



AIRLINE  
**CXO**  
SUMMIT

16<sup>TH</sup> NOVEMBER 2019

▶ JW Marriott Marquis, Dubai, UAE

# SHAPING THE GLOBAL FUTURE OF AVIATION

AN OFFICIAL EVENT OF  
THE DUBAI AIRSHOW



**DUBAI**  
AIRSHOW

The inaugural Airline CXO Summit will be the most significant meeting of commercial airlines and decisions makers globally. This one-day conference will attract leading decision makers from airlines, air traffic management, regulators, associations and equipment manufacturers to network and debate the industry's most critical issues and challenges.

[WWW.AIRLINECXO.AERO](http://WWW.AIRLINECXO.AERO)

# ► WELCOME

**BRINGING TOGETHER THE LEADERS OF COMMERCIAL AIRLINES FROM  
AROUND THE GLOBE**



## **Ahmed bin Saeed Al Maktoum**

President of Dubai Civil  
Aviation Authority  
Chairman of Dubai Airports  
Chairman & Chief Executive,  
Emirates Airline & Group

## **AIRLINE CXO SUMMIT**

The global airline industry has seen significant growth in the last decade, with no signs of slowing down. By 2036, the International Air Transport Association (IATA) expects 7.8 billion passengers to travel by air, which means traffic will almost double in the next 20 years.

This is a fantastic opportunity for change and innovation in the airline industry, and an opportunity for players to enter new markets and set new benchmarks in service quality. But airlines also face a myriad of challenges, including rising fuel prices, geopolitics and global economics.

As such, we are delighted to inform you that the Airline CXO Summit that will be launched as part of the Dubai Airshow 2019, will have active participation of some of the top decision makers from major airlines around the world.

The one-day conference, taking place on 16th November 2019, will discuss critical challenges facing the sector as well as the key advancements happening in the commercial airline industry.

The conference will deliver huge benefits in terms of trends, challenges and opportunities for airlines globally and I look forward to your participation in this important event for the growing aviation sector.





## ▶ KEY MARKET FACTS



The Middle East will grow strongly with a CAGR of 4.4% and will see an extra 290 million passengers on routes to, from and within the region by 2037. The total market size will be 501 million passengers\*



42% of passengers say greater overhead space for hand luggage would improve the boarding experience



45% of air travellers choose biometric identification as a replacement of their passport

Services that could best improve the travel disruption experience;

- + 54% – real time, accurate travel notifications
- + 56% – Automatic flight re-booking



Emerging trends for on-board Wi-Fi usage preferences:

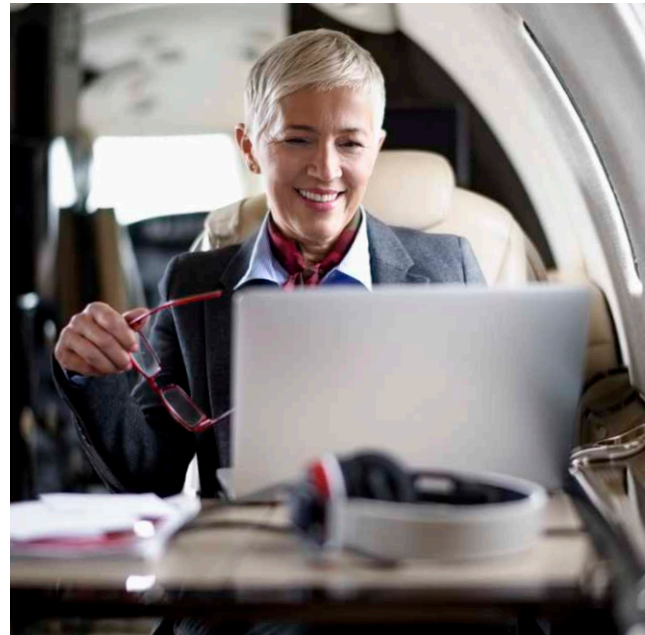
- + 39% – Searching connecting flight related information (e.g. gate number)
- + 37% – Planning your onward journey (e.g. accommodation, transportation)
- + 33% – Filling in customs e-declarations or other e-forms

‘Fast, intuitive and self-serviced airport experience’ is what the modern passenger wants\*\*\*



- The millennial traveler wants\*\*\*;
- + Online check-in on smart phone
  - + Electronic boarding pass
  - + Self-service boarding
  - + Biometric ID replacing passports

47% – Online check in via smart phones in the most preferred way



## ▶ KEY CHALLENGES & OPPORTUNITIES

### TO BE DISCUSSED DURING THE CONFERENCE:

- + Embracing change – what technologies and trends will make an impact here and now in aviation?
- + Thinking outside the box – taking lessons from Formula 1, the worlds most cutting edge sport
- + Looking at technology & business process implementations which can improve efficiency and service offering
- + Assessing the evolving business models and how the market needs to adapt
- + Identifying and planning for current and potential industry disruptors – what is on the horizon?





## ► TOP REASONS TO ATTEND AIRLINE CXO SUMMIT 2019!

### BY INVITATION ONLY

Gain access to exclusive insights, thought leadership and industry knowledge, keeping you at the forefront of the aviation industry.

### NOT YOUR USUAL CONTENT

Focusing on the issues other conferences don't, provoking challenging debates on game changing technologies, and separating future trend facts from fiction.

### THE HIGHEST LEVEL OF DIALOG

With only the C-Level in attendance and under Chatham house rules, there will be no dilution of content, and we will foster honest and frank discussions.

### CO-LOCATED WITH THE DUBAI INTERNATIONAL AIR CHIEFS CONFERENCE

Rub shoulders with the who's who of international air force and air defence decision makers.

## WHO SHOULD ATTEND?

Not just for the world's largest and well-known airlines, the Airline CXO Summit is also for the disruptors and rule-breaker airlines, innovators and changemakers. We are on the cusp of Aviation 4.0, one of the most exciting times in the industry since the dawn of flight, but there is still a long way to go.

Join us for the most strategic and collaborative, and exclusive, aviation conference of 2019. Tackling the future technologies and trends that are driving us in to a new age of digitalisation, we will be sieving through the hype and identifying what really matters to airlines.

### JOB TITLES

Chief Executive Officer (CEO)  
Chief Operating Officer (COO)  
Chief Information Officer (CIO)  
Chief Technology Officer (CTO)  
Chief Marketing Officer (CMO)  
Chief Commercial Officer (CCO)  
Chief Financial Officer (CFO)



# ► CONFERENCE AGENDA

SATURDAY 16<sup>TH</sup> NOVEMBER 2019

**10.00 Welcome address**

**10.05 Keynote Speeches**

**10.15 Panel discussion: What does the future of urban, regional and global mobility look like**

Breaking through the barriers of innovation and tackling the real mobility challenges. Considering at what stage urban mobility will impact the airline business and discussing where the future of commercial air travel is heading. What will air travel look like in 50 years and how your airline prepare for upcoming technology innovations.

**11.15 Refreshments and networking break**

**11.45 Panel discussion: Confronting barriers to airline digital transformation**

This isn't just any other discussion about the digital revolution, but a new twist to the conversation. Hear from airlines who are at the forefront of digitalization and how they have overcome the complex challenges that go hand in hand with innovation transformation.

**12.45 Formula 1 Case Study – Balancing speed with safety: Learn from the world's most technologically advanced sport**

With hundreds of millions of dollars spent in research and development to save just hundredths of a second, Formula 1 Teams spare no expense when trying to achieve their ultimate success. But where can the airline industry take note? Communications? Data analytics? Safety v speed? Pit stops and turnaround times? Join our F1 speaker to hear how intense competition drives real change.

**13.15 Lunch and networking break**

**14.15 Panel discussion: The rise of low-cost, long-haul (LCLH) routes**

As passengers continue to prioritize cost over everything else, budget travel is no longer reserved for short-haul flights. However, whilst everyone wants low cost travel, does the business model for LCLH work financially for airlines?

**15.00 Panel discussion: How can the huge potential in the African aviation market be REALISED?**

As the continent that offers the most potential for aviation growth, why isn't more being done? Africa represents the last frontier in aviation but faces barriers for progression from political reason, to demand and infrastructure restraints. This session will consider how to advance Africa's interconnectivity and international routes.

**16.15 Coffee and networking break**

**16.15 Panel discussion: Revolution is in the air: Future proofing your airline**

While it's hard to exactly pinpoint what is on the horizon of air transport. In 10, 20 or 50 years time it is safe to say it will look drastically different to now. What will aircraft look like in 50 years time, what is the customer appetite for autonomous planes and how will new business models affect the airline industry over the coming decades?

**17.00 Closing remarks**

**17.05 Evening networking reception**

Network with other airline visionaries and futurists at our unique reception. Taking place at the rooftop lounge of the world's tallest hotel overlooking Dubai Downtown, join us for an evening of canapés and cocktails before the week of the Dubai Airshow 2019 begins!



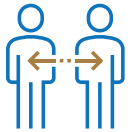


## ► WHY SPONSOR?



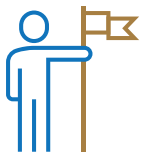
### MAINTAIN EXISTING RELATIONSHIPS

It's hard to get face time with the C-Level Airline Execs even when they are your customers, supporting this industry event not only gives you access to new prospects, but gives you valuable time with existing clients



### ACCESS TOP DECISION MAKERS

Airline CXO attracts only the most senior decision makers at global airlines, giving an exclusive opportunity to meet and network at this invitation only event



### DEMONSTRATE YOUR COMPANY'S EXPERTISE

Through high-level opening keynote welcome & closing remarks and panel discussions you will have the opportunity to deliver your value proposition to the world's largest and most innovative airlines



### COMPANY BRANDING & POSITIONING

With strong industry support for this event, don't miss out on the chance to position your company alongside top buyers and global brands

## ► AIRLINE CXO SPONSORSHIP OPPORTUNITIES

- + Leveraging one of the most successful, far-reaching and reputable aviation events in the world and a huge international marketing campaign the one conference will be the premier meeting place for the global airline community.
- + We can tailor sponsorship packages to meet your company's marketing requirements and give you the opportunity to position your brand in front of key airport decision makers.
- + This is a unique opportunity to meet, network and engage with the top decision makers in the airline industry in an exclusive setting.
- + Connect with your audience, enhance your corporate brand, raise your profile and reach the right people contact us today for more information.



### BOOK A MEETING

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