

Handelsblatt

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TELEGRAPH

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[www.aviation-event.com](http://www.aviation-event.com)



#AviationEvent

# REVIEW 2019



**Challenges of Growth** in the Aviation Industry  
06 June 2019, Salzburg Airport

*Media hub for Aviation industry*



# The Aviation-Event was a great success ...

**... and I am very pleased that Salzburg Airport had the chance to host this excellent event with its unique location.**

Numerous top-class experts from aviation, politics and industry came to Salzburg to exchange views on current issues. The panel debates as well as the direct dialogue between the participants led to many new insights and impulses.

Europe's aviation industry is facing numerous challenges: unrestricted travel - and the consequent global networking that such freedom enables - is a highly valuable asset, but it does require appropriate and socially acceptable solutions.

Aviation-Event has been a tradition for more than a decade now. This year's conference in Salzburg demonstrated the importance of finding solutions for the future of aviation, and of mastering the upcoming challenges together.

Bettina Ganghofer  
CEO of Salzburg Airport



**Photo credits:** © Zübeyde Kopp, [www.studio-zeta.de](http://www.studio-zeta.de)





**Photo credits:** © Airport Salzburg



»Aviation-Event was a great success and I am very pleased that Salzburg Airport had the chance to host this excellent event with its unique location. Numerous top-class experts from aviation, politics and industry came to Salzburg to exchange views on current issues. The panel debates as well as the direct dialogue between the participants led to many new insights and impulses. The European aviation industry is facing numerous challenges, since unrestricted travelling and global networking is a valuable good, which nevertheless requires appropriate und socially accepted solutions. Aviation-Event has been a tradition for more than a decade now. This year's conference in Salzburg demonstrated the importance of finding solutions for the future of aviation, and of mastering the upcoming challenges together.«

Bettina Ganghofer, CEO of Salzburg Airport



»It is a fact that the customer has always to be in the focus of an airline's business-DNA, and the market will make sure that only those who are ensuring consistent on-time performance will prevail. But it is incredible how European law makers keep on disadvantaging European airlines versus their international competitors and forcing airlines to take the bill for whatever goes wrong in the industry. EU regulation 261 is only one example, and it will not end here with the ongoing environmental discussion. This has to stop. European law makers must support European airlines.«

Peter Oncken, CEO, Intro Aviation GmbH / Corsair



»Disruptions to air travel are usually associated with volcano eruptions, strikes, terrorism. None can be predicted, but mitigation plans can be prepared beforehand and we are getting better in reacting and recovering as fast as possible. There are more structural disruptions on the horizon; capacity shortages in the air and on the ground, aviation emissions growth, lack of modernisation of ATM in Europe, delays in implementing the Single European Sky. Now is the time to prepare and act, to prevent disruption from becoming a crisis.«

Joe Sultana, Director Network Management, EUROCONTROL



»Aviation-Event is an excellent platform to exchange experiences, and also to initiate additional business cooperations.«

Lars Mosdorf, CFO, Pulkovo St. Petersburg Airport





**»Non-aeronautical revenues - and the investments required to produce them – will become ever more significant for the top-ranking airports worldwide.«**

Astrid Meyer-Hentschel, CEO, Lagardère Austria



**»Value consequence and climate impact are key issues to the aviation business. For our children, we have to act now and achieve a real turnaround. To remain sustainable for future generations, flying has to become climat-neutral as soon as possible. This demands enormous efforts, which we can only achieve together with our partners.«**

Dr. Arina Freitag, Managing Director, Flughafen Stuttgart GmbH



**»As much as low-cost long-haul seems an important field, there is no proof it is sustainable. Especially if compared to the established carriers, the disadvantage it presents seems to be higher than the advantage in costs.«**

Ingo Geis, Global Director Business Development, NH-Hotels



**»Aviation-Event Salzburg was a great event, bringing industry partners together and facilitating the collaboration needed to manage the future capacity increase in European aviation. Revealing great insights!«**

Michael Urbaner, Vice President Sales, SITA Central Europe



**»Low-cost airlines are bringing Europe together. Reasonable fares for flights heavily increase tourism, and strengthen European exchange. Low fares enable everybody to travel, which enriches international relationships, supports regional development, and promotes European integration.«**

Andreas Gruber, CEO, Lauda





»The interesting discussions and debates at this year's Aviation-Event in Salzburg reflected the tougher times ahead for the European aviation industry. The focus must be on what is most important to customers - value for money, punctuality and great service.«

Thomas Haagenzen, Managing Director and Group Markets Director, easyJet Europe



»For Russian airlines this is crucial - with such a wide network, it's vital to adapt quickly to the needs of different markets reaching out from Europe over Russia to central and eastern Asia.«

Ekaterina Dmitruk, VP Sales and Customer Relationship, S7 Airlines



»Aviation-Event in Salzburg was a great opportunity to network with various travel industry experts. The discussion concerning Women in the Aviation Industry provided deep insight into the challenges for the aviation market to attract more women, especially for technical positions.«

Michael Schwarz, CEO, Braunschweig Wolfsburg Airport



»The panel highlighted that airlines are bearing the financial and operational burden of ATC disruption. Despite our best efforts, ATC delays in Summer 19 are expected to be even more disruptive for our guests, when compared to Summer 18. Governments need to step up and do more to correct this negative trend.«

Richard Lewis, Deputy Chief Engineer-Ryanair





**»As the home carrier, we were very pleased that the Aviation-Event took place in Austria this year. There were top industry representatives present, with whom we were able to discuss the important issues of the future; ATC bottlenecks in Europe, the growing awareness in politics about climate change, but also our role – as a global industry – to take responsibility for environmental protection and sustainable development.«**

Alexis von Hoensbroech, CEO, Austrian Airlines



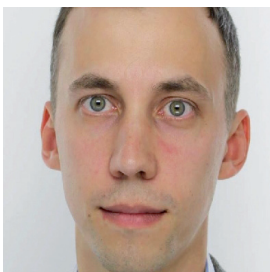
**»Applying good practices in gender equality at work, as well as on reconciling professional, family and private life is mostly within the free initiative of any socially responsible organisation. This is a smart strategy, which brings indirect benefits and competitive advantages as it contributes to the reduction of absenteeism. Nevertheless, despite the good practices, there is work still left to be done at a cultural level, to overcome gender imbalance concerning certain professions in the aviation industry«**

Carlos A. Neves Almeida, TAP Express Company Secretary & General Counsel



**»The near-term outlook for the air transport industry is a challenging one; costs are rising, demand is softening and downside risks predominate...«**

Andrew Matters, Deputy Chief Economist, IATA



**»We strongly believe that Europe's major airlines should work together with regional capacity providers to ensure regional connectivity. Both should concentrate on doing what they are best at – regional airlines operating regional aircraft, and the majors filling those planes through capitalising on their network and brand.«**

Anton Önnik, CCO, Regional Jet



# Impressions Aviation-Event 2019







































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EVENT

**Photo credits:**

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# Successful Aviation-Event debut in Austria – the international aviation industry meets at SZG

**Aviation experts from all over the world convened at Aviation-Event 2019 in Salzburg on 6 June 2019, to exchange views on current challenges facing the aviation industry.**

Salzburg (6 June 2019) – This year's edition of Aviation-Event once again brought international executives from the aviation industry together. They discussed the conference topic „Challenges of Growth“ from a variety of angles. Representatives of international airlines, managing directors of airports, politicians and consultants, travel and hotel operators held some very intensive discussions at the event. Passengers and media representatives meanwhile contributed a view from the outside. According to Ms Bettina Ganghofer, CEO of Salzburg Airport and host of this year's Aviation-Event, the European aviation industry is facing – and meeting – numerous challenges: borderless travel and the global networking of countries and continents are highly advantageous, yet they require suitable and appropriate standards that are acceptable to society.

Aviation-Event attendees emphasised that politicians, society and the aviation industry need to pull together. The opportunities provided by data processing and data analysis play a major role in this context: what do customers want? What can be done to optimise processes, making them more powerful and efficient? Discussions also focused on growth potential: what role will low-fare airlines play in the future? How will they have to change? Do smaller and regional airlines still have a chance? Or should they be seen as the real engines of growth? A further key issue was the question surrounding impact of further growth on an industry already battling excess capacity, lack of personnel, as well as delays. Of course, sustainability and a CO2 tax were also covered.

Experts were unanimous that air travel is one of the key pillars of modern society, whether private or – especially – business travel is concerned, and concerning both passenger aviation and cargo. Enhanced infrastructure will be necessary, particularly in the context of sustainability and environmental protection. In the meantime, development

of improved or alternative propulsion is in full flow. Future traffic flows will move away from roads, with rail and air travel dominating individual travel between cities and countries, whilst e-mobility will cover micro-distances. For Bettina Ganghofer, the Aviation-Event was a clear success: „Numerous high-profile experts from the aviation industry, as well as from politics and manufacturing industry, came to Salzburg in order to discuss the most important current topics.

Both panel discussions and face-to-face meetings inspired a great variety of new insights and provided new impulses.“ For Marcel Riwalsky, organiser of the Aviation-Event, Salzburg Airport was the perfect location: „Instead of meeting somewhere in the countryside, experts discussed right on the spot, inside the airport terminal. This provided for a particularly authentic atmosphere, which certainly contributed to very inspiring discussions here in Salzburg.“ Mr Riwalsky saw his view affirmed that whilst civil aviation can bring peace and is without alternative in terms of ecological impact, it is not always accepted and has to fight on several fronts: „Unfortunately, in many industrialised countries, there is a lack of acceptance by society for aviation as an infrastructural investment.

Moreover, the fact that requirements for flight operations, which diverge massively on an international comparison – comprising pay, social standards, taxation, subsidies, residual monopolies, as well as operational restrictions – lead to increasing competitive distortions. Without doubt, these issues and many other topics will be discussed at the next Aviation-Event in 2020.“ As announced at today's conference, next year's Aviation-Event will take place at Vienna Airport.

**Vienna Airport looks forward to welcoming Aviation-Event in 2020**



# This industry needs to communicate

**These were the words of a panellist at the opening discussion of this year's Aviation-Event. And indeed: communication was the central theme of the event.**

Yet communication is changing: if you really want to catch the attention of your target audience, sending out a press release will no longer do the trick – and even using social media for disseminating news is no guarantee for successful communications.

Current surveys show that users prefer moving images – video clips – to just text and pictures. Short, preferably entertaining videos significantly enhance the probability of getting your message across. In fact, videos attract up to five times more attention than simple pictures.

This is exactly where the Aviation Media Award comes into play: presented for the first time at this year's Aviation-Event, the Aviation Media Award honours successful videos from the aviation industry published via social media.

This year's winner, Fraport AG, won the award for an exemplary video production covering its Family Day on the 3rd of October last year: entitled "Small heroes – big planes", the video caught the mood at its festival to celebrate German Unification Day. Even though production costs were very limited, the film caught a lot of attention: around 2 million clicks made quite an impressive result.

Jutta Weimar, Head of Customer Services at Fraport AG, came on stage at Salzburg Airport to receive the award. In his laudatory speech, Manfred Pentz, Secretary General of the Christian Democrat Party in Hessen, emphasised the importance of Frankfurt Airport for Frankfurt and the Rhine/Main region, but also for Germany and Europe. Ms Weimar expressed her appreciation as well as her surprise: the award was an unexpected token.

The next Aviation Media Award will be presented at Aviation-Event 2020, scheduled to take place at Vienna Airport.





# Media Review

Please click on the pictures below.

## IS LAUDA THE NEW BRAND FROM RYANAIR?



## AVIATION-EVENT WIRD INTERNATIONALE BÜHNE DER AVIATION BRANCHE



## AVIATION MEDIA AWARD 2019

Verleihung des International Aviation Media Awards 2019



## WENN DIE LUFTFAHRTEXPERTEN SICH TREFFEN



## AVIATION-BRANCHE DISKUTIERT ÜBER GRETA-THEMEN BEIM AVIATION-EVENT






# Media Review

**Aviation-Event - Hub for the industry**  
Gepostet von Mailchimp [?] · Gestern um 07:41 ·

Aviation-Event 2019 - First Review, First TV-Report - [http://eepurl.com/guq\\_1](http://eepurl.com/guq_1)  
Übersetzung anzeigen




58 Erreichte Personen 3 Interaktionen [Beitrag bewerben](#)

[Gefällt mir](#) [Kommentieren](#) [Teilen](#)

**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 10. Juni um 19:00 ·

Meet Frequent Flyers: Rolando Villazon  
#AviationEvent with opera singer Rolando Villazon  
Photos of studioZeta  
Übersetzung anzeigen




75 Erreichte Personen 5 Interaktionen [Beitrag bewerben](#)

[Irene Sigeyeva, Lisa Rüh und 1 weitere Person](#)

**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 10. Juni um 12:10 ·

Aviation-Event 2019 with Katarzyna Richter of LOT Polish Airlines.  
#AviationEvent #AviationEventMedia #AviationMediaAward  
Übersetzung anzeigen



91 Erreichte Personen 3 Interaktionen [Beitrag bewerben](#)

[Göngül Eser](#)

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**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 9. Juni um 18:05 ·

Luftfahrt-Event 2019 in Medien  
<https://www.touristiknews.de/greta-beschaeftigte-auch-das-aviation-event-in-salzburg-25335.html>  
#AviationEvent  
Original anzeigen · Bewerte diese Übersetzung



TOURISTIKNEWS.DE  
Greta beschäftigte auch das Aviation-Event in Salzburg | Touristiknews.de | Touristiknews und Reiseempfehlungen.

110 Erreichte Personen 4 Interaktionen [Beitrag bewerben](#)

**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 9. Juni um 11:55 ·

Luftfahrt-Event 2019 in Medien  
<https://www.tv-travelnews24.de/aviation-event-in-salzburg-luftfahrtkongress-im-terminal-17961.html>  
#AviationEvent  
Original anzeigen · Bewerte diese Übersetzung




TV-TRAVELNEWS24.DE  
Aviation-Event in Salzburg: Luftfahrtkongress im Terminal | TV-Travelnews24.de | Touristiknews und Reiseempfehlungen.

97 Erreichte Personen 3 Interaktionen [Beitrag bewerben](#)

[Hana Barochová](#)

**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 9. Juni um 11:55 ·

Luftfahrt-Event 2020 am Flughafen Wien  
<https://www.aviation-tv.de/live-international-aviation-media-award-2019-salzburg-airport-148.html>  
#AviationEvent #AviationMediaAward  
Original anzeigen · Bewerte diese Übersetzung



AVIATION-TV.DE  
LIVE! Der Flughafen Wien ist nächster Austragungsort des Aviation-Event 2020 | Aviation-TV


101 Erreichte Personen 4 Interaktionen [Beitrag bewerben](#)

[René Vierkom](#)

[Gefällt mir](#) [Kommentieren](#) [Teilen](#)

**Aviation-Event - Hub for the industry**  
Gepostet von Hootsuite [?] · 7. Juni um 21:46 ·

Aviation-Event 2019 TV report.  
#AviationEvent Media  
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Dieses Video mit Freunden ansehen [Watch Party starten](#)

363 Erreichte Personen 32 Interaktionen [Beitrag bewerben](#)

[Kai Heinrich und Marciel Riemann](#) 2 geteilte Inhalte

**Aviation-Event - Hub for the industry**  
Gepostet von Mailchimp [?] · 7. Juni um 20:49 ·

Aviation-Event 2019 - First Review, First TV-Report - <https://mailchi.mp/aviation-event-2019-first-review-first...>  
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250 Erreichte Personen 21 Interaktionen [Beitrag bewerben](#)

[Kai Heinrich, Richard Lewis und 1 weitere Person](#) 1 Mal geteilt

**Aviation-Event - Hub for the industry**  
Gepostet von Appu Murali [?] · 6. Juni um 16:47 ·

Aviation-Event 2019 at Salzburg Airport  
»WOMEN IN THE AVIATION INDUSTRY«  
The panel speakers are ... Mehr anzeigen  
Übersetzung anzeigen



Mehr „Gefällt mir“-Angaben, Kommentare und Teilen  
Dieser Beitrag ist erfolgreicher als 75 % der anderen Beiträge auf deiner Seite. Bewirb ihn, um noch bessere Ergebnisse zu erzielen.

769 Erreichte Personen 59 Interaktionen [Beitrag bewerben](#)



# Media Review

## Erfolgreiche Premiere des Aviation-Event in Österreich



Luftverkehrsexperten aus allen Ländern kamen am 6. Juni nach Salzburg, um sich auf dem Aviation-Event 2019 über die aktuellen Herausforderungen für die Aviation-Industrie auszutauschen. Der diesjährige Aviation-Event vereinte erneut internationale Führungskräfte aus Luftverkehrsbranche. Sie diskutierten das Thema „Challenges of Growth“ aus den verschiedensten Blickwinkeln. Die Vertreter internationaler Fluglinien, Geschäftsführer von Flughäfen, zuständige Politiker und Berater, [...] Mehr

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**TELEGRAPH.**

## Mit Entscheidungsträgern der Branche diskutieren

Die europäische Luftfahrt kämpft mit Turbulenzen. Wie geht es weiter? Darüber und über viel mehr diskutieren am 6. Juni beim Aviation-Event in Salzburg Führungskräfte aus Luftfahrtindustrie und -politik. Wir verlosen Tickets.



Aviation-Event

Aviation-Event lädt seit 2007 Führungskräfte aus Luftfahrtindustrie und -politik zu einer jährlichen Konferenz ein, um aktuelle Themen zu diskutieren und Lösungen für Themen zu finden, welche die Luftfahrtindustrie beschäftigen. Das Ereignis bietet Luftfahrtprofis, Luftfahrtexperten und Top-Entscheidern aus der Luftfahrtindustrie Zugang zu allen Aspekten der Branche. Der Aviation-Event 2019 findet am 6. Juni am Flughafen Salzburg statt – mit einer hochkarätigen Besetzung. Das diesjährige Thema: „Herausforderungen für das Wachstum“.

In den letzten Jahren hatte die europäische Luftfahrt mit vielen Turbulenzen wie geopolitischen Krisen und Insolvenzen von Fluggesellschaften zu kämpfen. Aber es gibt auch andere herausfordernde Themen. Flughäfen und Fluggesellschaften kämpfen mit Veränderungen der Kundenbedürfnisse, fortschreitender Digitalisierung, den Auswirkungen des Brexit und neuen Anforderungen im Bereich der Sicherheit. Es gibt also reichlich Material für Diskussionen und Expertengespräche. Mit dabei als Referenten sind unter anderen: Alexs von Hoenbroech (Austrian Airlines), Heike Birlenbach (Lufthansa), Martin Isler (Luxair) oder Valter Fernandes (Tap).

Aviation-Event bietet exklusive und persönliche Kontakte und ein Dialog auf Augenhöhe. Bis zu 200 Entscheidungsträger und mehr als 30 Referenten treffen sich im Zentrum der Branche. Nehmen auch Sie teil! **aeroTELEGRAPH** verlost unter seinen Leserinnen und Lesern zehn Gratis-Eintrittskarten. Zur Teilnahme\* senden Sie uns eine [e-Mail](#) mit dem Betreff „Aviation-Event 2019“.

Mehr Informationen zum Aviation-Event 2019 gibt es [hier](#).

**ORF**

**msn**





# Aviation-Event – more than just a conference

Since 2008, Aviation-Event has been the most important platform for the aviation industry in Europe. Every year, leading figures from each sector of the industry meet here and discuss current and future aviation themes. From the beginning, Aviation-Event has not only made a name for itself as a congress: it has continuously developed and evolved.

Recently, Aviation-Event has made a successful entry into the areas of media / communication and consulting. Air traffic issues are placed on separate channels and with different partners, and companies from the aviation sector are advised on various levels.

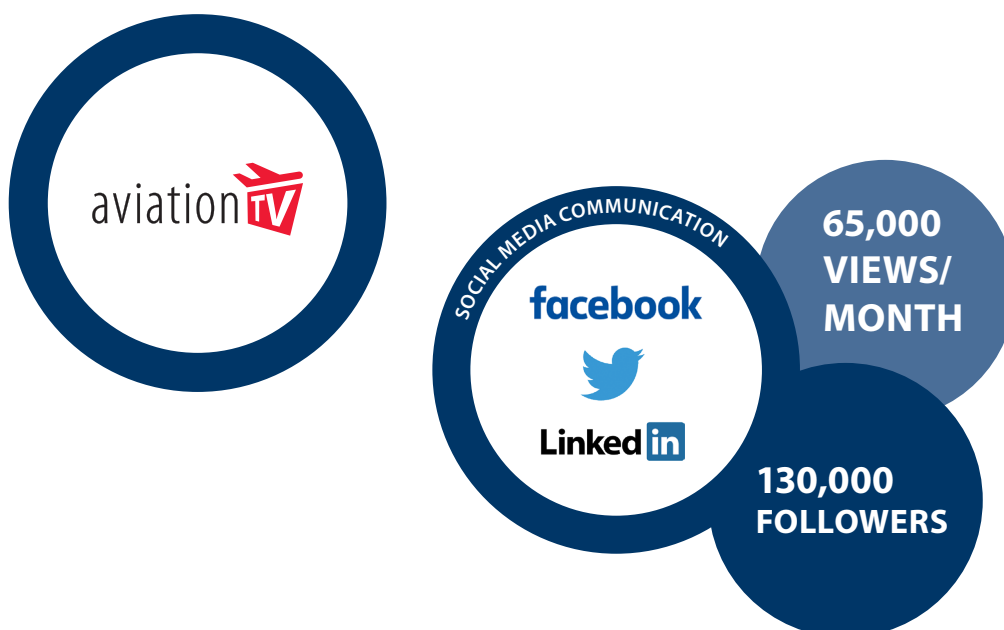
**Take advantage of Aviation-Event's many years of expertise and experience for your company.**

## Conference

Aviation-Event is the leading platform for aviation conferencing – giving aviation professionals, aviation experts and top decision-makers access to all aspects of the industry. Since 2007 Aviation-Event has invited business leaders from the aviation industry and politics to the annual conference to discuss current topics and find solutions for issues the aviation industry is concerned about. Airport venues are perfect locations for a substantial dialogue and meeting point for business leaders from the aviation industry, from politics – and for any company wishing to gain access to the aviation sector.

## Media

Aviation Media is the first platform to use multiple B2B media communication channels to address aviation topics for those on C-level positions. The use of modern media channels in the aviation industry has become an increasingly important factor in corporate communication: sales, marketing, PR, HR, job research and many more aspects of global and local business. User reach and viewer numbers for social media platforms are all rising constantly. Up to 10 social media channels, up to 20 news portals, up to 30 influencers from around the world communicate regularly for Aviation-Media itself, and for other aviation industry topics. The influencer team's reach varies from 1,000 to 20,000 for individual channels, to over 220,000 by combining all available channels.





OPENING

KEYNOTES



Bettina Ganghofer  
CEO, Salzburg Airport



Dr. Brigitta Pallauf  
President of State Parliament,  
Federal State of Salzburg



Patrick W. Diemer  
CEO, Lufthansa AirPlus  
International



Michael Urbaner  
VP Central Europe, SITA



Tom Lurtz  
Partner, KPMG

SPEAKERS



Mag. Julian Jäger  
COO and Joint CEO of Vienna  
Airport



Alexis von Hoensbroech  
CEO, Austrian Airlines



Heike Birlenbach  
CCO, Lufthansa



Michael Eggenschwiler  
CEO, Hamburg Airport



Thomas Haagensen  
Managing Director and  
Group Markets Director, easyJet  
Europe



Harald Eisenaecher  
CCO, Infare



Andreas Gruber  
CEO, Lauda



Falk Durm  
Senior Director Customer  
Centricity & Business  
Development, Eurowings



Dr. Arina Freitag  
CEO, Stuttgart Airport



Rolando Villazón  
Opera Singer, Stage Director  
and Author



Martin Isler  
EVP Airline, Luxair



Jochen Schnadt  
Principal & MD, Lattitude  
Aviation Ltd



Nikola Vukićević  
Chairman of Board,  
Montenegro Airlines



Anton Önnik  
CCO, Regional Jet



Ralph Beisel  
CEO, German Airport Association  
(ADV)



Lars Mosdorf  
CFO, St.-Petersburg Airport



Alan Borg  
CEO, Malta Airport



Claus-Dieter Wehr  
CEO, Friedrichshafen Airport



Selcuk Kileci  
CEO, AKTAU Airport



Oliver Voigt  
Managing Director, Handelsblatt  
Media Group



Peter Oncken  
CEO, Intro Aviation GmbH /  
Corsair



Joe Sultana  
Director Network Management,  
EuroControl



Ekaterina Dmitruk  
VP Sales and Customer Relation-  
ship, S7 Airlines



Kay Kratky  
Supervisory Board Member, SAS



Richard Lewis  
Deputy Chief Engineer, Ryanair

## SPEAKERS



Jutta Trimmel  
*Director Airfoil Repair,  
MTU Maintenance*



Katarzyna Richter  
*Operations Director,  
LOT Cabin Crew*



Dr. Gerhard Michael Eckert,  
*Executive Search Consultant  
& Managing Partner,  
Höchsmann & Company*



Carlos Neves Almeida  
*General Counsel & Company  
Secretary, TAP Express*



Jerome Danglidis  
*CEO Continental Europe,  
Holiday Extras*



Astrid Meyer-Hentschel  
*CEO, Lagardère Austria*



Ingo Geis  
*Global Director Business  
Development, NH Hotel Group*



Christian Haug  
*VP Production Sales and  
Marketing, Shanghai Pudong  
Air Cargo*



Roman Koch  
*MD, Gebr. Heinemann Vienna*



Richard J. Vogel  
*President & CEO, Pullmantur  
Cruceros*



Andrew Matters  
*Deputy Chief Economist, IATA*

## PRESENTERS



Rüdiger Kiani-Kreß  
*Aviation Journalist,  
Wirtschaftswoche*



Dr. Karsten Benz  
*Alix Partners,  
Senior Advisor*



Stefan Eiselin  
*Chief Editor,  
aeroTELEGRAPH*



Ralf Kunkel  
*MD, Bernstein Group*



Thomas Jaeger  
*CEO, ch-aviation*



Ralf Lemster  
*Managing Partner, Ralf Lemster  
Financial Translation GmbH*



Michael Schwarz  
*CEO, Braunschweig  
Wolfsburg Airport*



Kurt Hofmann  
*Aviation Journalist*



**PRESENTER OF THE DAY**  
Prof. Dr. Adrian  
von Dörnberg  
*Founder and Managing Partner,  
The Travel Consulting GmbH*



# Agenda

08:00 **CONFERENCE REGISTRATION**  
**VENUE: SALZBURG AIRPORT TERMINAL II**

08:30 **CONFERENCE OPENING**  
**& WELCOME SPEECH PANEL**

Bettina Ganghofer, *CEO, Salzburg Airport*  
Dr. Brigitta Pallauf, *President of State Parliament, Federal State of Salzburg*

09:00 **PANEL 1**

**»GROWTH OF THE AVIATION INDUSTRY – WHAT WILL FOLLOW AFTER THE PRESENT HYPER COMPETITION PERIOD?«**

Mag. Julian Jäger, *COO and Joint CEO of Vienna Airport*  
Alexis von Hoensbroech, *CEO, Austrian Airlines*  
Heike Birlenbach, *CCO, Lufthansa*  
Michael Eggenschwiler, *CEO, Hamburg Airport*  
Thomas Haagensen, *Managing Director and Group Markets Director, easyJet Europe*  
Presenter: Rüdiger Kiani-Kreß, *Aviation Journalist, Wirtschaftswoche*

09:40 **PANEL 2**

**»GLOBAL IMPACT OF LOW-FARE AIRLINES«**

Harald Eisenaecher, *CCO, Infare*  
Andreas Gruber, *CEO, Lauda*  
Falk Durm, *Senior Director Customer Centricity & Business Development, Eurowings*  
Dr. Arina Freitag, *CEO, Stuttgart Airport*  
Presenter: Dr. Karsten Benz, *Alix Partners, Senior Advisor*

10:20 **COFFEE BREAK & NETWORKING**

10:50 **PERSONAL REPORT**

**»THE PERSPECTIVE OF A FREQUENT FLYER«**

Rolando Villazón, *Opera Singer, Stage Director and Author*

11:20 **PANEL 3 IN A DOUBLE PACK**

**»REGIONAL AND MEDIUM- SIZED AIRLINES AND AIRPORTS – A NICHE IN THE GROWING AVIATION MARKET«**

#### **Airlines:**

Martin Isler, *EVP Airline, Luxair*  
Jochen Schnadt, *Principal & MD, Lattitude Aviation Ltd*  
Nikola Vukićević, *Chairman of Board, Montenegro Airlines*  
Anton Önnik, *CCO, Regional Jet*

#### **Airports:**

Ralph Beisel, *CEO, German Airport Association (ADV)*  
Lars Mosdorf, *CFO, St.-Petersburg Airport*  
Alan Borg, *CEO, Malta Airport*  
Claus-Dieter Wehr, *CEO, Friedrichshafen Airport*  
Selcuk Kileci, *CEO, AKTAU Airport*

Presenter: Stefan Eiselin, *Chief Editor, aeroTELEGRAPH*

12:00 **FACTS AND FIGURES**

**»HIDDEN STORIES IN BUSINESS TRAVEL NUMBERS«**

Patrick W. Diemer, *CEO, Lufthansa AirPlus International*

12:20 **LUNCH BREAK & NETWORKING**

13:30 **AWARD CEREMONY**

**»AVIATION MEDIA AWARD 2019«**

Winner: Jutta Weimar, *Head of Customer Services, Fraport AG*  
Laudator: Manfred Pentz, *Secretary General, CDU Hessen*  
Presenter: Ralf Lemster, *Managing Partner, Ralf Lemster Financial Translation GmbH*  
Video Editing: Sven Klawunder, *CEO, Flying Media*

14:00 **INTERVIEW**

**»MEDIA AND AVIATION INTERVIEW«**

Oliver Voigt, *Managing Director, Handelsblatt Media Group*  
Presenter: Ralf Kunkel, *MD, Bernstein Group*

14:20 **KEYNOTE PASSENGER AVIATION**

**»EUROPEAN AVIATION AT ITS LIMITS«**

Michael Urbaner, *VP Central Europe, SITA*

14:50 **PANEL 4**

**»DISRUPTION IN AIR TRAVEL«**

Peter Oncken, *CEO, Intro Aviation GmbH / Corsair*  
Joe Sultana, *Director Network Management, EuroControl*  
Ekaterina Dmitruk, *VP Sales and Customer Relationship, S7 Airlines*  
Kay Kratky, *Supervisory Board Member, SAS*  
Richard Lewis, *Deputy Chief Engineer, Ryanair*  
Presenter: Thomas Jaeger, *CEO, ch-aviation*

15:30 **KEYNOTE**

**»EXPERIENCE IS THE NEW FRILL: CREATING VALUE BY LISTENING TO YOUR CUSTOMERS«**

Tom Lurtz, *Partner, KPMG*

16:00 **COFFEE BREAK & NETWORKING**

16:30 **PANEL 5**

**»WOMEN IN THE AVIATION INDUSTRY«**

Jutta Trimmel, *Director Airfoil Repair, MTU Maintenance*  
Katarzyna Richter, *Operations Director, LOT Cabin Crew*  
Dr. Gerhard Michael Eckert, *Executive Search Consultant & Managing Partner, Höchsmann & Company*  
Carlos Neves Almeida, *General Counsel & Company Secretary, TAP Express*

Presenter: Michael Schwarz, *CEO, Braunschweig Wolfsburg Airport*

17:15 **PANEL 6**

**»IMPACT OF NON – AERONAUTICAL REVENUES FOR THE AVIATION INDUSTRY«**

Jerome Danglidis, *CEO Continental Europe, Holiday Extras*  
Astrid Meyer-Hentschel, *CEO, Lagardère Austria*  
Ingo Geis, *Global Director Business Development, NH Hotel Group*  
Christian Haug, *VP Production Sales and Marketing, Shanghai Pudong Air Cargo*  
Roman Koch, *MD, Gebr. Heinemann Vienna*  
Richard J. Vogel, *President & CEO, Pullmantur Cruceros*  
Presenter: Kurt Hofmann, *Aviation Journalist*

17:45 **OUTLOOK**

**»AVIATION INDUSTRY 2020«**

Andrew Matters, *Deputy Chief Economist, IATA*  
Bettina Ganghofer, *CEO, Salzburg Airport*

18:00 **FAREWELL**

Presenter of the day: Professor Dr. Adrian von Dörnberg, *Founder and Managing Partner, The Travel Consulting GmbH*

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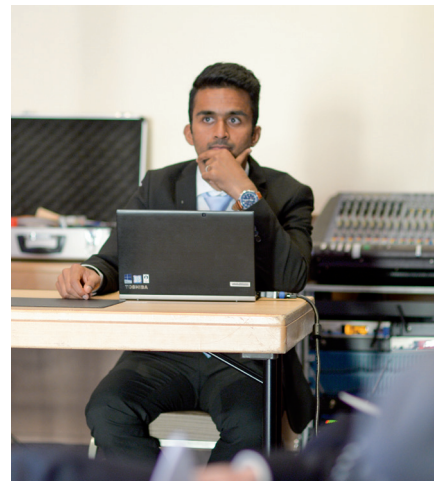




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Marcel Riwalsky, Managing Director of DA! GmbH, holds a Master of Business Administration degree and a Certificat d'Études Supérieures. He has organised many high-profile events in the past decade. As the initiator of Aviation-Event, he comes up with ideas for the event as well as the concept for Aviation-Event Special. In the meantime, over 1,000 top speakers and discussion participants have been on stage in front of over 6,000 guests from politics and all sectors of business. Recently he has made his successful entry into the areas of media / communication and consulting. Air traffic issues are placed on separate channels and with different partners: and companies from the aviation sector are advised on various levels.

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To register, ask questions, make requests or suggestions, please call the main organiser of Aviation-Event:



**Marcel Riwalsky**

**Cell** +49 173 669 61 72

**Mail** [marcel.riwalsky@aviation-event.com](mailto:marcel.riwalsky@aviation-event.com)



**Organiser**

**Appu Chaitram**

**Cell** +49 173 661 38 29

**Mail** [appu.chaitram@aviation-event.com](mailto:appu.chaitram@aviation-event.com)

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