tant, possible strategies and consequences for airlines and

airports. Stefan Pichler, President / CEO Royal Jordanian Airlines, gave an insight to an airline success in the Midd-

le-East. He took the participants to the trip with lots of fi-

gures and facts, but also with his rich experience. Prof. Dr.

Adrian von Dörnberg, Founder and Managing Partner, The Travel Consulting GmbH, hosted the event knowledgably

and eloquently. According to him, frankness and depth

of the Aviation-Event 2018 makes a clear statement: The

Aviation industry needs such event not only as a building

platform of the industry, but also to estimate the achieved results, to constructively share best practices and to look

Marcel Riwalsky, initiator of Aviation-Event and manager of

DA! Ltd, adds: "The Aviation-Event celebrates its 10th An-

niversary this year and is completely booked up. We had

three fantastic Keynotes with Oliver Wagner, Christoph

Debus and Stefan Pichler for our visitors. And the topics

really hit the target with their reflections on clue issues of

the industry. "The next year the Aviation-Event will offer

a summary again, many questions and answers will be

brought up, and we'll have a look at the future. Perhaps

we'll have Uber-air taxis as a serious talk, as Claus Unterkir-

cher, Head of Operations and Logistics, Uber Austria, have

The Aviation-Event 2019 will take place in June and again in an Airport – "if everything works out in the way we ima-

gine it", according to Marcel Riwalsky. And with the new media partner Handelsblatt Global the internationalizati-

beyond the limits.

said jokes aside.

and a promising tomorrow.«

Stefan Pichler, President / CEO Royal Jordanian Airlines

Kim Flenskov, Senior Adviser & Interim Manager

by using new technologies.«

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Jens Koenen, Journalist Handelsblatt GmbH

on will be developed worldwide.

## more successful than ever. 2018 has many challenges for aviation industry. The Chief Commercial Officer ch-aviation, the next Panel is issues are obvious: security, reliability, costs and dithere to contravene this issue. Rüdiger Kiani-Kress, Aviagitization. All these questions, in addition to Brexit, tion journalist for Wirtschaftswoche, discussed together were brought up in the agenda of the Aviation-Event with Heike Birlenbach, Deutsche Lufthansa AG, Simone 2018 in the Dusseldorf airport. Schwab, Fraport AG, and Michael Garvens, Senior Consul-

The Conference centre "DUSconference plus" in Dusseldorf airport became a meeting place of the aviation branch for this day. With a view to the runway leading experts, insiders and representatives of the aviation industry talked over and gave an open insight of the branch's clue topics. The first highlight of the morning was the Keynote "Eurowings: Our Way Forward" of Oliver Wagner, Managing Director and CCO Eurowings. He underlined that Eurowings

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will continue its growth and promised to set up stable flight schedules by the middle of July. After the Keynote the topic of Security was discussed. Ralph Beisel, CEO German Airport Association ADV: "We haven't been very cre-

ative. We put traditional security on top. We are far away

from risk based security." Problems of the responsibilities (State, airport, airlines) and issues like costs, staff, processes and high-class standards were primary. "European Union: Brexit - and then what?" this was the title of the Christoph Debus' Keynote, Chief Airlines office of Thomas Group Cook plc. For him and for the participants in the next panel it is certain: Brexit comes. So, to create a smooth air traffic, and what everybody is interested in, we need to elaborate clear frames and bilateral agreements. In addition, everyone has to join the discussions. The afternoon was the time for issues like "Ground Transportation: Airport bottlenecks and Terminal capacity",

"How to manage aviation in a digital era?" and "Low-cost Long-haul - the next step". At the moment "Low-cost longhaul" leads the industry. Does this strategy have future? Is there a market for it? How can this model be realized successfully? According to a detailed analysis of Max Oldorf, »The panel discussion about LCC long haul confirmed again, the current dynamics in our industry are enormous, moreover looking at all the players in Europe we believe a further consolidation is due as stand alone solutions in that segment have not yet proven to be profitable. The LH Group Airlines with the Multi-Hub structure and our P2P Eurowings Group are positioned well to play an active role in this game« Heike Birlenbach, CCO Hub Frankfurt, Deutsche Lufthansa AG »Global hubs will be the center of the future - the places where big compa-

nies, big money, big talent, big science, big culture come together. Airports

and airlines play a key role. More than ever they become the plug for growth Frank Dopheide, Managing Director HANDELSBLATT MEDIA GROUP GMBH & Co. KG »From my point of view, The Conclusion of the great Panel "Ground Transportation: Airport Bottlenecks and Terminal Capacity" is, that all service provider have seen that they should try to improve the Collaboration, to continue working hand in hand in order to maximize the customer satisfaction. The technical environment und digital movement is evolving very fast and with it the expectation of the customers grow. Of course it is also a matter of costs to cover the requirements but my experience agree that the customer really

appreciate it and as we all know the Customer is always right.« Sabine Richartz, Managing Director, A2B Business Service GmbH

»Much as low cost long haul seems an important field, there is no prove that it's sustainably profitable – especially as compared to the established carriers the disadvantage in yields seems bigger than the advantage in cost.« Rüdiger Kiani-Kress, Aviation Journalist, Wirtschaftswoche »Key success factors in the Middle East are to stay out of irrational competition and be tight on your capacity.«

»Although the low cost long haul model has yet only achieved a minor market share and is still in a pilot phase, growth prospects especially on transatlantic route network are looking extremely encouraging. However the economic viability of the new long haul model has still to be proven.« Michael Garvens, Aviation-Event Supervisory Board Member »Aside from the technological aspects driving efficency and customerorientation aviation leaders must commit time and attention to change, people and culture to facilitate a successful digital transformation journey.«

»Ground transportation will remain a bottleneck in aviation, since the limited infrastructure will not change fast. So the only answer to address this situation is increasing the utilization of the existing infrastructure – Impressions Aviation–Event 2018

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**Chief Airlines Officer** 

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Dr. Gerhard Ott

**CEO of Security Company** 

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**Sabine Richartz** 

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**KEYNOTES** 

**Oliver Wagner** 

Managing Director & CCO Eurowings

**Jochen Schnadt** 

CCO

bmi regional

**Angeles Pozo** 

CCO Hub Frankfurt,

Deutsche Lufthansa AG

**Ralph Beisel** 

CEO German Airport

Association ADV

**Ernst G. Walter** 

Federal Chairman of the Federal

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DEUTSCHLAND

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CEO BDL

Tamara Bullock

Partner & Managing Director

**Altitude Strategies** 

Claus Unterkircher

Head of Operations &

Logistics, Austria Uber

AviationEvent

**OPENING SPEECH** Chief Executive Officer, Düsseldorf Airport **SPEAKERS Alexis von Hoensbroech** Lufthansa Cargo Board Member Product & Sales

**Dirk Lindner** Vice-President Chamber of Commerce IHK Düsseldorf **MODERATORS Markus Kopp** CCO. Mitteldeutsche Airport Holding von Dörnberg Founder and Managing Partner, The Travel Consulting GmbH Agenda 08:00 REGISTRATION 09:00 OPENING SPEECH Thomas Schnalke 09:10 **OPENING PANEL** Dirk Lindner, Frank Dopheide 09:45 **HOT SEAT** »INTEGRATORS VS. TRADITIONAL FREIGHT« Alexis von Hoensbroech, Prof. Dr. Christoph W. Stoller Moderation: Markus Kopp 10:15 COFFEE BREAK & NETWORKING **10:45 KEYNOTE »EUROWINGS: OUR WAY FORWARD.«** Oliver Wagner 11:15 **PANEL 1 »SECURITY: CHALLENGES** 

AND RISK SCENARIOS« Ernst G. Walter, Dr. Gerhard Ott, Matthias von Randow, Angeles Pozo, Ralph Beisel Moderation: Elmar M. Giemulla **12:00 KEYNOTE »EUROPEAN UNION: BREXIT, AND THEN WHAT?« Christoph Debus** 12:15 **PANEL 2** »EUROPEAN UNION: BREXIT, AND THEN WHAT?« Christoph Debus, Jochen Schnadt Moderation: Dr. Karsten Benz 12:45 LUNCH BREAK & NETWORKING Thanks to our Partners **COOPERATION PARTNER** >> Platinum Düsseldorf Airport **COOPERATION PARTNER** >> Silver

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Assistant Director APCS Europe, IATA Simone Schwab Senior Vice President Sales & Customer Relations, Fraport AG Kim Flenskov Senior Adviser & Interim Manager Hub for the industry #AviationEvent **JUNE 2019** Aviation-Event 2019 Dr. Karsten Benz Senior Advisor Aviation 14:00 **PANEL 3 »GROUND TRANSPORTATION: AIRPORT BOTTLENECKS AND TERMINAL CAPACITY«** Sabine Richartz, Dr. Karsten Benz, Claus Unterkircher, Dr. Marco Emmermann Moderation: Jens Koenen **14:45 KEYNOTE »HOW TO RUN A SUCCESSFUL AIRLINE IN THE MIDDLE EAST«** Stefan Pichler 15:15 **PANEL 4 »HOW TO MANAGE AVIATION** IN A DIGITAL ERA?« Jouni Juhani Oksanen, Tamara Bullock, Kim Flenskov Moderation: Sebastian Letz 16:00 COFFEE BREAK & NETWORKING **16:30 ANALYSIS** Max Oldorf 16:45 **PANEL 5 Eurowings** 

Moderation: Rüdiger Kiani-Kress Moderator of the Conference: Prof. Dr. Adrian von Dörnberg Lufthansa **WEB PARTNER MEDIA PARTNER** Flying Media

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»LOW-COST LONG-HAUL - THE NEXT STEP« »LOW-COST LONG-HAUL—THE NEXT STEP« Heike Birlenbach, Simone Schwab, Michael Garvens HOST

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