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

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

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-HUDAID
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

www.airlineengineering-middleeast.com
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.

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 it’s 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 M&R 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, TEAMSAI
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 Haindendorfer, Airbus Head of Right 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

Save up to $300 when you register before March 9 2012
14:45 **AIRLINE FORUM: Implementing cost-effective maintenance practices**
- 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, **JAZEERA AIRWAYS**

**Abdulla Al-Hudaiai,** 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**

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**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?

**Christophe Poulain,** CFM General Manager Sales Support, **CFM**

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

**Mylan Zafar Ahmed Razaq,** Vice President, Middle East and North Africa, Commercial Engines & Global Services, **PRATT & WHITNEY**

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**

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**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.

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**BREAKDOWN OF LAST YEAR’S ATTENDEES**

**Stakeholders**
- **Manufacturer/OEM** .......................... 35%
- **MRO** ........................................... 20%
- **Supplier** ........................................ 18%
- **Consultant** ..................................... 15%
- **Other** .......................................... 3%
- **Aircraft operators** ............................. 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
**BOOKING RATES**

**NON AIRLINE OPERATOR BOOKING RATES**

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<td>STANDARD RATE Book after 9 March 2012</td>
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**AIRLINE OPERATOR BOOKING RATES**

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

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1. The Conference is an event organized by UBM Aviation Conferences, London SE1 9UY.
2. By applying for a ticket to the Conference by completing this Order Form, you acknowledge that the Organiser reserves the right, due to unforeseen circumstances, to alter the content, location, timetable, speakers, venue, and/or other technical or administrative details in respect of the Conference. The Organiser reserves the right to provide you with notice of any such alterations.
3. You may transfer your ticket to another individual within the same company or group of companies; PROVIDED that the recipient of the ticket need not have been eligible to purchase the ticket at the price that you paid for it.
4. You may cancel your ticket at any time by providing written notice to the Organiser within 30 days prior to the commencement of the Conference. The Organiser will provide written acknowledgement of such notice. If you provide notice in this way, you will not be refunded if you have already paid for your ticket.
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