYS*

Airline perspective

Save up to \$300 when you register before March 9 2012



14:45 AIRLINE FORUM: Implementing cost-effective maintenance practices

Airline perspective

- Gaining insight into different airlines' maintenance models
- What are the benefits of flexible contracts such as power-by-the-hour and maintenance-by-the-hour?
- How can equilibrium between cost reduction and safety be achieved in the region?
- Understanding which maintenance operations are most adequate to outsource and who can best deliver

Nathan Smith, Director Aircraft Maintenance & Engineering, **MIDWEST AIRLINES**
Abdulla Al-Hudaib, VP Maintenance & Engineering, **JAZEERA AIRWAYS**

15:30 Refreshments and networking

16:00 Meet the Airlines

Organise 15 minute meetings with leading airlines from the Middle East all under one roof! For more information on how to schedule your appointments, visit www.airlineengineering-middleeast.com

17:30 End of day 1
Drinks Reception Sponsored by MOOG

DAY 2 – WEDNESDAY 16 MAY

09:30 Chairman's opening remarks

Kate Schaefer, General Manager – Aircraft Group Commercial Aftermarket and Repair, **MOOG**

09:35 Day 2 Keynote address

Rashad Karaky, Manager - Economics & Technology Management, **ARAB AIR CARRIERS ORGANIZATION (AACO)**

10:00 Optimising spares deliveries in the region

- Enabling commercial and technical support with optimised delivery times – how can this be improved in the Middle East?
- Updates on regional customs and taxes and their implications on delivering spare parts
- Exploring how you can enhance spare part support to airlines in the region
- Detailing how you can improve your turnaround time?

Andy Braley, Director of Business Development, **A J WALTER AVIATION**

10:30 CASE STUDY: Key drivers of new aircraft demand: The C-Series

- Discussing new optimized technologies that the C-Series brings to the region
- Looking at the program development schedule
- Reporting the commercial aircraft delivery forecast
- What will the C-Series bring to the table in a region focusing on wide body aircraft?
- What are the cost saving implications on maintenance for the C-Series?

Representative from **BOMBARDIER**

11:00 Refreshments and networking

11:30 Proactive and reactive approaches for heat, sand and humidity protection

- Detailing case studies of technical and cost implications of a hot climate and how these problems can be avoided and eliminated
- Outlining new trials and repair concepts for avionics, components and landing gears
- Have these challenges been eliminated by new engine designs?
- How does the new aircraft composite material withstand the region's elements?

12:00 Current and new engine technologies helping to reduce maintenance costs

- Reviewing the available data on next generation engines from shop visits
- Exploring what feedback has been taken on board by the OEMs to make further improvements
- What are the technology and material needs for the next 1-2 generation engines?
- Updates on re-engining and its long term and short term effects

Miyan Zaffar Ahmed Razzaq, Vice President, Middle East and North Africa, Commercial Engines & Global Services, **PRATT & WHITNEY**
Christophe Poulain, CFM General Manager Sales Support, **CFM**

12:45 Lunch and networking

13:45 An overview of leasing trends in the Middle East

- Identifying the aircraft and engine leasing & finance trends in the region
- Understanding what the leasing market will look like in the next 5 years after the introduction of new technology aircraft – how will this impact the lessors and lessees?
- Discussing how lessors view new aircraft programmes and the importance of new technology

Nigel Leishman, Vice President Marketing, **LEASE CORPORATION INTERNATIONAL**

14:15 PANEL DISCUSSION: The “how to” in maintaining low maintenance costs

- Keeping up with on-wing engine maintenance and the impacts on costs
- Addressing hidden support costs
- An overview of maintenance packages that are available in the region
- Assessing the predictability of maintenance costs

Alain Poupin, Vice President EMEA, **NORDAM**
Rahul Shah, Senior Vice President and Managing Director EMEA, **AAR CORP**
Ziad Abu Ain, General Manager, **JORDAN AIRMOTIVE**

15:00 End Of Conference

PRE-CONFERENCE WORKSHOP
– MONDAY 14 MAY

15:00 – 18:00

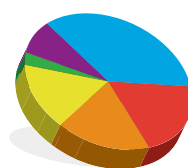
How to build a strong and reliable workforce

With the Middle East commercial aircraft fleet estimated to double over the next 10 years and maintenance companies wanting to attract more business from other regions- trained local staff from the Middle East are in high demand.

This three hour workshop will be focused on the programmes currently available for training and maintaining local staff in the aviation maintenance and engineering industry to support the demand of this growing need.

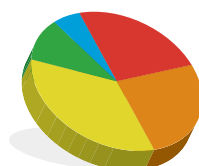
Benefit from this knowledge straight away and take away crucial insights in regional training developments from this practical hands-on workshop.

BREAKDOWN OF LAST YEAR'S ATTENDEES



Stakeholders

Airline.....	35%
MRO.....	20%
Manufacturer/OEM	18%
Supplier	15%
Consultant	3%
Other	9%



Job Descriptions

President/CEO.....	6%
SVP/VP.....	24%
Director.....	26%
Manager.....	33%
Other.....	11%

“Meet the region’s engineering and maintenance leaders in an informal environment and really get talking to everyone, whether it’s at the various drinks receptions or in the conference room.”

Athar Ansari, Director of Engineering, **Air Blue**

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BOOKING RATES

NON AIRLINE OPERATOR BOOKING RATES	
EARLY BIRD RATE Book up to and including 9 March 2012	<input type="checkbox"/> Full conference (including workshop): \$1998 SAVE \$300
	<input type="checkbox"/> Conference only: \$1499 SAVE \$100
STANDARD RATE Book after 9 March 2012	<input type="checkbox"/> Full conference (including workshop): \$2198
	<input type="checkbox"/> Conference only: \$1699
AIRLINE OPERATOR BOOKING RATES	
Full conference (including workshop)	Please register <input type="checkbox"/> delegate(s) for \$599
Workshop only	Please register <input type="checkbox"/> delegate(s) for \$599
Conference only	Please register <input type="checkbox"/> delegate(s) for a FREE PLACE*

*Non sales representatives from airline operators will qualify for a free place provided that they do not offer 3rd party services. Please send your business card to conferences@ubm.com to find out if you qualify.





DELEGATE DETAILS (FOR EASE, PLEASE ATTACH YOUR BUSINESS CARD) – PLEASE PHOTOCOPY FOR ADDITIONAL BOOKINGS

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