

The Middle East Aviation IT Managers Forum

5 EASY WAYS TO REGISTER

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DATE AND VENUE

The Fairmont Dubai, Sheikh Zayed Road, Dubai, UAE, Tel +971 4 3325555, Fax +971 4 3118155 or e-mail dubai.reservations@fairmont.com

FEE

Two day conference: Monday 8th December 2003 - Tuesday 9th December 2003, the cost of the conference is **US\$ 750 / UAE Dhs 2,755**

All fees include lunch, refreshments and the forum papers. Payment is required prior to the event.

Free Attendance For Senior IT Executives From Airlines And Airports

REGISTRATION

YES, Please register the following delegates

Two-day Conference, Monday 8th December 2003 -Tuesday 9th December 2003

US\$ 750 / UAE Dhs 2,755

CANCELLATION POLICY

If you should cancel your registration before 25 November 2003 you will receive a refund less a service charge of US\$ 150 / 550 UAE Dirhams. We regret that no refunds can be made for cancellations received after 25 November 2003. Substitute delegates are welcome at anytime.

ACCOMMODATION

Reduced rate hotel accommodation is available at The Fairmont Dubai Hotel. To reserve your hotel accommodation please contact The Fairmont Dubai Hotel (details above) quoting the Middle East Aviation IT Managers Forum to qualify for a preferential rate.

VISAS

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

DATA PROTECTION

The personal information provided by you will be held on a database and may be shared within the ITP Group. Sometimes your details may be obtained from, or made available to, external companies for marketing purposes. If you do not wish your details to be used for this purpose, please write to:
The Database Manager, ITP, PO Box 500024, Dubai, UAE or email events@itp.com

DISCLAIMER

It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.

DELEGATE 1 (PLEASE PHOTOCOPY FORM FOR MULTIPLE BOOKINGS)

Fee..... (Mr/Mrs/Ms/Dr) First nameFamily name

Job titleEmail

DELEGATE 2

Fee..... (Mr/Mrs/Ms/Dr) First nameFamily name

Job titleEmail

DELEGATE 3

Fee..... (Mr/Mrs/Ms/Dr) First nameFamily name

Job titleEmail

COMPANY DETAILS

Company name

Address

PostcodeCountry

TelFax.....GSM

Website

Name of Approving Manager

Approving Manager's phone number.....

PAYMENT DETAILS

Payments may be made by bank transfer, demand drafts or credit cards. UAE companies may pay by cheque also.

CHEQUE: We enclose our cheque made payable to ITP

BANK TRANSFER: Should be made to Standard Chartered Bank. PO Box 999, Dubai, UAE. **Swift code:** SCBLAEAD
Account No: 01-2316056-01 **Account name:** ITP
Please quote invoice number and delegate's surname as payment reference
Please fax a copy of your bank transfer and the customer's name to our registration department on +971 4 2108080.

CREDIT CARD: Please charge my credit card
 Visa American Express MasterCard Diners Club

Credit card Number

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I confirm that I have read and agree to the terms and conditions

Signature **Date**

The Middle East Aviation IT Managers Forum

A two-day forum focusing on critical IT issues related to airlines and airports in the Middle East

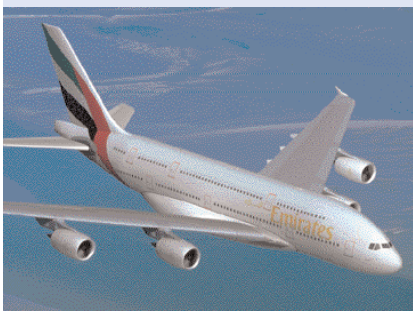
8-9 December 2003

The Fairmont Dubai, UAE



ATTEND THIS FORUM TO:

- Enhance passenger services and experience through emerging technology
- Create an IT strategy to drive aviation business
- Build new generation reservation and revenue management systems
- Develop air cargo IT systems to improve services and streamline operations
- Gain practical insights into how to create a seamless service using technology
- Discover the latest advances in IT solutions and strategies for airlines and airports



FEATURING KEY PRESENTATIONS FROM:

- Emirates SkyCargo
- Qatar Airways
- Gulf Air
- Inmarsat
- ARINC
- Munich Airport
- V3 Airlogic
- Mercator
- The IBS Group, SITA and many others

PLUS!
Find out how technology is supporting regional airlines and airports in the results of The Middle East Aviation IT Managers Forum Survey

To reserve your place call

00971 4 2108302

For more information or to book online visit www.itp.net/events/aviation

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The Middle East Aviation



INTRODUCTION

In conjunction with Dubai 2003 Air Show, ITP Business Forums presents the first Middle East Aviation IT Managers Forum. Throughout the two-day forum, keynote speakers from international aviation organisations will:

- Address IT issues of strategic importance to airlines and airports
- Provide a forum for sharing information and experiences on IT issues
- Present business and technology solutions that match the functionality required by the aviation industry in the Middle East

The forum is geared towards aviation executives of the highest level and is packed with thought provoking presentations, managerial debate, case studies and problem solving solutions.

DAY 1: MONDAY 8 DECEMBER

- 08.30 Registration And Refreshments**
- 09.00 Plenary Session - Airlines And Airports**
Chairman's Opening Remarks, Introduction
- 09.15 Keynote Address - The Middle East Aviation IT Industry**
 - Trends, issues and challenges
 - Driving Business Strategy through emerging technologies
- 10.00 Networking Break**
- 10.30 Airline And Airport Streamed Sessions**

AIRLINE STREAM

- 10.30 New Generation IT Systems For The Airline Industry**
 - Changing airline business models
 - New generation IT systems and solutions**V K Matthews**, Managing Director, The IBS Group
- 11.15 New Generation Cargo Systems - The Emirates Experience**
 - The inhibitors of legacy systems
 - The drivers and need for moving from legacy to new generation systems
 - Improved performance benchmarking
 - What defines new generation cargo systems

THE MIDDLE EAST AVIATION IT MANAGERS SURVEY

A comprehensive survey of airlines and airports in the region, conducted by Official Event Advisor, Hugh Pride, V3 Airlogic will be presented at the Forum. It is the first time a survey has assessed how technology is supporting airlines and airports in the Middle East. The published survey results will:

- Provide a benchmark for IT managers to measure their own activities
- Generate ideas on how airlines and airports in the region can co-operate to achieve;
 - improved customer services
 - cost reduction through economies of scale
 - joint venture developments

- The path from legacy to new generation at Emirates
 - Future direction
- Niranjan Navaratnarajah**, Manager, Cargo Systems and Revenue Planning, Emirates SkyCargo &
- Akshay Shrivastava**, Information Services Manager, Cargo & Logistics Solutions, Mercator, Emirates Group

- 12.00 Regional Director's IT Strategy**
 - Developing IT infrastructure**Dieter Armgardt**, IT Director, Qatar Airways

AIRPORT STREAM

- 10.30 Recent Advances In Airport Technology**
Eyad Shihabi, Head of Airport & Desktop Services - Middle East, Africa, South & Central Asia, SITA
- 11.15 Analysis of IT at Dubai International Airport**
 - Concourse One systems
 - Planned expansion systems
 - Systems Integration
 - Lessons learned**Arwad Abdel-Daem**, President, DIMENSIONS
- 12.00 Case Study - The Technological Terminal - Munich Airport Terminal 2**
 - IT Systems implemented at Munich Airport Terminal 2
 - E-logistics concepts**Michael Zaddach**, VP, IT and Communications, Munich Airport
- 12.45 Networking Lunch For Delegates And Speakers**
- 13.45 Plenary Session**
The Middle East Airline And Airport Survey
 - How IT is contributing to reducing costs
 - Increasing revenue using IT
 - Improving passenger services through technology
 - Joint development, shared service levels within the region
 - Integrating networks, systems and databases
 - Outsourcing of operations, development and support**Hugh Pride**, Advisor and Consultant, V3 Airlogic
- 15.00 The Middle East Airline And Airport Survey Results - Panel Discussion**
Question and answer session involving representatives from regional airports and airlines
- 15.30 Closing Remarks From The Chairman**

TO REGISTER CALL THE BOOKING HOTLINE: **00971 4 2108302**

on IT Managers Forum

SPONSORSHIP OPPORTUNITIES

ITP Business Forums present an ideal opportunity to boost your company's profile among an influential and decision making audience comprising of your business partners, government representatives, competitors and peers alike.

Sponsorship of this Forum will provide you with a high profile opportunity to strengthen market awareness of your products and services, as well as highlighting your position as a key industry leader. There is a wide range of sponsorship options available designed to meet all budgets.

To find out more about how becoming a sponsor at this Forum could benefit your company, contact:
Ken Jamieson, Director of Events, ITP,
Email: ken.jamieson@itp.com,
Tel +971 4 2108304, Fax +971 4 2108080

DAY 2: TUESDAY 9 DECEMBER

- 09.00** Chairmans Opening Remarks
- 09.15** Keynote Address - The Most Advanced IT Aircraft
- The Airbus A380
- 10.00** Networking Break
- 10.30** Airline And Airport Streamed Sessions

AIRLINE STREAM

- 10.30** Using Technology To Enhance Passenger Services At Gulf Air
- Improving services for customers through technology
- Tariq Sultan**, VP, IT, Gulf Air
- 11.15** A Revolution In Inflight Entertainment And Communication Systems
- How can satellite communications benefit passenger revenue and operating costs?
 - Extending airline IT systems to the aircraft
 - Expanding the customers' IT experience
 - Balancing cost and capability - now and into the future
- Simon Tudge**, Marketing Manager, Aeronautical Business, Inmarsat Ltd
- 12.00** CRM In The Airline Industry - Magic Solution Or Myth?
- Creating seamless travel from reservation to destination
 - Enhancing customer services through CRM technology
 - Maximising the use of data and information
 - CRM - going the extra mile with the systems you already have
 - Lifestyle CRM implementation to increase loyalty and services
 - Online booking

AIRPORT STREAM

- 10.30** Recent Advances In Airport Technology
- Biometrics
 - Mobile devices
 - Radio Frequency Identification



- 11.15** IT System Integration At Airports
- The business case and value proposition
 - Advantages and disadvantages
 - Troubleshooting
- Clive McGinn**, Sales Director, Airport Systems, ARINC
- 12.00** Ground Services Tracking
- 12.45** Lunch For Delegates And Speakers
- 13.45** Plenary Session
- Mishandled Baggage - The Biggest Challenge For Airlines And Airports?
- Emerging technology
 - Airline, Airport and Baggage handler issues
- Panel Discussion involving representatives from airlines and airports within the region
- 15.00** Chairman's Closing Remarks



WHO SHOULD ATTEND?

The forum is geared towards high level aviation executives, CEOs, CIOs, CFOs, IT Directors, IT Managers from Handling Agents, Airlines and Airport Authorities, Aviation Specialists, Aviation Consultants Senior IT Executives from Airports and Airlines in the Middle East attend for free