

REGIONAL AVIATION CONFERENCE 2009

Withstanding Turbulence in the Aviation Sector for Long Term Growth

21 & 22 April 2009
Nikko Hotel, Kuala Lumpur

INTRODUCTION

“The mastery of the turn is the story of how aviation became practical as a means of transportation. It is the story of how the world became small.”

(William Langewiesche, American author and journalist)

Truly, aviation has made the world we live in smaller and the geographical distances less formidable. Air transportation also plays an essential role in continued economic development. Eight percent of global GDP growth can directly be attributed to air travel, making it fundamental to the world's economy. According to a 2008 research done by the Air Transport Action Group (ATAG), the air transport industry generated a total of 32 million jobs globally through direct, indirect, induced and catalytic impacts. Aviation has also emerged as the only rapid worldwide transportation network, becoming a vital catalyst to global business and tourism. In Asia, where most developing countries are located, aviation is crucial in facilitating economic growth.

Not surprisingly, given the current global economic downturn, there is growing concern of a negative impact on the aviation sector. Like all other economic industries, aviation-related organizations are bracing for a slowdown in their businesses.

This conference therefore, seeks to provide a platform for aviation players to deliberate upon pertinent issues regarding their industry – be it financial and financing matters, liberalization affairs, safety issues - amongst other key topics. It will truly be an event to share ideas on how the aviation sector can withstand turbulence to achieve long term growth.

OBJECTIVES

Key objectives of the conference include:

- Provide an update on aviation issues in the Asia-Pacific region;
- Identify future challenges and opportunities in the aviation sector;
- Address key considerations pertaining to financing, technology usage, liberalization as well as safety and security issues in aviation;
- Develop a deeper understanding about aviation and the environment;
- Discuss new ideas to further develop low cost air services in the region;
- Facilitate discussion and networking opportunities between aviation partners, aviation players and policy makers to discover new growth markets.

WHO SHOULD ATTEND?

This conference is specifically designed for:

- Policy makers in governmental agencies dealing with aviation issues
- Investors, financiers and legal advisors to the aviation sector
- Aviation planners and environmental analysts
- Technology providers
- MRO operators
- Aviation consultants and suppliers
- Airport and air cargo operators
- Aircraft manufacturers
- Aviation human resource and training providers
- Hotel and tourism operators
- Air finance and leasing companies
- Air safety consultants
- Aviation research consultants

For further information please contact
603-6203 2009 fax: 603-6203 5030 or
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Developed & organized by:



Malaysian Institute of
Aviation Technology



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DAY ONE

8.15 – 9.30 am Registration

9.30 - 9.35 am Welcoming Speech

9.35 - 10.30 am Special Session:

“Aviation Prospects in the Asia Pacific Region for 2009-2010: Defining the Challenges and Opportunities”

The aviation industry is not spared the negative impact of the current global economic situation. This session offers an expert's perspective concerning the challenges as well as opportunities in the Asia-Pacific region.

- Is there a silver lining the stormy clouds?
- Are the aviation players in Asia-Pacific more prepared and able to face the challenges compared to their counterparts in other regions?
- Turning challenges into opportunities: What needs to be done?

10.30 - 11.00 am Refreshments

11.00 – 12.30 pm Session I:

“Dealing with Safety Issues in Aviation: Key Considerations”

Indisputably, maintaining the highest levels of air safety is the main priority of the aviation industry.

- What is the track record of airlines in the region pertaining to safety?
- The need to ensure stringent safety standards vs deregulation and rapid growth
- Is there an industry skills shortage – experienced pilots, aviation engineers, regulatory enforcement efforts, etc, and is it impacting aviation safety?

12.30 – 1.30 pm Lunch

1.30 – 3.00 pm Session II:

“Aviation and the Environment: Creating Sustainable Solutions”

As air transportation continues to grow, increasing attention is accorded the aviation sector, particularly its impact upon the global ecosystem. Although the current aviation carbon footprint is a mere 2% of global CO2 emissions, the need to address its environmental impact remains pertinent.

- How should the aviation sector deal with air transportation-environmental issues? Mitigation strategies
- Is there a need to amend regulatory policies to support aviation-related environmental efforts?
- Taking the lead in creating solutions – governments, corporations or NGOs?

3.00 – 5.00 pm Session III:

“Maximizing Financial Performance: Raising Capital and Revenue, Lowering Cost and Risk”

As a capital intensive industry, the ability to optimize financial performance is key to long term growth in the aviation sector.

- In today's turbulent market, what strategies should aviation players – airports, passenger and cargo airlines – adopt to optimize their financial performance?
- Is there sufficient liquidity in the current market to raise credit?
- What are the options for sourcing finance for the aviation sector? Exploring new revenue streams and traditional sources of financing.

5.00 pm Refreshments/End of Day One

DAY TWO

9.00 – 10.30 am Session IV:

“Air Services Liberalization: Moving towards A Single Aviation Market in ASEAN”

In November 2008, the ASEAN countries signed three important agreements which led to greater air services liberalization between member countries. These agreements aimed at enhancing ASEAN's air transportation integration by 2015 are indeed a significant development.

- A progress update on ASEAN's Open Skies initiative.
- What's in store for regional aviation players leading to 2015?
- Learning from the experiences of other regions to stay on course.

10.30 – 11.00 am Refreshments

11.00 am - 12.30 pm Session V:

“Growing the Market for Low Cost Carriers: Harnessing Growth Opportunities in Asia-Pacific”

In recent years, Asia-Pacific has witnessed tremendous growth in the low-cost (LCC) air services market. The expansion of LCC services not only contributed to the development of the aviation sector in the region but also provided never-before opportunities for people to fly.

- How should LCCs position themselves in an increasingly challenging aviation environment?
- What are the opportunities for growth in Asia for LCCs?
- Managing cost and profitability: How low can LCCs go? Is there a “best model” for LCCs?

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12.30 – 1.30 pm Lunch

1.30 – 3.00 pm Session VI:

“Leveraging Technology to Grow the Aviation Sector: Utilizing New Channels for Effective Performance”

(Aviation is both a user and developer of technology. It is an industry which is significantly influence by the usage of technology.

- The evolving role of technology and its impact on aviation.
- Technological innovations and applications in the aviation sector.
- Technology investment – making the right assessment and achieving the best fit.

3.00 – 4.30 pm Session VII:

“Creating Smart Partnerships with Aviation-Related Industries – Leisure, Hotels and Tourism Authorities – Venturing into New Markets”

This session brings together speakers from the aviation sector with experts from the tourism, leisure and hotel industries to share ideas on how to establish stronger linkages to mutual benefit to penetrate new markets for growth.

4.30 – 5.00 pm Refreshments/End of Conference

Mr Chow Kok Kee, Chair of the United Nations Framework Convention on Climate Change (UNFCCC) Expert Group on Technology Transfer

Mr Stuart Dean, President, GE Southeast Asia

Mr Chew Choon Seng, Chief Executive Officer, Singapore Airlines

Mr Ashley Smout, Chief Executive, Air New Zealand

Mr Tim Clark, President, Emirates Airlines

Mr Shahari Sulaiman, Managing Director, MASKargo

Mr Marcelo Minc, Principal Project Management Specialist, Office of the Director General, East Asia Department, Asian Development Bank (ADB) (Philippines)

Mr Eddy Porwanto, Executive Vice President – Finance, Garuda

Mr Robert Martin, BOC Aviation, Singapore

Mr Tom Ballantyne, Chief Correspondent, Orient Aviation (Hong Kong)

Mr Lim Kim Choon, Chief Executive, Civil Aviation Authority of Singapore (CAAS)

Mr Peter Harbison, Executive Chairman, Centre for Asia Pacific Aviation

Mr Azhar Azahari, Country Manager – Malaysia, International Air Transport Association (IATA)

Mr Tony Davis, Chief Executive Officer, Tiger Airways, Singapore

Mr Patee Sarasin, Chief Executive Officer, Nok Air, Thailand

Mr Warwick Brady, Chief Executive Officer, Mandala Air, Indonesia

Mr Brett Godfrey, Chief Executive Officer, Virgin Blue, Australia

Mr Dave Chambers, Partner and General Manager – Transportation, Asia South, Unisys (Singapore)

Mr Paul Dalton, Regional Vice President – Sales and Relationship Management, North Asia and Pacific, SITA

Mr John Koldowski, Director – Strategic Intelligence Centre, Pacific Asia Travel Association (PATA), Thailand

Mr Ngiam Foon, President, Malaysian Association of Tour and Travel Agents (MATTA)

Mr Stuart James Venner Pack, Chief Executive Officer – Hospitality, Leisure and Health, Division, Country Heights

Note:

- All Moderators and Speakers invited are subject to confirmation
- The organizer reserves the right to change the programme and speakers in the best interest of the conference
- This program is the copyright of Asia Executive Programs Sdn Bhd

Invited Role Players

Dato' Mohd Ilyas Zainol Abidin, President, Malaysian Association of Hotels (MAH)/Secretary General, ASEANTA

Dato' Seri Bashir Ahmad, Malaysian Airports Holdings Bhd (MAHB)

Dato' Seri Tony Fernandes, Chief Executive Officer, AirAsia Bhd

Dato' Ravindra Menon, Executive Director, Subang Skypark Sdn Bhd

H.E. Mr Vincent Piket, EU Ambassador to Malaysia

Dr Mario Arturo Ruiz Estrada, University of Malaya

Professor Ahmad Zahir Mokhtar, Dean, Universiti Kuala Lumpur Malaysian Institute of Aviation Technology (UniKL MIAT)

Dr Rajah Kumar, President, Malaysian International Chamber of Commerce and Industry (MICCI)

Mr Colin Baker, Editor, Asian Airlines & Aerospace

Ms Sherry Carbary, President, Alteon Training (Singapore)

Mr Jean-Pierre Ambrosini, EU Civil Aviation Expert (Indonesia)

Mr Alan Stray, Director, International Australian Transport Safety Bureau

Mr David Tai, Vice President, Corporate Safety Division, China Airlines



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Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(2) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(3) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

Contact Person's Details

Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

Payment

_____ (no of Pax) x _____ (fee)

= RM _____

Enclosed herewith bankdraft/Cheque No. _____

5 Easy Ways To Register

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No. 2 Jalan Kiara, Mont' Kiara,
50480 Kuala Lumpur, Malaysia

603-6203 2009

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Registration Fee

Standard Rate

RM2, 480.00 per delegate

Group discount of 10% will be extended to organization sending 3 or more delegates.

Fee is inclusive of lunch, refreshments and documentations.

Venue

Date

21 & 22 April 2009

Venue

Nikko Hotel, Kuala Lumpur

Registration Information

Payment

All payment must be made in advance of the conference. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the conference. Alternatively, you may nominate a substitute. We would appreciate advance notice.

Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

a) Asia Executive Programs Sdn Bhd

(623109-U)

Suite C-3A-2, Plaza Mont' Kiara,

No. 2 Jalan Kiara, Mont' Kiara,

50480 Kuala Lumpur, Malaysia

Tel : 603-6203 2009

Fax : 603-6203 5030

E-mail : info@aep.com.my

Website : http://www.aep.com.my

b) Payment can be deposited directly to :

Asia Executive Programs Sdn Bhd

(623109-U)

Account No. 14194 0010017352

(Alliance Bank Malaysia Berhad)

Please notify us of your payment by

faxing a copy of your remittance

to us.