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**WORLD ROUTE DEVELOPMENT STRATEGY SUMMIT**

ICAO | WORLD BANK | UBM AVIATION

Sunday 2 - Monday 3 October 2011, Messe Berlin, Germany

Unrivalled speaker line-up includes:

- **Jim Owens**
  VP Global Cargo
  UPS Air Cargo

- **Julian Carr**
  Managing Director
  bmibaby

- **Alex Cruz**
  CEO
  Vueling Airlines

- **James Bennett**
  CEO
  Abu Dhabi Airports Company

- **Edmond Rose**
  Commercial Director
  Virgin Atlantic Airways

- **Josef Formosa Gauci**
  CEO
  Malta Tourism Authority

- **Folasade Odutola**
  Director
  Air Transport Bureau
  ICAO

- **Ram Menen**
  Divisional Senior VP
  Emirates Airline

- **Jeff Fegan**
  CEO
  Dallas Fort Worth International Airport

- **Dr Charles Schlumberger**
  Lead Air Transport Specialist
  The World Bank

Uniting international aviation stakeholders to shape the future of global air transport

- Hear from over **50 leading speakers** in air transport, airports, route development, travel & tourism and air cargo
- Participate in controversial discussions and debates on how to overcome the most significant challenges currently facing the air transport community
- Tailor your agenda from a choice of sessions bringing together the previous conference elements of the **World Route Development Forum** into one single summit now open to all attendees

**Organised by:**

UBM Aviation

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www.worldroute developmentsummit.com
The World Route Development Strategy Summit will provide all aviation stakeholders with a complete understanding of the most significant challenges currently facing the air transport industry and showcase the latest innovations in key growth markets. This content and learning-packed two-day event will also provide unparalleled networking opportunities – all under one roof.

No other event features such a comprehensive agenda encompassing air transport, global aviation strategy, route development, travel and tourism, and air cargo. Featuring a morning of heavy-hitting keynote speakers and afternoon of streamed sessions, the structure of the programme makes it possible for delegates to create their own individual agenda by selecting just the specific areas of aviation relevant to their current role in the industry.

With the majority of the summit taking place the day before the one-to-one meetings begin at the World Route Development Forum, this will be the first year that all attendees will be able to attend the summit.

No other event will feature over 50 high profile aviation leaders including:

ICAO, Folasade Odutola, Director, Air Transport Bureau
Berlin Airports, Prof. Dr. Rainer Schwarz, CEO
ACI World, Angela Gittens, Director General
Etihad Airways, Kevin Knight, Chief Strategy and Planning Officer
Schiphol Group, Jos Nijhuis, President
Abu Dhabi Airports Company, James Bennett, CEO
oneworld, Michael Blunt, VP Corporate Affairs
Royal Jordanian Airlines, Hussain Dabbas, President and CEO
ELFAA, John Hanlon, Secretary General
Wizz Air, József Váradi, CEO
Vueling Airlines, Alex Cruz, CEO
ALTA, Alex de Gunten, Executive Director
CAPA, Peter Harbison, Executive Chairman
KLM, Pieter Groeneveld, VP Network Planning
Malaysia Airlines, Germain Khera, General Manager International Affairs
Southwest Airlines, John Kirby, Director International
Dallas Fort Worth International Airport, Jeff Fegan, CEO
Hermes Airports, Alfred van der Meer, CEO
The World Bank, Dr. Charles Schlumberger, Lead Air Transport Specialist
ICAO, Narjess Teyssier, Chief, Economic Analysis and Policy
visitBerlin, Burkhard Kieker, CEO
Delhi International Airport, Kiran Jain, Head of Airline Marketing and Routes Development
Las Vegas Convention & Visitors Authority, Cathy Tull, Senior VP of Marketing
Norwegian Air Shuttle, Daniel Skjeldam, Chief Commercial Officer
Malta Tourism Authority, Josef Formosa Gauci, CEO
Seychelles Tourism Board, Alain St. Ange, CEO
Spanish Tourist Board, Álvaro Blanco Volmer, Deputy Director General
bmibaby, Julian Carr, Managing Director
Metropolitan Washington Airports Authority, Mark Treadaway, VP of Air Service Planning & Development
Emirates Airlines, Ram Menen, Divisional Senior VP
Budapest Airport, Jost Lammers, CEO
AirBridge Cargo, Tatyana Arslanov, Executive President ATC
D.F. Hoppin & Associates, David Hoppin, Managing Director
Liege Airport, Steven Verhasselt, Business Development Manager Asia Pacific
UPS Air Cargo, Jim Owens, VP Global Cargo
Budapest Airport, Christa Soltau, VP Cargo & Logistics
Cologne Bonn Airport, Franz van Hessen, Director Cargo & Sales
MasKargo, Shahari Sulaiman, Managing Director
ICAO, Mohamed Elamiri, Deputy Director, Safety Management and Monitoring
ICAO, Jim Marriot, Chief, Aviation Security
Etihad Airways, Vijay Poonoosamy, Vice President- International & Public Affairs
VernoEnergy, Evan Smith, Co-founder Partner
Denver Airport, Patrick Heck, CFO
Incheon International Airport Corporation, Mr. Young-Geun Lee, Executive Vice President
Mumbai International Airport, Rajeev Jain, President
Airbus, Christopher Buckley, Executive Vice President Sales- Europe, CIS and Latin America
Virgin Atlantic Airways, Edmond Rose, Commercial Director
### MORNING

**09:00** Opening address  
**09:15** Host keynote address  
**09:30** Keynote address  
**09:45** Positioning report  
**10:00** Untangling international air politics

**11:00** Morning refreshments and networking

**11:30** The evolution of the airline alliance

**12:15** Spot the difference: Low Cost Carrier versus Legacy airline

**13:00** Lunch

### A) ROUTE DEVELOPMENT STREAM

**14:00** Discovering new markets for route expansion

*Investigating what the international plans are for the emerging and developing market leaders from Asia, Africa and the Americas*

- Detailing market analysis and forecasting future rates of growth
- What are the challenges in increasing connectivity with Asia and the rest of the world?
- Understanding the opportunities and challenges in Africa
- What is driving competition in the Americas? How will the Major mergers influence new route development?

**Alex de Gunten, Executive Director, ALTA**

**Peter Harbison, Executive Chairman, CAPA**

**Prashant Sukul, Joint Secretary, Ministry of Civil Aviation, Government of India**

**Scott Laurence, VP Network Planning, JetBlue Airways**

**Pieter Groeneweld, VP Network Planning, KLM**

**John Kirby, Director International, Southwest Airlines**

**15:00** Afternoon refreshments and networking

**15:30** Airport competition: Continuing to shrink the globe

*Understanding how to balance low airport pricing expectations by airlines, escalating competitor incentives and growing capacity constraints*

- Finding and creating routes that do not have capacity greater than demand already
- Privatisation of airports - does this create a conflict of interest in terms of competition?
- How can medium sized airports collaborate for transatlantic service?
- Ensuring fair competition between regional airports and international hubs

**16:15** Route financing and funding: Clearing the hurdles

*Understanding the balance between regulations versus negotiations*

- What challenges are compromising the ability of airports to finance route and capacity developments?
- How can airports and their respective stakeholders combine their efforts to boost incentive packages?
- What is the main source of frustration within these partnerships?
- Measuring the economic impact of a new route and its financial implication

**17:00** End of day one
following streams:

OR

B) TRAVEL & TOURISM STREAM

14:00  Keynote address
Gloria Guevara Manzo, Secretary of Tourism Mexico

14:15  Airport, Airline and Tourism Authority: The golden triangle
Creating a stronger relationship between the three key players in route development
- How can the relationship between the airport, airline and tourism authority be reinforced, and not just in the exotic markets?
- Understanding the various levels of involvement of the tourism authorities in different countries and making the most of this affiliation
- Expanding the relevant geographies for each carrier and alliance with the support of the tourism authorities
- What is the role of tourism in route planning decisions and how will this develop in the future?
  Kiran Jain, Head of Airline Marketing and Route Development, Delhi International Airport
  Cathy Tull, Senior VP of Marketing, Las Vegas Convention & Visitors Authority
  Daniel Skjeldam, Chief Commercial Officer, Norwegian Air Shuttle
  Burkhard Kieker, CEO, visitBerlin

15:00  Afternoon refreshments and networking

15:30  Government support in the tourism market and the transformation of the tourism authority
Emphasising the importance of partnering aviation and tourism
- Are the tourism authorities evolving more into a destination management and marketing organisation whilst the governments take a back seat?
- Are foreign carriers considered for access on the basis of economic and social contribution and not the impact on the national carriers?
- What is the impact of flight taxes on tourism and business travel?
  Josef Formosa Gauci, CEO, Malta Tourism Authority
  Alain St. Ange, CEO, Seychelles Tourism Board
  Álvaro Blanco Volmer, Deputy Director General, Spanish Tourist Board

16:15  The next leap in social media
Evaluating how social media is successfully integrating with more established marketing techniques
- Is this method of destination marketing working for the tourism authorities, airports and airlines?
- Comparing and contrasting international success stories
- How will social media change over the next 5 years?
- Understanding how to effectively utilise social media for crisis management
  Julian Carr, Managing Director, bmibaby
  Katherine Droga, Regional General Manager Continental Europe, Tourism Australia
  Mark Treadaway, Air Service Planning & Development, Metropolitan Washington Airports Authority

17:00  End of day one

OR

C) AIR CARGO ROUTES STREAM

14:00  Keynote address
Des Vertannes, Global Head of Cargo, IATA

14:15  Making cargo a cornerstone of airlines’ success
Measuring the value of cargo
- What are airlines’ key priorities in initiating or preserving routes?
- Can air cargo be a tonic for passenger market challenges?
- When should passenger airlines fly freighters?
- Should cargo expansion be limited by passenger considerations?
  Ram Menen, Divisional Senior VP, Emirates Airlines
  Chris Mangos, Marketing Division Director, Miami-Dade Aviation department, Miami International Airport

15:00  Gauging flexibility in route development
Freighters and the viability of alternative gateways
- Integrated logistics: What is the impact on route development?
- China: Opportunity, threat or both for cargo industry growth?
- Suppliers: Productive targets for route development?
- Airports: How and to whom should they market their facilities?
  Tatyana Arslanova, Executive President ATI, AirBridge Cargo
  David Hoppin, Managing Director, D.F. Hoppin & Associates
  Steven Verhasselt, Business Development Manager Asia Pacific, Liege Airport
  Jim Owens, VP Global Cargo, UPS Air Cargo

16:00  Afternoon refreshments and networking

16:15  Leveraging cargo as a revenue source for airlines and airports
Maximising this important revenue stream for future growth
- Can airlines and airports cooperate to improve reliability of long-term operations forecasts and facilities capacity plans?
- What can airports provide airlines for route analyses and how can they support new routes?
- How can airports and airlines benefit from area economic development stimulated by cargo operations?
  Christa Soltau, VP Cargo & Logistics, Budapest Airport
  Franz van Hessen, Managing Director Cargo, Cologne Bonn Airport
  Shahari Sulaiman, Managing Director, MasKargo

17:00  End of day one

In association with

To register:  www.worldroutedevelopmentsummit.com
DAY TWO - MONDAY 3 OCTOBER

09:30 Opening address: Setting the scene

10:00 Security and safety: The next challenges
   What are the biggest threats in air transport?
   • Aviations security challenges: a progress report
   • What does the future hold for airport security and overcoming
     the next security challenges?
   • How much of an obstacle are security and safety in developing
     markets?
   • With expected traffic growth, what more can be done to reduce
     accident rates?
   Mohamed Elamri, Deputy Director, Safety Management and
   Monitoring, ICAO
   Jim Marriot, Chief, Aviation Security, ICAO
   Dr. Charles Schlumberger, Lead Air Transport Specialist,
   The World Bank
   Ralph Beisel, CEO, German Airports Association

11:00 Morning refreshments and networking

11:30 Predicting the impact of fuel price volatility
   Bouncing back from the political crisis and natural disasters faced this year
   • What role can the government play on reducing sale tax on ATF?
   • What will be the threshold where airlines can no longer absorb
     fuel costs and pass on the burden to the consumer? Is it already
     happening?
   • Do airports fully understand the impact that fuel price instability
     has on the airlines and its influence on route expansion?
   Lew Fulton, Senior Transport Energy Specialist,
   International Energy Agency
   Alan Robinson, President & CEO, Paradigm BioAviation
   Professor Kjell Aleklett, Professor of Physics, Uppsala University

12:30 Greener skies; greener profits- an oxymoron?
   Evaluating if the aviation sector is paying to become greener without
   see any return
   • Reviewing the future forecasts for aviation emissions and monitoring
     the financial impact of compliance
   • Emission allowances: what are the coping strategies and who will
     benefit?
   • What initiatives are given to green airports and how is reduced
     airport energy costs viewed by the public?
   Vijay Poonoosamy, VP International & Public Affairs, Etihad Airways
   Evan Smith, Co-founder Partner, VernoEnergy

13:30 Lunch

14:30 The power of airport developments on local and country economies
   Understanding how airports are now viewed as being
   economical catalysts
   • Examining the justification for public investments in new airport
     construction and development
   • Evaluating the impact in terms of airport facility employment,
     directly related business activity and spin off development
   • Enhancing the global connectivity of an airport and its impact
     on the economy
   • Using airports as a tool to reinvigorate regional economies
   Jost Lammers, CEO, Budapest Airport
   Patrick Heck, CFO, Denver Airport
   Mr. Young-Geun Lee, Executive Vice President, Incheon International Airport Corporation
   Rajeev Jain, President, Mumbai International Airport

15:30 Delayed aircraft deliveries this year and beyond
   Measuring the present and future implications of delayed aircraft
   deliveries
   • Are the deliveries back on track?
   • Detailing the cost advantages of the new generation aircraft
     models and their impact on airline profitability
   • Are the advancements in aircraft technology keeping pace
     with the challenges of energy prices and environmental policies?
   • What is the future outlook and impact on air transport?
   Christopher Buckley, Executive Vice President Sales – Europe,
   CIS and Latin America, Airbus
   Philippe Poutissou, Vice President – Marketing,
   Bombardier Commercial Aircraft

16:30 Closing remarks from the moderator

16:45 End of summit

5 REASONS TO ATTEND THE WORLD ROUTE DEVELOPMENT STRATEGY SUMMIT

1 Hear from associations including IATA, ACI World, ELFAA, AEA and ALTA about the shape of the market and their future strategies

2 Have your say in formulating the future strategies in route development, tourism and air cargo

3 Listen to ICAO provide global perspectives on air transport, safety, security and environmental protection issues, upon which sustainability of the aviation sector depends

4 Participate in discussions with airport CEOs on how they are overcoming pressures to reduce airport costs and deliver capacity growth

5 Get up to speed with need-to-know topics including increasing oil prices, aviation's impact on the environment, government support in the tourism market and more.....

Register before 29 July 2011 to save up to £100, visit www.worldroutedevelopmentsummit.com

SPONSORSHIP OPPORTUNITIES

If influencing CEOs, COOs, CFOs and Network Planners is a big part of your business development strategy, The World Route Development Strategy Summit is a strong platform for you to promote your brand and services.

Whether you are looking to advocate your airport or your destination, this is a unique chance to capture the attention of 300 of the most senior industry participants and VIPs – all who will be present in the same place, at the same time.

Sponsorship opportunities are limited. To discuss these in more detail, contact Patricia Holst at patricia.holst@ubm.com or on +44 (0)207 955 3766.

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WORLD ROUTE DEVELOPMENT STRATEGY SUMMIT

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Please note this is only for delegates who haven’t/won’t register to attend The World Route Development Forum

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