

# Routes CIS 2013

Understanding the Opportunity

Donetsk, Ukraine

21–23 July 2013

[routesonline.com](http://routesonline.com)

The route development forum for the CIS region

 routes  
CIS

International Airport Donetsk  
Sergey Prokofiev | enginestart



Host

A photograph of a panel discussion at the Routes CIS Strategy Forum. Three individuals are seated in red armchairs on a stage. From left to right: a man in a dark suit and red tie, a woman in a black top, and a man in a dark suit and patterned tie. They are all looking towards the right. In the background, a white wall features the 'routes CIS' logo and the text 'AGAZA AIRLINES' repeated. To the right, a large blue and red banner reads 'Routes CIS Strategy Forum'. A large screen is visible in the upper left background.

## Routes CIS Strategy Forum

*“As to Routes, there’s nothing to improve. The whole event was organized at the very high level. And I was really impressed by the level demonstrated by your friendly and helpful staff. On behalf of VIM Airlines, thank you once again for inviting us to the forum.”*

**Elena Fedorova**

Head of the Public Relations Department  
VIM Airlines



## Welcome from the Host of Routes CIS 2013

We are delighted to host Routes CIS 2013. Ukraine is the second largest country in the CIS Region with a population of 48 million and also the second largest economy in the CIS region. Sergey Prokofiev International Airport Donetsk is the third largest airport in the Ukraine with a brand new terminal that was opened last year to accommodate growing passenger numbers which were stimulated by the European Football Championships 2012. The new airport is forecast to be able to serve up to 5 million passengers a year, making it the second busiest in Ukraine.

The expansion of the route network is a key strategic goal for any airport. Routes CIS 2013 is an ideal platform to realise this goal. The development of the air services is vital to attracting inward investment and the economic prosperity of the region. For our part, we promise to organise a great event and to make all guests of the forum have warm and pleasant memories of the Donbass region.

We hope that you will be able to join us at Routes CIS 2013, where you can understand the opportunity that this exciting region has to offer.

**Kirill Osypov**  
Director General  
Sergey Prokofiev International Airport Donetsk



**Routes CIS** is the only network planning forum for the CIS region and the only event where real business takes place.



## The importance of the CIS market

The **3rd Routes CIS** will take place on 21–23 July and is hosted by Sergey Prokofiev International Airport Donetsk

The CIS is one of the final frontiers in the global aviation market, there is a huge market that is growing rapidly and there are increasing pressures to liberalise the aviation market. There are 11 CIS countries representing a population of over 280 million people. The largest market, Russia, is the 10th largest global economy (\$1.8 trillion) and continues to be one of the fastest growth countries out of the G8 with growth rates of around 3-4% per annum.

The aviation market is highly fragmented both in terms of the number of airports and airlines, with over 180 airports with scheduled services in the CIS and around 140 airlines. With only a few Russian airports receiving new infrastructure, there is a commitment from the Russian government to invest \$1.4bn into new airport infrastructure. There is the emergence of new airport groupings like Novoport, Airport of Regions and Basel Aero and new international investment is being sourced.

The Russian carriers are consolidating, but there is still around 70 airlines in Russia alone and a further 70 in the wider CIS region. The main carriers of Transaero and Aeroflot have over 230 aircraft between them, but there are rapidly developing carriers such as Rossiya, Ural Airlines and S7 that have ambitions to develop stronger international networks.

The outbound CIS leisure market continues to grow rapidly, of the emerging BRIC countries Russia is the fastest growing outbound market and now accounts for 23.8 million trips per annum. The outbound leisure market is still in an early stage of development, but is growing rapidly. It is certain the Russian outbound market will become an increasingly important source market for many destinations around the world.

Ukraine is equally focused on the development of air services with Ukrainian President Viktor Yanukovich ordering by December 2013 the development and approval of a mechanism for attracting new airlines to the Ukrainian market, including low-cost air carriers.



## Routes CIS: connecting with the right people

Air service development is fundamental to the prosperity of cities and regions around the world, as well as the growth of the airports that serve these regions.

Routes CIS provides a unique forum where air service development discussions are undertaken by airlines, airports and destinations. These conversations shape the region's air service networks and in turn contribute to shaping the region they serve.

The event revolves around a series of pre-scheduled Face-to-Face Meetings and a high level Strategy Summit that brings together thought leaders and decision makers from across the region's aviation sector under one roof to discuss the hottest topics facing the industry.

The meetings held at the event will generate new air services and create tourism demand which translates into a significant economic impact on the local, national and international economy.

The Routes Promise is to deliver verified attendees from airlines, airports and destinations who can make real business decisions on air services. It is the perfect platform for senior figures from ministries, CAAs, airlines, airports, tourism authorities and government bodies to meet, shape and learn more about opportunities in the entire CIS region.



## The Strategy Summit

This informative and interactive event will take place on Monday 22nd July and will provide a valuable insight into aviation across the region, this year's key topics include:

### Turbulence in the CIS Airline Industry

Whilst some carriers are thriving, others have fallen? Is further consolidation inevitable? Why are the CIS carriers suffering? Can all the CIS countries maintain a national airline? Why have the Russian LCC carriers been slow to take off? Who's going to survive in the Ukraine Airline Industry?

### Attracting the Outbound CIS Market

Will the CIS Outbound market continue to grow at the existing rate of growth? How large can the CIS market become? What role will the scheduled / LCC / Charter carriers play in meeting demand? Where are CIS passengers travelling to next?

### Euro 2012 in Donetsk

A case study of hosting a large sporting event.

### Regional Airports Development in CIS

How does the CIS develop its airport infrastructure to keep pace with passenger demand? Can these airports fund the infrastructure requirements and be profitable? What is the role of the Region Airports in the CIS Market? Will traffic continue to be pushed through the Moscow hubs? How important is liberalisation to the development of the regional airports?

### Cooperating with Low Cost Carriers

How CIS airports can work with low cost carriers. What are the requirements of low cost carriers? What is the impact of low cost carriers on passenger traffic? How important is "the deal"?

We hope that you will be able to join us at **Routes CIS 2013**, where you can understand the opportunity that this exciting region has to offer.

# Speakers | Routes CIS Strategy Summit



## **KIRILL OSYPOV**

Director General  
Sergey Prokofiev International Airport  
Donetsk



## **GREGORY POMERANTSEV**

Commercial Director JSC Airport  
Tolmachevo  
Novosibirsk International Airport



## **BAKHYTEBEK KAKIMOV**

Senior Manager, Route Analysis  
and Traffic Forecasting  
UTair Airlines



## **YEVGEN TRESKUNOV**

EVP Strategy & Development  
Ukraine International Airlines



## **YOLANTA STRIKITSA**

Managing Director  
Strikitsa Consulting



## **YULIYA CRANE**

Research and Analysis Manager  
ASM Ltd

## **Other confirmed and invited speakers for this event**

Valentin Zgurskiy, Head of Aviation Transport Department, Ministry of Infrastructure, Ukraine; Volodymyr Kozak, Minister of Infrastructure, Government of Ukraine\*; Anatoliy Kolesnik, Head of Civil Aviation of Ukraine\*; Oleksandr Grechko, First Deputy Head of Civil Aviation of Ukraine\*; Ivor Vucelic, Executive Director & Management Board Member, TUI Russia & CIS\*

\*Invited

# Routes CIS: where real business happens

Routes CIS is the annual gathering of air service decision makers for the CIS region and has four key elements:

## 1 Meetings

Airlines and airports meet privately to discuss new market opportunities and existing services at pre-scheduled Face-to-Face meetings.

They are arranged online prior to the event based on delegate requests, and a Personal Diary is issued on arrival. It's the quality of our attendees and our attention to the Face-to-Face Meetings which makes Routes CIS the place to do business.

## 2 Routes CIS Strategy Summit

The event will open with the Strategy Summit; this hard hitting interactive event will give a valuable insight into aviation across the region. Our panel of leading industry experts will take part in a number of moderator led discussions addressing aviation and route development issues across the CIS region.

This specially developed content and the interactive format ensures that the Strategy Summit is a popular element of the event.

## 3 Networking

Routes CIS encourages all delegates to network as much as possible. This is facilitated through:

- An Extra Meeting System that allows all delegates during the event itself, to request meetings with any other delegate.
- The Hospitality Programme, which includes the Welcome Reception, the Networking Evening, Lunches and the Refreshment Breaks during the working days.
- Meetings and contacts made in Donetsk will also help delegates prepare for the World Routes forum to be held in Las Vegas on 5-8 October 2013.

## 4 Route Exchange Airline Briefings

Route Exchange will be a key feature of Routes CIS 2013. The event will feature live airline briefings from key carriers and senior personnel, outlining opportunities for airline growth and inviting airports to bid for new services whilst educating the airports on what information and data the carriers will require for a new service.

Confirmed airline briefings include; Air Baltic & Wizz Air Ukraine with further briefings set to be confirmed in the coming weeks.

Go to  
**[routesonline.com](http://routesonline.com)**  
for more event  
information or to  
register now





## Sponsors & Exhibitors

We are delighted to present the sponsorship opportunities for Routes CIS 2013.

Purchasing one of the many sponsorship opportunities available at the Routes CIS event will allow the industry's decision makers to understand your brand and what you have to offer.

There are many advantages to be gained by taking a sponsorship package at Routes CIS it will allow you to set apart your airport or destination from your competitors, heighten your brand's visibility and image, help to develop closer and better relationships with both existing and potential airline customers, and showcase any developments at your airport or destination.

### Sponsorship items include:

- Lunch Day One
- Airline Meeting Hall
- Delegate Bags
- Delegate Folders
- Meetings System
- Registration

To secure one of our sponsorship items, or to reserve one of the limited number of exhibition spaces at Routes CIS 2013, please contact:

**Sasha Woodward**

**Account Manager, Airports**

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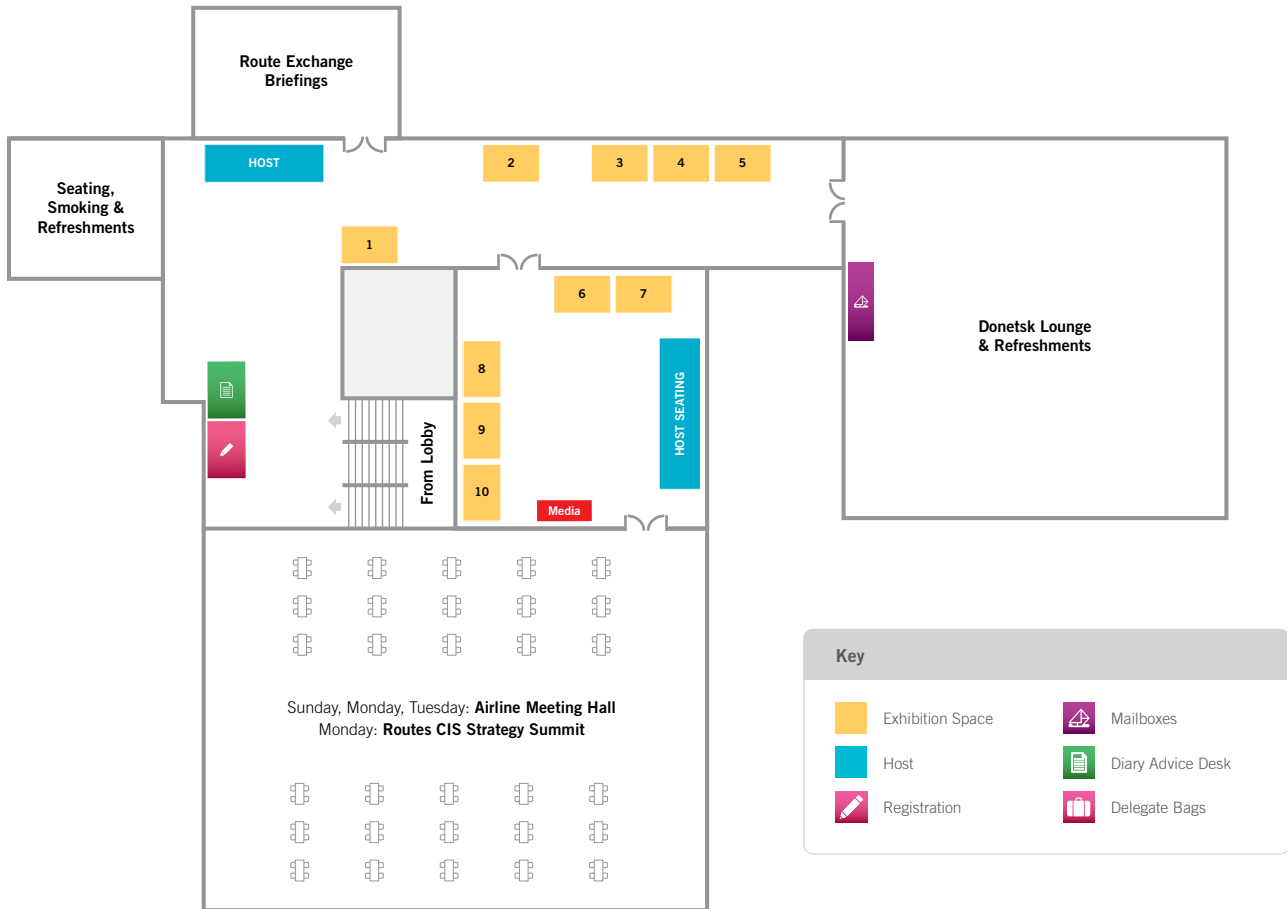
# routeXexchange Airline Briefings



*“ The amount of work I can do in two days, I couldn’t do it in a year if I had all the time in the world and unlimited budget. ”*

**Jochen Schnadt**  
Commercial Manager  
Monarch Airlines

# Event floorplan



Correct at time of printing, May 2013. Please visit [routesonline.com](http://routesonline.com) for regular updates.



*“ Routes CIS was a well organized forum, which I found both interesting and useful. The event gave airports the opportunity to involve airlines, and airlines the chance to look at potential markets. I look forward to attending more Routes CIS events in the future. ”*

Ruslan Abulkhanov  
SCP Coordinator  
Air Astana

## Contact our CIS team

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