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ATHENS 2022 REVIEW



Aviation-Event 2022 ATH, 01 July
Athens Metropolitan Expo A. E.

Media hub for the Aviation industry

Athens International Airport hosted Aviation-Event 2022 ATH with great success!

Throughout the years, Aviation-Event has become a premier media platform and events organizer that unites key players of global aviation to share their perspectives on the current industry climate, forecast potential trends and outcomes, and collaborate to build sustainable roadmaps for the aviation industry. Aviation-Event always strives to provide an unforgettable experience for every attendee of the conference by strengthening key initiatives of the industry players which deal with issues ranging from COVID-19 recovery to airlines and airports sustainability, as well as technology and aviation industry governance. The Aviation-Event 2022 ATH agenda has highlighted discussions on the most important, impactful, relevant, and challenging topics of today's aviation agenda.

On July 1st, 2022, the representatives of the aviation industry met in Athens, Greece. Aviation-Event as the organiser together with its hosting partners, Athens International Airport, in cooperation with Greek National Tourism Organisation and Athens Conventions and Visitors Bureau, were welcoming an international industry audience to the conference and its various support functions.

In 2021 Athens International Airport was named the winner in the category of airports with 25 to 40 million passengers per year at the ACI EUROPE Best Airport Awards. In 2022, it again was distinguished at the ACI Europe Best Airport Award in the same category. Throughout the years, AIA has been recognized for its excellence and outstanding achievement across the entire portfolio and airport activities. It has shown great sustainability-related achievements along with the resilience during post-Covid-19 pandemic recovery.

Commitment to innovative solutions, maintenance of the highest level of services with continuous rise in productivity while reduction of operating costs, carbon



footprint reduction strategies, leadership in airport marketing across the years, and many more achievements have belonged to Athens International Airport thanks to its pioneering and incentive development master plans. Consistent growth in passenger numbers despite the overall crisis has been achieved thanks to dynamic airline support programmes and targeted initiatives to support traffic development along with the airport's partners to the benefit of the passengers.



VIP Reception



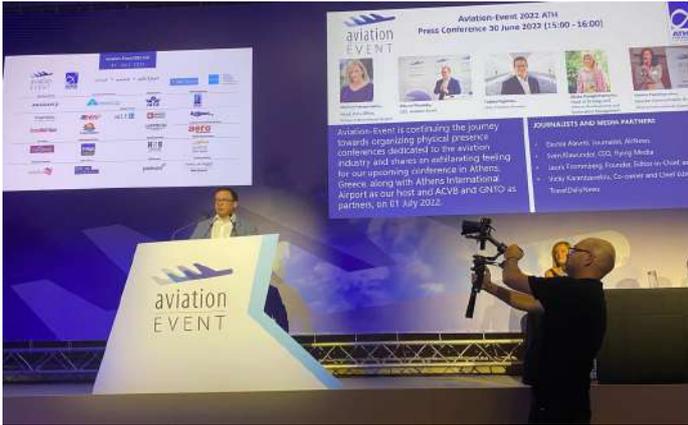
Aviation-Event Media Award



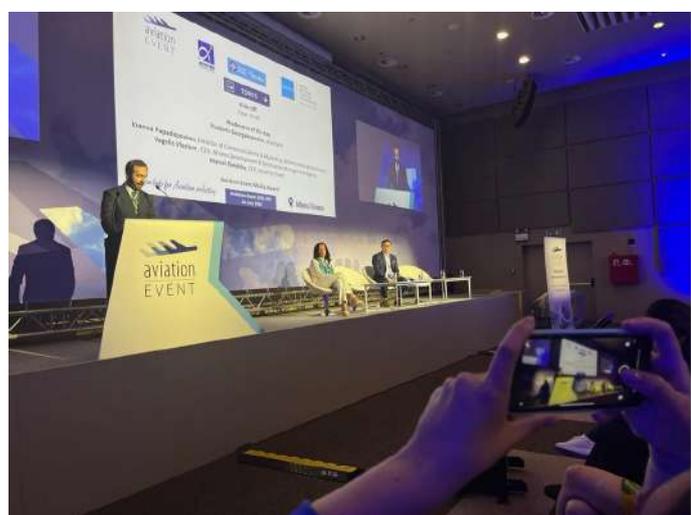
As a token of appreciation, Aviation-Event awards Paula Paraschiv for her immense support and cooperation for helping us organize Aviation-Event CLJ and making it a successful one.



Press Conference



Kick-off



To kick-off the Aviation-Event Athens 2022, Vasilis Kikilias, Tourism Minister of Greece, and Kostas Bakoyiannis, Mayor of Athens, Ioanna Papadopoulou, Director of Communications & Marketing of Athens International Airport (AIA), Vagelis Vlachos, CEO of Athens Development & Destination Management Agency, and Marcel Riwalsky, CEO of Aviation-Event, warmly greeted the crowd and lined up the agenda and upcoming discussions. The welcome speeches highlighted the effective crisis recovery strategy of Athens International Airport, which was made possible by a close cooperation between the public and private sectors of the country. Greece has also been distinguished as a rapidly developing country, with a focus not only on evolving its destinations for city-breaks, but also further enhancing its quality touristic product for long-stay tourism and permanent residency.

Opening Keynote Speeches



Vasilis Kikilias, Tourism Minister, Greece

Despite the challenges of 2022, the Tourism Ministry of Greece pursues strong intentions for the upcoming season. Overcoming the preceding crisis with flying colors, the country's tourism economy has had even a better turnout than expected. Numbers show 7,5% of increase comparatively to 2019, which makes the industry a key factor of the Greek economy.

Kostas Bakoyannis, Mayor, Athens

AIA is again mentioned as an outstanding example when it comes to facing challenges. Success is all about synergy, cooperation between public and private sectors, joint forces in reaching common solutions. Crisis is just another opportunity to re-invent oneself and go beyond the ordinary – from a reputation for hospitality, beaches, food to exceptional and authentic end-to-end experiences. The Government sector makes sure that Athens matures as a destination along the entire visitor experience. "This is the moment of Athens", declares Mr. Bakoyannis. "And we are happy that we can share it with you over these days of the conference!"

"We must understand our city holistically, not to separate the tourist and the local economy, but to treat our destination and our city as one. When we invest in quality of life for the residents of Athens, we also invest in Athens as a destination for visitors."

Ioanna Papadopoulou, Director of Communications & Marketing, Athens International Airport

In delivering one of the most effective post-Covid-19 recoveries in Europe (up to 95% of air traffic and passenger volume vs. pre-Covid numbers), AIA is conscious about the risks and focused on the challenges on their way ahead. Their mid- to long-term strategic focus areas are connectivity between zero emission and 3B strategies (Building Back Better), automation by harnessing IT, AI and digital transformation, and destination marketing, supported by flourishing partnerships between ecosystem members. To sustainably overcome the actual challenges, the AIA team focuses and leads on collaborative efforts with its partners and airlines. Mrs. Papadopoulou is convinced, "working together will be our success!"

"Based on the first positive messages for the summer season, which affirm the resilience of Athens, "Aviation Event" is the ideal platform to re-introduce and establish our destination in the key international markets, and, at the same time, communicate the city's new identity in the context of environmental sustainability, smart digital transformation, and innovation."

"We are eager to see the passion on stage during the panels, keynote speeches and behind the scene discussions."

Vagelis Vlachos, CEO, Athens Development & Destination Management Agency

With Athens having reached a highly competitive level on the global market, a main ambition now is to surpass the passenger and visitor levels of 2019. According to ICA, Athens was recently distinguished as a premier MICE destination, which encourages all the destination players to focus on its development even harder, not only as a city-break destination, but also as a premier destination for long-term visitors. They attract talent and investment by raising the awareness of the tourism portfolio and building effective tools for destination management.

Marcel Riwalsky, CEO, Aviation-Event

Mr. Riwalsky acknowledges the tremendous commitment and quality work by the hosting partners from the site inspection right to the day of this conference. "Aviation-Event has been continuing to gather the aviation industry at prominent destinations since the ease of the pandemic such as Spain, Italy, and Romania, and we are very happy to have Greece continuing this distinguished lineup", says Mr. Riwalsky.

Closing Keynote Speeches

Sofia Zacharaki, Deputy Tourism Minister, Greece

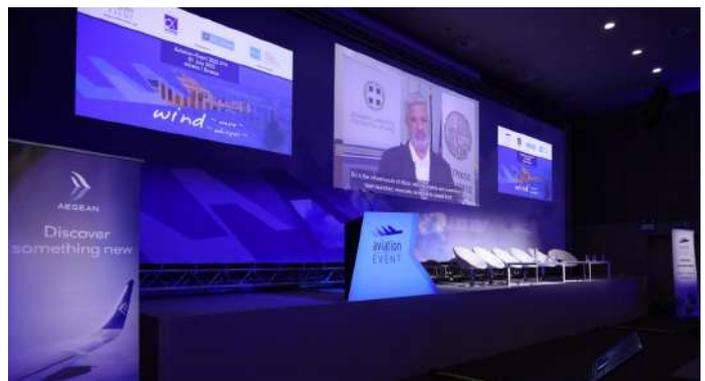
"We aim to diversify the destinations and stress the necessity to bring the destinations to the public. Our main areas to concentrate remain quality, sustainability and diversification of the tourism sector."

"We need to admit the challenges and see the opportunities for the future."

Marcel Riwalsky, CEO, Aviation-Event

The broad list of Aviation-Event partners has expanded! ACI WORLD is now a trusted, powerful and dedicated supporter of the aviation media platform.

Another glad tidings are that Directorate General for Mobility and Transport by EU Commission has officially supported the Aviation-Event initiative to organize the next event in Ukraine as soon as it is technically possible, focusing on the restoration of the aviation sector after the Russian aggression and invasion. We have received a commitment of strong support across the entire European aviation community in the person of Claudia Tapardel to help Ukraine to recover from the horrific destruction caused by the aggressor. .



Panel 1: South-Eastern European Aviation Risk Opportunities



Moderator: Anca Apahidean, IATA Manager, Eastern Europe.

The very first panel discussion brought up the most pressing concerns of South-Eastern European aviation: rapidly rising delays and cancellations which are mainly caused by staff shortages in the industry, and airport slots issues. The panelists talked about the needed solutions for scheduling, routing and CO2 reduction challenges, including new capacity regulations, slot policies and adaptivity of the entire aviation ecosystem.

Bojan Arandjelovic, Head of Network Planning, Air Serbia“

This year is really challenging. We usually love the summer season, but this year I believe everyone is looking forward to its finish.”

“This summer left only a short time for preparations and planning. Overnight, the attention switched from COVID travel restrictions to the new burning issues.”

Tudor Constantinescu, CEO, AirConnect

“We saw the demand trending to zero, and now the industry is back booming.”

“We all hope not to have any AOGs these days, as there is no vacant capacity on the market this season.”

“The opportunity really is to serve secondary airports and to link underserved areas with popular destinations.”

Raphael von Heereman, Qatar Airways, University of Antwerp

“South-Eastern European aviation is dominated by three major carrier groups. On the other side, there are local carriers. The question is: what is their niche and how do they position themselves for sustainable success.”

Anca Apahidean, IATA Manager, Eastern Europe“Flexibility and adaptability is Air Serbia’s middle name.”

MODERATED KEYNOTE

Moderator: Marcel Riwalsky, CEO, Aviation-Event

Dimitris Gerogiannis, CEO, Aegean

Great news from Aegean Airlines, Mr. Gerogiannis confirms that close to 90% of the 2019 operation is back in 2022. It was highlighted that the AIA is a well-managed airport that strongly values quality of service which aligns with the airline’s own uncompromised focus on product and service standards to keep the passenger experience of the airline on top. - Mr. Gerogiannis provided a comprehensive assessment of the primary issues on the aviation agenda today and into the future, stating that the pressing issues can only be solved as a collective effort by the industry while Aegean is ready to actively contribute.

“Aegean as a member of Star Alliance is working closely with member airlines on what is aimed at a leading multicarrier passenger experience.”

“The aim of the game is how to successfully deploy new technologies to good use at the customer end.”

Panel 2: Aviation & Tourism Workforce: Staffing Crisis?



Moderator: Prof. Dr. Karsten Benz, Advisor & Board Member

Option 1: Nowadays, we are returning to the quite normal workflow when the customers are happy not only to dream of the holidays, but actually travel around. People are ready to invest time and money in the pleasant experiences provided by the touristic destinations of their choice. However, after the pandemic the industry is facing a huge shortage of manpower for different roles. Thus, the next panel covered the impactful issues of the cost-cutting strategies and continuous pressing challenges of the post-pandemic period.

Option 2: To manage seasonal demand has always been a challenge in many ways. However, an unprecedented situation caused by an unexpectedly strong post-pandemic rebound of demand amplifies the situation this Summer and beyond. A key focus lies on the pace of staff recruitment across airline and airport operations, as well as staff retention in the light of current reputational challenges of the industry. Our next panel focused on how these issues should be addressed.

Michael Kerkloh, Member of Supervisory Board, Lufthansa“

Aviation has always been a rather safe and appealing industry in terms of employment but trust is not there anymore. Due to the corona pandemic, there has been a sudden and acute job volatility, leaving the industry unprepared for the rapid rebound of demand and challenged with respect to new recruitment.”

Gerasimos Skaltsas, CCO, Sky Express“

The main necessity now is to attract young people for long-term employment. The airlines are concentrating on providing a sustainable working environment as well as incentives for the workforce.”

Milica Micunovic, Advisor of Aviation policy, Capital Investment, Montenegro “

The Adriatic region was able to successfully start their way of COVID-19 recovery supported by strong demand rebound.”

OPENING PANEL SPEECH: CONNECTED EXPERIENCE ALONG THE JOURNEY

Moderator: Laura Frommberg, Founder, Editor-in-Chief, aeroTELEGRAPH

Heike Birlenbach, Senior Vice President Customer Experience at Lufthansa Group

The entire aviation industry is undergoing massive shifts in different sectors. For instance, customers have changed - they want to be in control of their travels, and need to make sure they are offered services beyond the basics. During such rocky times emotional safety and expectation management became extremely important in terms of reassurance of trust. Unfortunately, confidence level is now low, and we, as aviation industry pillars, have to reinstall their trust.

Future-oriented solutions are now on the table more frequently than ever - the first and foremost task is to stabilize the operations to avoid on-the-day cancellations and provide alternative solutions for the customers at the earliest. It is crucial to connect the dots - to efficiently combine the physical, human and digital interaction during travels to make them comfortable at their most.

Panel 3: The Future Of Aviation & Tourism In A Meta-World: Regulatory Framework, Customer Experience & Sustainable Destinations



Moderator: Electra Alevriti, Journalist, AirNews

Aside from coping with the instant challenges of global aviation at the moment, some of us are trying to frame future-oriented solutions into the market. The last panel discussion of the Aviation-Event 2022 was dedicated to tackling the modern, futurist some would say, figure-outs for the aviation and travel experience as a whole.

The Metaverse, one of the greatest buzz words of these days, is a computer-generated world and the tools that help us navigate it. It becomes especially meaningful when the above are combined with the blockchain based iteration of the Internet, Web3 – and eventually the physical world. The reality is, the travel industry is only scratching at the surface of what is possible to unlock the tremendous commercial, customer service and efficiency potential of “tokenized travel”. But the commitment of airlines and destinations to innovate is evident and there are first meaningful technological solutions that have already been implemented by some industry players lately.

Peter Baumgartner, Chairman, Blueairbre

“We have to make a joint contribution. No airline can provide smooth end-to-end service alone. It requires a collaborative effort across the stakeholders along a passenger’s travel chain. New technologies such as the tokenization of travel can provide breakthrough solutions.”

“You need to have a problem statement and then find a solution, not trying to find a problem for your new technology to solve.”

Claudia Tapardel, Global Public Speaker, CCO and Vice-President for International Affairs, ARIVA

Travels and transport industries have stayed behind for too long, but the future is near, the future is here. New generation technology is evolving fast and that’s why it’s so important to fully embrace the opportunity.”

Robert Chad, IATA Area Manager, Southern Europe

“Airlines’ aim is to grow, and grow sustainably. The whole aviation ecosystem has to work together systematically. Airlines have to provide more information to their passengers how they can help the industry to stay sustainable.”

“More than 70% of people globally want to travel despite COVID-19 having hit the industry hard.”

Thomas Stiegmaier, Public Affairs Management, Vienna Airport

The city of Vienna is planning to be climate neutral by 2040 by planning the tourism sector with a different approach. It is about coming up with a concept of how to distribute the tourists among all the interesting sights of the city, rather than the two most famous ones.”

“Vienna airport is already CO2 neutral next year with the great collaboration of all service providers of the industry such as ground handling, security, cleaning staff and others.”

Aviation-Event Supervisory Board Meeting 2022 BRU

31 AUGUST 2022



Aviation-Event Supervisory Board Meeting 2022 BRU
LOCATION: Brussels Airlines Headquarters
DATE: 31 August 2022

Aviation-Event 2022 BRU, 31 August
Brussels Airlines Headquarters

Aviation-Event 2022 ATH – Social Media

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aviationeventmedia Ioanna Papadopoulou, Director Communications & Marketing · Athens International Airport S.A., welcomes everyone to Aviation-Event 2022 ATH

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aviationeventmedia Aviation-Event 2022 ATH started with the moderator of the day, The conference was opened by Thodoris Georgakopoulos, Journalist

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Panel 3: The Future of Aviation & Tourism in a meta-world: Regulatory Framework, Customer Experience & Sustainable Operations
 Time: 14:30

Peter Baumgartner, Chairman, Board
Christa Papadoulou, Global Public Services, CEO and Vice President for International Affairs, ARIA
Robert Chad, ARIA Area Manager, Southern Europe
Thomas Stiglmayer, Public Affairs Management, Vienna Airport

Moderator: **Electro Abantli**, Journalist, AirNews

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Anca Apahidean and 18 others

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