

AACO/IATA Business Technology Forum
12-13 September 2017,
Hyatt Regency - Sharm El Sheik.

First Day	
8:00 – 9:00	Registration & Welcome Coffee
9:00 – 9:30	Opening of Forum
	<p>Welcome & Opening Remarks by:</p> <ul style="list-style-type: none"> • Mr. Safwat Musallam, Chairman & CEO – EgyptAir Holding Company • Mr. Abdul Wahab Teffaha, Secretary General – AACO • Mr. Muhammad ALI Albakri, Regional Vice President Africa & Middle East - IATA
9:30 – 10:00	<p>➔ Setting the scene: Phocuswright</p> <p>Change in dynamics, how disruptive technologies are manipulating consumer behavior</p>
10:00 – 10:30	<p>➔ ONE Order: complementing industry transformation initiated by NDC</p>
10:30 – 11:00	Coffee Break
11:00 – 11:45	Session 1
	<p>➔ Disruptive Technologies, will they shape the whole model of the travel industry?</p> <p>Disruptive technologies are the result of new concepts that are changing the paradigm in a certain line of business and with time they become the norm. In the aviation industry, new players like LCCs have caused disruption and increased competition levels. Amazon, Facebook, Kayak, Sky scanner and the likes have introduced new dynamics challenging the way airlines distribute their products yet the fundamentals of distribution were not changed.</p> <ul style="list-style-type: none"> • What's the impact of disruptive technologies on the airline industry? • Will these new players take lead? Will they dominate the game or continue to play the role of referrals as they are today? • And what will the new scheme of online distribution look like in the future?

11:45 – 12:30	Session 2
	<p>✈ Retail Distribution:</p> <p>In an era where internet has become the backbone of our everyday life, where the new generation culture is free access and transparency to anything they need, airline's distribution started to evolve from its current passive, and technology-centric state to a more flexible, dynamic, and passenger-centric environment. Hence, industry trends today are moving towards a transparent shopping experience. However, that is not enough since airline's passenger behaviors are constantly changing, and of course they will continue to do so during the next five years.</p> <p>Artificial intelligence, robotics and analytics, which also encompass numerous technologies and processes, will play a central role in enabling the dynamic pricing and personalization that airlines will need to become authentic and effective retailers. Distribution systems will need to interface with rich content to help airlines effectively merchandise their products in a compelling, captivating manner.</p> <p>This session will discuss whether technology providers and airlines are able to provide the rich retail experience that they need, following in the footsteps of the likes of amazon.com</p>
12:30 – 13:30	Session 3
	<p>✈ Mobile as a Multiplier for Distribution</p> <p>Since the rise of mobile industry & massive adoption of smartphones & tablets, it became inevitable for airlines to position themselves on that new channel to respond to the needs of travelers. Travel agents, corporate businesses, OTAs and the like have realized the importance of joining this new environment.</p> <p>This session will probe the technology providers outlook for the future of mobile catchment of the distribution business.</p> <ul style="list-style-type: none"> • Will airlines be able to harness this technology avenue to regain control over a greater portion of their direct distribution? Or will it be the OTAs & Meta Search who will be the natural choice of the customer?
13:30 – 14:00	Session 4
	<p>✈ Managing Disruptions and their Impact on Airlines' Operations</p>
14:00 – 15:30	Lunch

Second Day

9:00 – 9:15	Welcome and Opening
9:15 – 10:15	Session 1
	<p>→ Big Data Customer Relationship Management</p> <p>Big data means different things for different parties. The objective in the airline industry is to transform the relationship with the customer to a holistic predictable relationship that transcends the mere transactional relationship that exists today.</p> <ul style="list-style-type: none">• How will technology providers be able to help airlines to make use of big data in their request for a total customer relationship management?
10:15 – 11:00	Session 2
	<p>→ Cybersecurity: Mitigating the threat, building cyber resilience</p> <p>In a world where cyber adversaries are more persistent, skilled, and technologically savvy than ever how will airlines mitigate the threat and build cyber resilience? And will the fast pace of technological advancement raise the threat of hacking and increase the risk of Cyber-attacks?</p>
11:00	Closing of Business Technology Forum and Coffee break

Practical Information

Sharm El Sheikh, Egypt



Location:

Sharm el-Sheikh is an Egyptian resort town between the desert of the Sinai Peninsula and the Red Sea. It's known for its sheltered sandy beaches, clear waters and coral reefs. Naama Bay, with a palm tree-lined promenade, is filled with bars and restaurants. Ras Muhammad National Park is a major diving destination, with marine life around the Shark and Yolanda reefs and the Thistlegorm wreck

Hotel and Dress Code:

AACO/IATA Business Technology Forum is held at the Hyatt Regency Sharm El Sheikh Resort Gardens Bay, Sharm El Sheikh, South Sinai Governorate, Egypt. The hotel offers two shuttle services per day to/from Naama Bay and SSH Airport. The Forum's dress code will be smart casual.

Climate:

Average summer and winter temperatures vary between 18-35 degrees Celsius it enjoys a hot and dry desert climate. The best times to visit Sharm El Sheikh are in February and September.

Language:

The official language is Arabic. English, Russian, and Ukrainian are widely spoken throughout the country, due to its touristic nature.