

Third ABS
Middle East



Airline Business Seminar

S U P P O R T E D B Y E M B R A E R

Dubai, United Arab Emirates
September 2012, 10th-12th



DEMO FLIGHT
Gulf Air E190
AT 2:00 pm

OPENING COCKTAIL
Villa Beach Restaurant
Madinat Jumeirah
Beach
7:00 to 10:00 pm

Agenda Sep 11

08:30 – 09:00	Registration Madinat Jumeirah / Mina A' Salam Hotel Al Sufouh Road, Dubai
09:00 – 09:10	Welcome Mathieu Duquesnoy Vice President, Middle East & Africa Embraer - Commercial Aviation
09:10 – 9:50	Connecting People through Social Media Pedro Waengertner CEO, Connect Group
9:50 – 10:30	Middle East Social & Economic Overview TBC PricewaterhouseCoopers
10:30 – 11:00	Coffee Break
11:00 – 11:50	Middle East Air Transport Outlook Hussein Dabbas VP Middle East & North Africa, IATA
11:50 – 12:40	Open Skies – The Moroccan Experience TBC RAM, Morocco
12:40 – 14:00	Lunch
14:00 – 14:40	Fuel Hedging - Mitigating Fuel Price Volatility Michael Corley President, Mercatus Energy
14:40 – 15:20	Saudi Domestic Market - Open Skies TBD GACA, Saudi Arabia
15:20 – 15:50	Coffee Break
15:50 – 16:40	Foreign Experience – South African Express Inati Ntshanga (tbc) CEO, SAX
20:00 – 22:30	Gala Dinner One&Only Royal Mirage / Eauzone Deck Al Sufouh Road, Jumeirah Beach, Dubai

Agenda Sep 12

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| 09:00 – 9:30 | On-board Connectivity Fact or Fiction?
Dawood Al-Raisi
Senior Manager Technical Projects, Oman Air |
| 9:30 – 10:00 | Connecting the World - Behind the strategy
Jochen Hoesch
Senior Manager Fleet Planning & Research, Emirates |
| 10:00 – 10:30 | Airports - How to keep up with airline ambitions?
George Karamanos
VP Corporate Marketing & Communications, ADAC |
| 10:30 – 11:00 | Coffee Break |
| 11:00 – 12:00 | Network Planning – Market Size and Seasonality
Dr Zheng Lei
Director - Air Transport Research at Cranfield University |
| 12:00 – 12:30 | LCCs Expansion in the Middle East
TBD
FlyDubai |
| 12:30 – 14:00 | Lunch |
| 14:00 – 14:40 | Regional Connectivity - Bringing the region together
Guido Ruther
VP, Royal Jordanian |
| 14:40 – 15:20 | Aircraft Acquisition – Leasing vs Purchase
Michael O'Mahony
Senior VP Sales & Marketing, GECAS |
| 15:20 – 15:50 | Coffee Break |
| 15:50 - 16:40 | The Challenges of Long-Term Fleet Planning
Ehab Ghazi
Deputy VP Planning, EgyptAir Holding |
| 16:40 - 17:00 | Farewell and See you next year!
Mathieu Duquesnoy
Vice President, Middle East & Africa
Embraer - Commercial Aviation |