



AACO, AFRAA & IATA

Business Technology Forum

Cairo - Egypt

Programme

Sunday October 7, 2018: Cocktail Reception

19:00 – 21:00

Sponsored by:



Monday October 8, 2018: Opening of Forum

8:00 – 9:00

Registration & Welcome Coffee

9:00 – 9:30

Welcome & Opening Remarks by:

- Capt. Ahmed Adel, Chairman & CEO – EgyptAir Holding Company
- Mr. Abdul Wahab Teffaha, Secretary General – AACO
- Mr. Abderahmane Berthe, Secretary General – AFRAA
- Mr. Muhammad Ali Albakri, Regional Vice President Africa & Middle East – IATA

Session 1

9:30 – 10:15

✈ **The Potential of Blockchain Technology**

Blockchain is considered one of the 'game changing' technologies offering several business sectors the ability to build a radically better financial system. Blockchain's distributed ledgers are considered immutable, auditable, and secure. The Airline industry's financial and supply chain system can easily fit into Blockchain. Airlines can benefit from building smart contracts with several data touch points including ticketing, loyalty, security, and even maintenance, which will reduce operational costs and build an interoperable financial system. However, in the era of cyber threats can airlines protect their data 'crown jewels'? and how can airlines ensure that multiple chain nodes are applying same security measures? and what measures should be taken to minimize the risk of irreversible smart contracts?

Panel Discussion moderated by:

Mr. Jonathan Sullivan - Managing Director, **Seabury/Accenture**:

Panelists:

- Mr. Juan Ivan Martin - Head of Innovation, **IATA**
- Mr. Pierre Guiol - Senior Product Manager - NDC and new data services, **SITA**
- Mr. Ramy Fares - Aviation Sector Director Middle East and Africa, **Microsoft**
- Ms. Sara Pavan – Head of Innovation Partnership Program, **Amadeus**

Session 2

10:15 – 11:00

✈ **Big Data Customer Relationship Management**

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.

- How will technology providers be able to help airlines to make use of big data in their request for a total customer relationship management?

Panel Discussion moderated by:

Mr. Abdullah Alamoudi - Systems Manager IT Application, **Saudia**

Panelists:

- Mr. Karim Maarouf - Lead Data Scientist, **ZeroG**
- Mr. Ramy Fares - Aviation Sector Director Middle East and Africa, **Microsoft**
- Mrs. Semra Kandemir - Chief Strategy Officer, **Hitit**

Coffee Break

11:00 – 11:30

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Session 3

11:30 – 12:15

✈ **Retail Distribution:**

In an era where internet has become the backbone of our everyday life, where the new generation culture has 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.

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.

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.

Panel Discussion moderated by:

Mr. Mark Drusch - Vice president for Aviation Commercial, **ICF**

Panelists:

- Mr. Christophe Roux - Head of Solutions, **Amadeus META**
- Mr. Erol Arkan – Director, Product Solutions, **Sabre**
- Mr. Gavin Harris - Commercial Director, **Skyscanner**
- Mr. Igor Roytman - Chief Information Officer (CIO), **Sirena-Travel JSC**
- Mr. Rajendran Vellapalath - CEO, **TP connects**
- Mr. Rui Sequeira - VP Sales & Business Development, **Farelogix, Inc.**

Session 4

✈ Mobile as a Multiplier for Distribution

12:15 – 12:45

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.

This session will probe the technology providers outlook for the future of mobile catchment of the distribution business.

- 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?

Presentation by:

Mr. Ghassan Teffaha – Head of Sales and Business Development/Mobile, Amadeus

Session 5

✈ Managing Disruptions and its Impact on Airline's Operations

12:45 – 13:05

Presentation by:

Mr. Fraser McGibbon – Product Manager, SITA

Lunch

13:05 – 14:35

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Session 6

✈ Cybersecurity: Mitigating the threat, building cyber resilience

14:35 – 15:25

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?

Panel Discussion moderated by:

Mr. Pascal Buchner - ITS Director and CIO, IATA

Panelists:

- Ms. Nora Boukadid - Privacy Services Leadership – Director Data Risk & Technology, Deloitte
- Mr. Rakan Khaled – Director of Global Business Operations, Rockwell Collins
- Mr. Thomas Heuckeroth - Head of Cybersecurity, Emirates Group IT
- Mr. Vivien Eberhardt - Director Cybersecurity, SITA

Session 7	
15:25 – 16:05	<p> E-Payment</p> <p>Presentations by:</p> <ul style="list-style-type: none"> ➤ Mr. Simon Eve - Head of Travel, Trustly ➤ Mr. Kristian Kaspo - Manager Industry Adoption, NewGen ISS – IATA
16:05	Closing of the Business Technology Forum

Dinner	
20:00 – 22:00	<p>Sponsored by:</p> <div>    </div>

Tuesday October 9, 2018: AACO/IATA Direct Data Solution Users' Workshop – Only for DDS Users	
9:00 – 11:00	<p>DDS Programme Update</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product development, what's in the pipeline, value and relevance
11:00 – 11:30	Coffee Break
11:30 – 13:30	DDS Use Cases
13:30 – 14:30	Lunch
14:30 – 16:30	<p>Live Demo:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Run the tool <input type="checkbox"/> Share best practices <input type="checkbox"/> Suggestions to enhance the tool <input type="checkbox"/> Q&A

Practical Information

Cairo, Egypt



Location:

Cairo is the capital and largest city of Egypt. The city's metropolitan area is the largest in the Middle East and the Arab world, and the 15th-largest in the world, and is associated with ancient Egypt, as the famous Giza pyramid complex and the ancient city of Memphis are located in its geographical area. Cairo has the oldest and largest film and music industries in the Arab world, as well as the world's second-oldest institution of higher learning, Al-Azhar University. Many international media, businesses, and organizations have regional headquarters in the city; the Arab League has had its headquarters in Cairo for most of its existence.

AACO Business Technology Forum App - Sponsored by:

amadeus

The App will be published during end of August.

Hotel and Dress Code:

AACO, AFRAA and IATA Business Technology Forum is held at the Royal Maxim Palace Kempinski First Settlement, Cairo – Egypt. The Forum's dress code will be smart casual.

Climate:

Average summer and winter temperatures vary between 16-32 degrees Celsius it enjoys a stable climate most times of the year. The best times to visit Cairo are in April – May and October-November.

Language:

The official language of the country is Arabic. English is widely spoken throughout the country, due to its touristic nature.