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# 09 NOVEMBER 2023



**Aviation-Event 2023 VIE** 

Vienna Airport | Austria

Media hub for the Aviation industry

#### Vienna Airport hosted Aviation-Event 2023 VIE with great success!

Julian Jäger, Joint-CEO and COO, Vienna Airport, welcomed the numerous guests and many aviation experts at the state-of-the art conferencing centre in the Airport-City of Vienna Airport. The highly international audience were given a deep insight in the current developments of European and global aviation by expert speakers and aviation specialists covering a wide range of the industry. COVID-recovery is still ongoing, with Vienna Airport still below 2019-levels of passenger traffic but surpassing it already in several weeks this summer season. In 2023 around 28 million passengers are expected at VIE. The speed of recovery is different across Europe as is the functioning of all processes. Vienna Airport again is at the forefront being one of the most punctual hub airports in Europe.

Furthermore, Julian Jäger outlined the high ambitions of Vienna Airport in the coming years. Terminal infrastructure and the passenger experience will be further improved and expanded. With its progressive photovoltaic strategy, VIE is now operating CO2-neutrally, reaching the net-zero target in 2033.

Vienna Airport is one of the most important hubs in Central Europe, connecting the East and the West, currently offering up to 200 destinations including 19



long-haul connections. Due to the central location in a very dynamic region and thanks to constant efforts to improve all of its operations, Vienna Airport is aiming to foster its position and provide the best quality possible for its passenger.

#### #AviationEventVIF



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#### Press Conference



Julian Jäger, Joint CEO and COO, Vienna Airport



Peter K. Sanner, Director of Revenue, UBIRCH GmbH



David Ciceo, CEO, Cluj International Airport



Siddhanth Sukumaran, Senior Project Manager, Aviation-Event

Julian Jäger, Joint CEO and COO, Vienna Airport, addressed the press conference, highlighting a strong recovery post-pandemic with a 3% increase in 2023 compared to 2019. The airport, servicing 200 destinations across 300 countries, experienced significant growth in the Middle East and South, with 20 million passengers this year. Emphasizing sustainability, Jäger outlined plans to achieve CO2 neutrality by 16 tons and extend terminal space for enhanced facilities.

Marcel Riwalsky, opening the event, welcomed attendees from 30 nationalities and expressed gratitude to Vienna Airport. Discussions at the conference included



Katharina Vasilyeva, Media Manager, Aviation-Event

challenges in the aviation industry, such as labour shortages and rising costs. Tomorrow's agenda features insights from global experts, including Charles Blomberg from the US, addressing the gap between European and Asian airports.

The press highlighted the importance of sustainability, noting Vienna Airport's commitment to becoming 100% CO2 neutral. Peter introduced a system for airlines to report and display the CO2 emissions on tickets, aiming to be implemented within six years.

David Ciceo, CEO, Cluj International Airport, announced the next event in 2024 focusing on regional airports, and emphasizing collaboration with larger hubs like Lufthansa. Marcel Riwalsky concluded by mentioning upcoming events in Cluj and Sofia, promoting cooperation among aviation business clubs.

Overall, the press conference showcased Vienna Airport's recovery, commitment to sustainability, and collaborative efforts within the aviation industry, with a glimpse into future events and initiatives.

#### VIP Reception

















#### VIP Reception

















#### Opening Keynote













Claudia Plakom expresses her personal love for traveling in Austria and acknowledges the impacts of aviation, particularly in political discussions. Despite not clapping after landing, they recognize aviation's role in providing opportunities to relocate, visit friends and family, and supply goods and jobs. The main advantage highlighted is aviation's responsibility, both economically and in ensuring security. Open-mindedness is emphasized as crucial for aviation's perspective to be secure, provide jobs, and benefit the environment. The speech underscores the importance of students studying abroad, contributing valuable perspectives to the labour market.

#### Moderated Opening Keynote



Kathrin Hanzl, Strategist, Facilitator & Executive Coach



Julian Jäger, Joint CEO and COO, Vienna Airport





Julian Jäger, Joint CEO and COO, Vienna Airport highlighted the collaborative efforts among stakeholders for a quick recovery, positioning Vienna as a major carrier. While business traffic is below 2019 levels, the Middle East and South Europe are booming, contributing to Vienna's ongoing recovery. Vienna Airport stands among the top 3 most punctual airports, excelling in ground handling and government services. Future projects include expanding the airport area for enhanced security, retail, and lounges. Plans involve improving security with biometric scanners, aiming for a 5-star rating akin to Munich. Biometrics for 10-20% of passengers is targeted to enhance service quality and reduce queues. The airport has significantly reduced CO2 emissions through new power plants, achieving net zero in 2023. Plans include a fully electrified apron with sustainable fuel goals by 2030. Despite global challenges, Vienna Airport has demonstrated resilience, handling 30 million passengers in 2023. The CEO expressed cautious optimism for the coming year, citing increased travel habits among young people. Competitive ticket pricing, influenced by low-cost carriers, is expected to drive continued passenger growth.



#### **More Impressions**

https://www.dailymotion.com/video/x8piq2f

#### Moderated Keynote Session

## The evolution of Low-Cost Carriers (LCC) in Europe and beyond: Where will LCCs grow next?



Marcel Riwalsky, CEO, Aviation-Event



Olivier Jankovec, Director General, Airports Council International (ACI) Europe





Olivier Jankovec, Director General, Airports Council International (ACI) Europe, representing ACI in Europe, stressed the vital role of air connectivity for global economies, contributing over 2.5% to a country's economy. EU airports are nearing prepandemic traffic levels, with Greece, Portugal, and Italy recovering well, though Finnair faces challenges due to the Russian airspace closure. Regional airports struggle with slower recovery, while Istanbul surpasses Frankfurt in the top airports ranking. The recovery, driven by VFR and leisure travel, is international-centric, especially with the influence of Low-Cost Carriers (LCCs) like Ryanair and Wizzair. LCCs stimulate growth, constituting 36% of the market. Sanctions due to war impact airports, but ACI remains committed to Turkey and Israel despite minimal representation. ACI supports Ukrainian airports, allocating a 200-million-euro investment to revive aviation.

Market segmentation focuses on capacity discipline, with caution in adding capacity. ACI calls for maintaining social benefits in the Single European Sky proposal. The Airport Connectivity Report reflects positive trends. ACI considers potential actions regarding Russian members and emphasizes adherence to noise regulations, advocating for responsible growth in the aviation industry.

#### Panel 1

#### Exploring New emerging markets in Central Eastern European aviation



Ioanna Papadopoulou, Director of Communications & Marketing, Athens International Airport S.A



Laila Odina, Chairperson of the Board, Riga International Airport



David Ciceo, CEO, Cluj International Airport



Jesús Caballero Pinto, CEO, Sofia Airport (centre)



Eldin Dobardžić, Chair of the Board of Directors, Airports of Montenegro (right)

The panel discussion involved representatives from various airports, addressing diverse challenges and strategies. Romania, despite a traffic increase since joining the EU in 2007, faces a slow recovery in business due to geopolitical conflicts. Sofia, Bulgaria, sees growth, but the war in Ukraine, Russia, and Israel has impacted the market. Montenegro boasts a 30% improvement post-pandemic, focusing on new markets like Saudi Arabia and Azerbaijan. Riga, a competitive Baltic hub, faces challenges in replacing lost markets, especially in cargo.

The discussion delved into geopolitical impacts on traffic, emphasizing the need for strategic market considerations.

Sustainability efforts were a common theme, with Sofia and Riga aiming for carbon neutrality through various measures, including geothermal heating and hydrogen vehicles. Montenegro leverages its strategic location for eco-friendly connectivity.

The panel also discussed workforce challenges. Riga expressed concerns about a potential lack of personnel, while Sofia explored AI implementation to replace jobs without compromising competitiveness. Motivating employees with increased salaries was debated, with differing views on its impact on competitiveness. Overall, the panel highlighted the complex interplay of geopolitical factors, sustainability initiatives, and workforce considerations in the aviation industry across different European airports.

#### Moderated Keynote Session

#### Sustainability and the effective growth and exposure of LCC







Andreas W. Schulz, Freelance Aviation & Business Travel Journalist, CAT (right)







The keynote discussion focused on the challenges and strategies in the aviation industry, particularly concerning sustainability and competition with Low-Cost Carriers (LCCs).

Air Serbia highlighted the need for rebranding and growth, emphasizing sustainability as a critical element in facing challenges. The company acknowledged the difficulties in incorporating Sustainable Aviation Fuel (SAF) due to infrastructure limitations and high costs, posing a potential threat to the LCC model.

Jiří Marek stressed the importance of regional connectivity, positioning Air Serbia as a vital national carrier concentrated on regional routes. This strategic focus aims to balance the market and fulfill demand, particularly in routes where hub and spoke carriers excel, leaving limited space for LCCs.

The discussion touched on the delicate balance between brand affinity and the cost of providing a comfortable flying experience. Air Serbia acknowledged its collaboration with JetBlue through codeshare agreements, indicating efforts to expand partnerships for mutual benefit.

Overall, the keynote highlighted the industry's evolving landscape, with a strong emphasis on sustainability, regional connectivity, and the challenges of adapting to new technologies like Sustainable Aviation Fuel (SAF).

#### Panel 2

### Airport infrastructure and operations: managing capacity and demand and demand



Ursula Fürnhammer, CEO Austria, Lagardère Travel Retail (right)



Peter Baumgartner, Former CEO Etihad Airways and Chairman Bluearbre Ltd.



Frank Quante, CEO, Fraport Bulgaria



Julian Jäger, Joint CEO and COO, Vienna Airport (left), Thilo Schmid, CEO, Flughafen Köln Bonn GmbH (centre), Philipp Joeinig, Group CEO, Menzies Aviation (right)

The panel discussion featured leaders from various airport-related sectors, highlighting key trends, challenges, and strategies in the aviation industry.

Executives from Vienna Airport, Flughafen Köln Bonn GmbH, Menzies Aviation, Fraport, and others discussed their operations, emphasizing the impact of the pandemic on their businesses. They addressed the challenges of staff shortages, inflation, and the changing dynamics of passenger and cargo volumes.

Julian Jäger, Joint CEO and COO, Vienna Airport, noted the airport's resilience with over 20.5 million passengers, show-casing a strong recovery in leisure and VFR travel. Thilo Schmid, CEO, Flughafen Köln Bonn GmbH discussed the challenges of seamless travel, citing passenger reluctance toward self-services due to a lack of cooperation between airports and airlines.

Ursula Fürnhammer, CEO Austria, Lagardère Travel Retail, highlighted the importance of investing in technology, including the use of robots in gastronomy, and emphasized the role of entertainment and cooperation with airlines in enhancing the retail experience for passengers.

The panel also discussed the ongoing impact of geopolitical events on traffic, with concerns raised about the Black Sea tourism industry. Despite challenges, optimism prevailed, with panelists sharing successful investments made during the pandemic and the potential for positive changes in the future.

Overall, the discussion underscored the importance of collaboration, technological innovation, and adaptability in navigating the complex landscape of the aviation industry, with each participant providing insights from their respective sectors.

#### Moderated Keynote Intervention

## The role of aviation in the global economic development, and its outlook and challenges ahead



Charles Schlumberger, Lead Air Transport Specialist, The World Bank (left)







The keynote speech highlighted a significant investment of 1.2 billion in air transportation to boost the economy. The speaker discussed the intricacies of economic forecasting, emphasizing the role of economists in explaining why yesterday's forecasts are often inaccurate due to even slight changes in weather affecting the economy.

In times of recession, it was noted that leisure travel tends to be cut as it is perceived as expensive. Despite concerns about an overvalued stock market, the speaker argued that it remains safe due to inflation, asserting that as long as inflation is around 4-5% yearly, the stock market will not collapse.

The discussion shifted to the challenges faced by private sector airlines in Africa, many of which originated as railway companies. The demanding nature of the aviation industry requires substantial investments. Connectivity was highlighted as a core driver of development in transportation, especially in African countries. The return on investment is deemed meaningful when the society can afford to utilize the infrastructure developed.

In summary, the speech addressed the economic nuances of investing in air transportation, the impact of the recession on travel choices, the relationship between inflation and the stock market, and the challenges and benefits of developing air connectivity in African nations.

#### Panel 3

## Exploring new emerging global markets in aviation: opportunities and challenges for airlines and airports



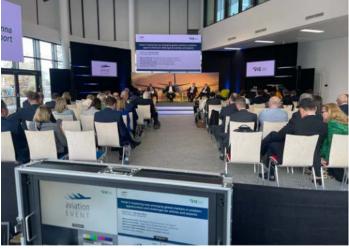
Tewolde Gebremariam, Senior Strategic Advisor, Delta Airlines (left) Karsten Benz, Prof. University of Worms (extreme left)



Michael Eggenschwiler, CEO, Hamburg Airport (left) Michael Kerkloh, Supervisory Board Member, Lufthansa (right)



Marco Pernetta, Managing Director, Innsbruck Airport (extreme left)



The panel discussion delved into the concept of emerging markets, emphasizing their potential for growth despite inherent risks. Factors defining emerging markets include GDP and population growth. Innsbruck and Hamburg airports exemplified different aspects of these markets, with Innsbruck catering to holiday demand and Hamburg focusing on collaboration with airlines to expand connectivity.

The discussion extended to the future of aviation, considering the advent of electrified or hydrogen aircraft. While these technologies are still developing, there's recognition of their potential impact on regional airline schedules. The panel emphasized the importance of clear business models between airports and airlines to maximize profits. Exploration of emerging markets also touched on aircraft types, from the unique use of the A380 by Emirates to the potential influence of narrow-body, long-range aircraft on low-cost carriers. Small airports face challenges accommodating large aircraft, and the focus on replacing older aircraft with fuel-efficient and quieter models was highlighted. The changing landscape of customer preferences post-COVID was a significant point of discussion. The shift from corporate travel to a mix of leisure and business travel, coupled with the evolving seat class structure, indicated a new market dynamic. The impact of remote work on business travel and the emergence of a segment combining leisure and travel presented challenges and opportunities for both airports and airlines. The panel underscored the need for adaptation to this evolving reality and the importance of loyalty programs influencing decision-making for indirect flights.

#### Closing Speech









David Ciceo, CEO, Cluj International Airport gave an introduction on how Cluj International Airport is a central hub that connects people and cultures from across Eastern Europe. Aviation-Event 2024 CLJ which will take place on 15 March 2024 will bring together industry leaders, aviation professionals, and enthusiasts from around the world to explore the latest advances in aviation technology, discuss new trends and innovations, and share best practices. Share best practices. We look forward to welcoming you all to Cluj in March 2024 for what promises to be an unforgettable experience.



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Press Release













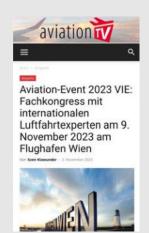






























































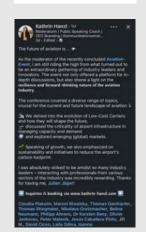










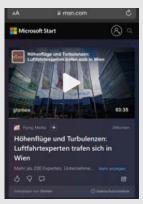




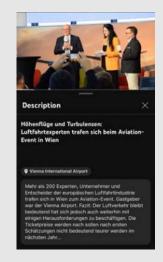






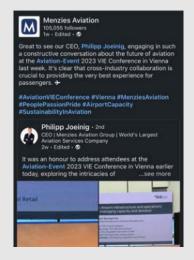






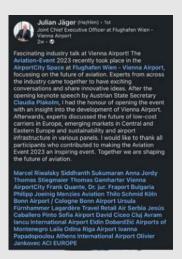


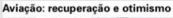


























#### **Testimonials**



"It was very good to be here in Vienna for Aviation-Event. Lots of airports, lots of discussions about what's next for our sector and airports taking into account the new market dynamics, decarbonization, labor shortages and other operational challenges."

Olivier Jankovec, Director General, Airports Council International (ACI) Europe

"Aviation-Event is a great possibility to meet experts from the industry and to talk about the challenges and opportunities we have actually for the upcoming years."

Thilo Schmid, CEO, Flughafen Köln Bonn GmbH





"Participating in Aviation-Event 2023 VIE was a great chance to learn from some of the most experienced industry experts about the reality of the air transport sector, main challenges and also the great achievements and contributions this activity deliver to bring people and economics of the world together. Very interesting speakers and panels and a superb organization."

André Serpa Soares, Corporate Communications and Public Affairs, TAP Air Portugal

"I'm very pleased to be here in Vienna, very impressed by the demand for the in person conference that is taking place here long in the making after several attempts impacted by COVID. Finally we have arrived here in Vienna. Top lineup of speakers, but also of attendees right across the aviation ecosystem. Very valuable, sharp, to the point content from the speakers and the panelists have noticed that witnessed today but also in the networking sessions and very engaged executives right across the industry."

Peter Baumgartner,

Former CEO Etihad Airways and Chairman Bluearbre Ltd.

#### **Testimonials**



"We are here in Vienna and I would like to sincerely thank Vienna Airport for their great hospitality in Aviation-Event. So, Aviation-Event today is full of insightful presentations, engaging content, wonderful and distinguished speakers of the aviation sector."

Ioanna Papadopoulou, Director of Communications & Marketing, Athens International Airport S.A

"As a first-time participant and speaker at the Aviation-Event 2023 VIE, I was truly impressed by the exceptional content and seamless organization. The event delivered invaluable insights, and it was an honor to share the stage with such esteemed industry experts. I'm grateful for the opportunity to contribute and be part of this remarkable experience."

Laila Odina Chairperson of the Board, Riga International Airport





"It is such a pleasure to see the Aviation-Event family growing further. Inspiring discussions and great networking – valuable indeed!"

Bettina Ganghofer, CEO, Salzburg Airport

"It's my pleasure to be here on the Aviation-Event in Vienna, especially that for us Vienna is very important market and there is a high presence of the CEO of the airport from the region which we are serving or we would like to serve. So it's good for networking and talking directly to the decision makers."

Jiří Marek, CEO, Air Serbia



#### **Testimonials**



"I'm very happy to participate in the Aviation-Event. It is well organized and very effective, efficient, and it has all the stakeholders, the airport, the airlines, aviation experts. I'm pleased to be part of it."

Tewolde Gebremariam, Senior Strategic Advisor, Delta Airlines

"I'm very happy to participate in the Aviation-Event. It is well organized and very effective, efficient, and it has all the stakeholders, the airport, the airlines, aviation experts. I'm pleased to be part of it."

Marco Pernetta Managing Director, Innsbruck Airport





"It's a very great pleasure to be part in this super important event for the aviation industry and so far I can tell every minute it's worthwhile. Listening to all the experts from the industry and more over also the networking So, just a very great event and we are so happy to be part of it."

Ursula Fürnhammer CEO Austria, Lagardère Travel Retail



#### **Aviation-Event 2023 VIE**





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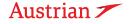








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**Aviation-Event 2024 CLJ** 

**Date: 15 March 2024** 

**Venue: Radisson Blu Cluj | Cluj (Romania)** 

**Aviation-Event 2024 SOF** 

Date: 29 November 2024

**Venue: Hilton Sofia | Sofia (Bulgaria)** 

Book your Early Bird Ticket through

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



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