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TENERIFE 2021

Aviation-Event 2021 Tenerife · 11 June 2021

Aviation and Tourism

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TOPICS

Kick-Off
Time: 09:30
Marcel Riwalsky, CEO, Aviation-Event

Moderator of the day:
Adrian von Dörnberg, President of the Aviation-Event Supervisory Board

Opening Speech
Time: 09:30
Pedro Martin, President of Cabildo Tenerife
Yaiza Castilla, Tourism Minister of Canary Islands

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TOPICS

Panel 1
Why Tenerife?
Time: 09:45
(it is a good place for tourism and to setup business)

David Pérez, CEO, Tenerife Tourism
Jorge Marichal González, President, Ashotel and CEHAT
Carlós Gómez Suarez, CEO, Iberia Express

Moderator: **Raphael von Heereman**, Professor at University of Antwerp

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TOPICS

Keynote Speech

Time: 10:30

"Aviation challenges after restart"

Henrik Hololei, Director General for Mobility and Transport, European Commission

Coffee Break

Time: 11:00

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TOPICS

Panel 2

Crisis management in the travel industry

Time: 11:30

▲*Crisis Management in the tourism industry: Evaluation of concepts/lessons learned from the pandemic crisis/response* ▲*Developing measures, plans and manuals to promptly respond to disaster events in an adequate way to minimize the negative impact to visitors and the tourism industry* ▲*Risk perceptions and the influencing variables* ▲ *How crises effect the purchase decision process, destination branding/image and its manipulation, (do you mean Preventive Strategies, i.e. Resilience Management?) and strategies* ▲ *How Crisis Management learnings inform future Resilience Management* ▲ *Learnings from the Covid-19 response.*

Frédéric Chevalier, Regional COO, Lagardére Travel Retail
Patrik Romano, Managing Director, Bologna Welcome
José Ramón Bauzá, Renew Europe Group Coordinator for the Transport and Tourism Committee, European Parliament
Aureliano Cicala, Director General, MSC CROCIERE
Lenka Viková, Owner, SmartWings and Touroperator Canary Travel

Moderator: **Karsten Benz**, Alix Partners

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TOPICS

Panel 3

The New Normal

Time: 12:15

▲*Measures & Futuristic approach plan* ▲ *Non price factors have become more important in travel decisions?* ▲ *What's the best way to get an internationally accepted health pass?* ▲ *The point in time at which a vaccine will be widely available is not known. Also, many efforts are ongoing to alleviate travel restrictions in the EU (e.g., by replacing quarantines with COVID testing), but a coordinated approach at EU level is not yet in place* ▲ *How resilient is the New Normal (or: How to increase the industry's resilience in the New Normal)* ▲ *What are the new opportunities of the New Normal? (e.g. internal: closer cooperation amongst travel ecosystem partners etc. / external: new products and services; direct sales channel shift; higher willingness to pay for services; faster digital transformation etc.)*

Flor Diaz Pulido, Head of Aviation Unit, European Commission
Ismail Ertug, Member of European Parliament
Anton Õnnik, CCO, Xfly
Klaus Haas, CEO, International Jet Management
Linus Benjamin Bauer, Founder & Managing Director, Bauer Aviation Advisory

Moderator: **Michael Kerkloh**, Member of Supervisory Board, Lufthansa

Lunch Break

Time: 13:00

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TOPICS

Panel 4

Aviation in The Americas: Steps Towards A Full Recovery

Time: 14:00

▲ *Route to Recovery. (Economical Research/Balance)* ▲ *Aviation sector survival and financing* ▲ *Opportunity for greater regional co-operation/coordination*

José Ricardo Botelho, Executive Director and CEO, Latin American and Caribbean Air Transport Association (ALTA)

Rafael Echevarne, Director General, Airports Council International - Latin American and The Caribbean Region (ACI-LAC)

Luis López Chapí, Director, Tenerife South Airport

Jared Harckham, VP Managing Director Aviation & Tourism, ICF

Eduardo Parra López, Professor of Business Organisation, Digital Economy and Tourism, University of La Laguna

Moderator: **Jeff A. Peet**, Managing Editor, ALA News

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Panel 5

Digitalization as an enabler for a new business Model

Time: 15:00

▲ The shift towards digital identity and the use of biometrics ▲ Digitalization allows for improved customer experience, ▲ But digitalization can also be dangerous: Virtual or augmented reality solutions will increase, especially in Asian markets, decreasing the need for air travel ▲ Remote working: Significance and its effect on business travel ▲ With increased digitization, cyber risks and threats will also increase ▲ Digital transformation to improve margins/ bottom line (new revenue streams; improved distribution; increased efficiencies lead to lower cost base etc.)

Eric Leopold, Founder, Threedot
Peter Baumgartner, Chairman, Bluearbre
Jonne Kuyt, Director of Design Driven Innovation, ES_Mobility

Moderator: **Raimonds Gruntins**, Director Regional Affairs, IATA

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Panel 6

Opportunities on the path to a more Sustainable Travel Industry

Time: 16:15

▲ *COVID-19 has crippled global travel, but not the growing demand for a sustainable reboot of the sector as a whole from both political and social standpoints. Climate-related goals are to come, and the question is not when, but in which form* ▲ *How do industry and political leaders see the future of travel? And – besides environmental challenges – how can the value chain be rebalanced to secure the economic sustainability of the hard-hit sector?* ▲ *What should be the key focus/is the more promising approach: stricter regulations or focus on new technologies?* ▲ *Self-regulation vs imposed regulation – what is the right approach?* ▲ *What are the most promising technologies and developments to contribute to sustainable travel?* ▲ *New business opportunities (eco travel; sustainability labels; higher margins for sustainable travel products etc.)* ▲ *Is the consumer ready to pay for sustainability (carbon off-setting; more expensive sustainable products etc.)?* ▲ *What are current targets and how is the industry tracking?*

Rafael Schvartzman, Regional Vice President Europe, IATA
Valter Fernandes, CEO, TAP Express
Heike Birlenbach, Senior VP Customer Experience, Lufthansa Group Airlines
Juan Fernando López Aguilar, Chairman of the European Parliament's Committee on Civil Liberties, Justice and Home Affairs
Thomas Hallam, CEO, SomonAir

Moderator: **Rüdiger Kiani-Kreß**, Aviation Journalist, Wirtschaftswoche

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Panel 7

The Long-Term Macro Perspective: Future Business Models in the Travel Industry

Time: 17:00

▲ *Is COVID-19 the end of intercontinental tourism as we knew it?* ▲ *Key drivers in the Travel industry* ▲ *Analysis methods-visibility of advantages/disadvantages of methods* ▲ *Marketing instruments and best practices* ▲ *Leisure travel behavior during the pandemic* ▲ *Changes in the value chain (re composition of the value chain and the profit pool)* ▲ *"Travel-as-a-service" model* ▲ *Consolidation - threat or opportunity?* ▲ *The future role of technology*

Arni Gunnarsson, Managing Director, Iceland Travel
Tobias Pogorevc, CEO, Helvetic Airways

Moderator: Kurt Hofmann, Aviation Journalist

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Closing Speech

Time: 17:45

David Perez, CEO, Tenerife Tourism

Marcel Riwalsky, CEO, Aviation-Event

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Conferences, networking events, fireside chats, industry events? Get togethers with decision-makers and much more are all part of DA! GmbH's portfolio.

The Aviation-Event, one of the leading events in the aviation industry, and the Economic Summit on Germany involving decision-makers from the world of business, politics, society and administration, are two events that are known well beyond the borders of Germany that were held in recent years.

Marcel Riwalsky, Managing Director of DA! GmbH,
holds a Master of Business Administration degree and Certificat d'Etudes Supérieres and has organized many high profile events in the past decade. As the initiator of Aviation-Event, he comes up with ideas for the event that goes by the same name as well as the concept for Aviation-Event Special. In the meantime, over 100 top speakers and discussion participants have been on stage in front of over 600 guests from politics and all sectors of business.

www.marcelriwalsky.de **www.linkedin.com/in/marcelriwalsky/**