

Strategy Summit Programme

Room A106, Hai Geng Convention Centre

Sunday 15 March 2015



Strategy Summit Sponsor



UBM

Organiser



routesonline.com

Programme

Routes Asia Strategy Summit

Opening Ceremony

13:00 – 14:00

Introduction to the Summit

14:00 – 14:05

Adrian Newton, Group Director, Aviation & Technology, UBM EMEA

Keynote Address

14:05 – 14:20

Xia Xinghua, Chairman, China Civil Airports Association

Keynote Address

14:20 – 14:35

Xiuzhi Zhang, Chief Executive Officer, Spring Airlines

Presentation

14:35 – 14:50

Conrad Clifford, Regional Vice President for Asia-Pacific, International Air Transport Association (IATA)

Panel Session 1

14:50 – 15:40

Airlines - Expansion of LCCs in China and North Asia

As expansion of LCCs continues to grow across the region what challenges do the markets in China and North Asia face? How are these markets in opening up? Will there be cross-border joint ventures or will there be competition between national LCCs vs overseas LCCs? What lessons can be learnt from the Southeast Asia LCC market?

Moderator: Andrew Herdman, Director General, Association of Asia Pacific Airlines (AAPA)

Xiuzhi Zhang, Chief Executive Officer, Spring Airlines

Andrew Cowen, Deputy Chief Executive Officer, Hong Kong Express

Senthil Balan, Regional Group Head, Route & Fleet Planning, AirAsia Group

Conrad Clifford, Regional Vice President for Asia-Pacific, International Air Transport Association (IATA)

Li Xiangdong, Deputy General Manager, China Eastern Yunnan Company

Presentation by Summit Sponsor

15:40 – 16:00

The Essential Role of Regional Network

Bertrand Pabon, Marketing Strategy Director, ATR - Avions de Transport Regional

Sponsored by ATR - Avions de Transport Regional, the Routes Asia Strategy Summit brings together industry leaders in a series of moderator led panel discussions to debate some of the key aviation and route development issues from across the Asia-Pacific region. The summit promises to provide a lively and interactive start to the event and we encourage delegates to join the debate.



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Refreshment Break

16:00 – 16:20

Panel Session 2

16:20 – 17:00

Airports: Infrastructure – Capacity, Congestion, Construction – Can Countries Keep up with Demand?

Over the next 10 years, more than 350 new airports in the Asia-Pacific are expected to be built with an investment cost of over \$100 billion USD. China is building over 100 airports, India is building over 60 airports and Indonesia is following suit. India is also planning 200 low-cost airports over next 20 years and upgrades of existing airports could cost an additional \$25 billion USD.

What are the main challenges that airports face? What lessons can be learnt from across the globe? Are the airports able to keep pace with demand from the airlines? Will safety standards be kept during this expansion?

Moderator: David Stroud, Managing Director, ASM

Hou Wei, Chief Marketing Officer and Vice President, Hainan Airlines

Vinoop Goel, Regional Head, Airport, Passenger, Cargo & Security, Asia-Pacific, International Air Transport Association (IATA)

Datuk Badlisham Ghazali, Managing Director, Malaysia Airports Holdings Berhad (MAHB)

Mark Clarkson, Business Development Director, ASPAC, OAG

Panel Session 3

17:00 – 17:40

Tourism – Capturing the China Market

By 2030, 49 percent of all global passenger traffic will be within the Asia-Pacific region or between the region and the rest of the world. Forty percent of Asian outbound travellers by 2030 will come from China, at which point they will probably overtake the United States as the world's largest domestic travel market. Between 2012 and 2030, the Chinese outbound travel market will grow at an annual rate of about 11 per cent.

Which destinations will capture this market and how will they achieve this? Where are the Chinese travelling? What is new in those travel patterns? What changes are we seeing to networks as a result of this expanding tourism market?

Moderator: Mario Hardy, Chief Executive Officer, PATA

Dean Wicks, Chief Flights Officer, Wego.com

Michael Burke, Assistant Director, Commercial, Hong Kong Airlines

Dr Adam Wu, Chief Operating Officer, China Business Network

Xu Hongwei, Senior Manager Business Development, Qunar.com

Closing Remarks

17:40 – 17:45

Adrian Newton, Group Director, Aviation & Technology, UBM EMEA

Speakers | Routes Asia Strategy Summit



Senthil Balan

Regional Group
Head, Route & Fleet
Planning
AirAsia Group



Michael Burke

Assistant Director,
Commercial
Hong Kong Airlines



Mark Clarkson

Business
Development
Director
ASPAC, OAG



Conrad Clifford

Regional Vice
President for Asia-
Pacific
IATA



Andrew Cowen

Deputy Chief
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Vinoop Goel

Regional Head,
Airport, Passenger,
Cargo & Security
Asia-Pacific, IATA



Mario Hardy

Chief Executive
Officer
PATA



Andrew Herdman

Director General
Association of Asia
Pacific Airlines
(AAPA)



Adrian Newton

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Bertrand Pabon

Marketing Strategy
Director
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David Stroud

Managing Director
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Hou Wei

Chief Marketing
Officer and Vice
President
Hainan Airlines



Dean Wicks

Chief Flights Officer
Wego.com



Adam Wu

Chief Operating
Officer
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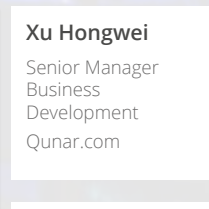
Xia Xinghua

Chairman
China Civil Airports
Association



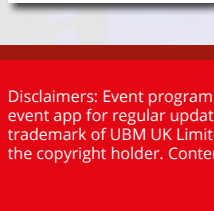
Xiuzhi Zhang

CEO
Spring Airlines



Xu Hongwei

Senior Manager
Business
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Li Xiangdong

Deputy General
Manager, China
Eastern Yunnan
Company

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