

ASIAN AEROSPACE 2007

CONGRESS

AsiaWorld-Expo ♦ Hong Kong ♦ 3-5 September

Debate, network and do business in Asia Pacific

Delivering three days of high-level, multi-stream debate focused on the issues central to the aviation growth across Asia Pacific, the Congress at Asian Aerospace 2007 will be the forum for the region's civil aviation sector to engage in meaningful dialogue with the interna-

tional aerospace community.

Alongside the Congress there will also be the Asia Pacific Airline Training Symposium (APATS) – three conference days dedicated to training as the foundation to aviation growth and the Air Freight Asia conference – two days focused on issues critical to the development of the region's cargo sector in the years ahead.

Asian Aerospace has already received strong support from a number of private and public sector organisations, including the Civil Aviation Administration of China, the Hong Kong Civil Aviation Department, Hong Kong Airport Authority, the Commission of Science Technology and Industry for National Defence and the Aerospace Forum Asia.

Additionally the conference teams are working closely with a range of regional regulatory bodies, investors, airlines, airport operators, industry associations, the technology and aerospace manufacturing communities to ensure our programmes reflect both the needs and ambitions of the aviation sector in Asia Pacific.

All of the conference programmes will be integrated with the Asian Aerospace 2007 exhibition and there will be a host of opportunities to network and do business with the Asia's Pacific's key decision makers.



Jointly organised by:

 Reed Exhibitions
Aerospace & Defence Group

 Flight

Asian Aerospace
co-located conferences:

 AIR
FREIGHT
ASIA 2007
3-4 SEPTEMBER

 APATS 2007
ASIAN
AEROSPACE

Global media partners:

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 AIRLINE
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INTERNATIONAL

 PAYLOAD
ASIA

Asian Aerospace Congress programme

3-5 September

Themed around Air Transport Strategy, Air Transport Operations and Aerospace Technology, each Congress day will focus on the critical issues impacting on Asia Pacific's fast-moving aviation market.

Over 400 delegates are expected to attend the opening Executive Sessions, which will feature speakers at ministerial and director general level.

We will also be running specialist Master Classes for around 100 delegates to complement these themes, including tracks on Aircraft Finance, Business Aviation, Maintenance and East-West Technology Partnerships.

Our delegates and speakers will be drawn from all sectors of the commercial aerospace industry, from scheduled airlines, regional airlines and low-cost carriers

to airport authorities, airport managers, business aircraft and helicopter operators, plus air frame and systems manufacturers, government regulatory bodies and aviation service providers.

We will be organising networking sessions and hosted opportunities to tour the Asian Aerospace exhibition, to ensure delegates and speakers alike maximise their opportunities to do business in Asia Pacific.

MONDAY 3 SEPTEMBER

Air Transport Strategy Conference

- 09.00 Registration
- 09.30 AIR TRANSPORT STRATEGY: EXECUTIVE SESSION
Ministerial briefing on the state of air transport in Asia Pacific and visions for future development: economic, social and political drivers
- 11.00 Coffee break
- 11.30 AIR TRANSPORT STRATEGY 1: OUTLOOK & TRENDS
Overview of the market cycle and trends in Asia.
Opening up the region, traffic forecasts, next steps for liberalisation and aircraft finance
- 13.00 Lunch
- 14.30 AIR TRANSPORT STRATEGY 2: CHALLENGES
FACING ASIA'S AIRLINE SECTOR
The emergence of new airline business models; the infrastructure challenge; airline chief executive debate
- 16.30 AIR TRANSPORT STRATEGY NETWORKING
Coffee and refreshments, plus organised networking tours of the exhibition hall floor
- 17.30 Exhibition closes

Master Class Programme

- 11.30 BUSINESS AVIATION: OUTLOOK & FORECASTS
Overview of the market, regulatory environment and infrastructure developments
- 13.00 Lunch
- 14.30 AIRCRAFT FINANCE: NEW FINANCE MODELS IN ASIA
Securitisation: opportunities & challenges; equity opportunities in the low-cost sector
- 15.30 Coffee break

- 16.00 AIRCRAFT FINANCE: EMERGENCE OF CHINESE LEASING COMPANIES
Opening up of local financing companies – opportunities and challenges
- 17.30 Exhibition closes

TUESDAY 4 SEPTEMBER

Air Transport Operations Conference

- 09.00 Registration
- 09.30 AIR TRANSPORT OPERATIONS: EXECUTIVE SESSION
Director General briefing on how Asia Pacific's infrastructure providers will be supporting airlines to maintain the region's world-beating growth rates
- 11.00 Coffee break
- 11.30 AIR TRANSPORT OPERATIONS 1: BUILDING A WORLD-CLASS INFRASTRUCTURE
Meeting the infrastructure and regulatory challenges in some of the world's the fastest-growing markets. How Asia is addressing the demands being placed on airport and maintenance infrastructure
- 13.00 Lunch
- 14.30 AIR TRANSPORT OPERATION 2: MANAGING GROWTH IN THE AIR
As Asia's air routes open up, managing the growth in capacity and the challenges that it brings for air traffic control and regulators alike
- 16.00 AIR TRANSPORT OPERATIONS NETWORKING
Coffee and refreshments, plus organised networking tours of the exhibition hall floor
- 17.30 Exhibition closes

Master Class Programme

- 11.30 **BUSINESS AVIATION: CASE STUDIES & DISCUSSION**
Learning from experienced business aviation operators in the region
- 13.00 Lunch
- 14.30 **MAINTENANCE: OUTLOOK & FORECASTS**
Outlook for the MRO sector in the main Asia-Pacific markets: growing demand and building capabilities
- 15.30 Coffee break
- 16.00 **MAINTENANCE: CUSTOMER CARE PROGRAMMES**
Manufacturers, suppliers and air transport operators discuss new customer care programmes on offer for air transport maintenance
- 17.30 Exhibition closes

Master Class Programme

- 11.30 **AEROSPACE PARTNERSHIPS**
Case studies of successful East-West partnerships
- 13.00 Lunch
- 14.30 **AEROSPACE PARTNERSHIPS**
Case studies of successful East-West partnerships
- 15.30 Coffee break
- 16.00 **AEROSPACE PARTNERSHIPS**
Case studies of successful East-West partnerships
- 17.30 Exhibition closes

Speakers

India's Aviation Ministry and the Civil Aviation Administration of China are among many organisations across the region that have agreed to support the Congress with senior speakers. Our confirmed speakers already include:

- ◆ Tony Davis, chief executive, Tiger Airways
- ◆ Owen Dell, manager international operations, Cathay Pacific, vice chairman, IATA Operations Committee and chairman IATA Asia Pacific North Asia Regional Co-ordination Group
- ◆ Larry Dickenson, vice-president sales, Boeing
- ◆ John Duffy, director for Asia, HSH NordBank
- ◆ Tony Fernandes, chief executive, AirAsia
- ◆ Soeren Ferré, head of Asia Pacific, Aercap
- ◆ Guan Dong Yuan, managing director, Embraer China
- ◆ Mark Hayman, director of engineering, Haeco
- ◆ Andrew Herdman, director general, Association of Asia Pacific Airlines
- ◆ Torbjorn Karlsson, practice leader, industrial practice, Heidrick & Struggles
- ◆ Jason Liao, regional sales director, Raytheon International, deputy chairman, Asia Business Aviation Association
- ◆ Robert Martin, managing director and chief executive, Singapore Aircraft Leasing Enterprise
- ◆ Kurt Maute, commercial director, Boeing Shanghai Aviation Services
- ◆ Andreas Meisel, general manager, Ameco Beijing
- ◆ Judith Moreton, managing director, Skyjet International
- ◆ Peter Negline, airlines analyst, JP Morgan
- ◆ Steven Townend, deputy managing director and chief commercial officer, Singapore Aircraft Leasing Enterprise
- ◆ Tony Tyler, chief executive officer designate, Cathay Pacific
- ◆ Chuck Woods, chief executive officer, Jet Asia, and chairman, Asia Business Aviation Association
- ◆ Senior executives from AeroStrategy and ST Aero

WEDNESDAY 5 SEPTEMBER

Aerospace Technology Conference

- 09.00 Registration
- 09.30 **AEROSPACE TECHNOLOGY: EXECUTIVE SESSION**
Ministerial and chief executive briefing on achieving a world-class aerospace manufacturing base in Asia Pacific: an update on progress and outlines of the latest ambitions
- 11.00 Coffee break
- 11.30 **AEROSPACE TECHNOLOGY 1: ASIA-PACIFIC'S AMBITIONS IN AEROSPACE**
What Asia Pacific will require from Western partners to support the region's ambitions to build a major aerospace manufacturing base
- 13.00 Lunch
- 14.30 **AEROSPACE TECHNOLOGY 2: EAST-WEST TECHNOLOGY PARTNERSHIPS**
The experience of building major outsourcing partnerships between Asia Pacific and the West, including the need to navigate through rules on technology transfer, certification and offset
- 16.00 **AEROSPACE TECHNOLOGY: NETWORKING**
Coffee and refreshments, plus organised networking tours of the exhibition hall floor
- 17.30 Exhibition closes

Asia Pacific Airline Training Symposium programme



3-5 September

Building on feedback from regional operators at the Asia Pacific Airline Training Symposium (APATS) early in 2007 in Bangkok, this version of the conference at Asian Aerospace in Hong Kong will contain two tracks covering pilot and maintenance training issues. Topics for APATS@AA07 are outlined opposite, but input is welcome, and the programme will only be firmed up after seeking the widest possible feedback from key regional players in order to reflect the issues currently occupying the minds of the civil aviation training community throughout the region.



Man and Machine: Supporting Human Skills

Day 1 will focus on pilot training issues in China, followed by a broader view of regional Asia Pacific issues on Day 2. The pilot training track will be led by *Civil Aviation Training* magazine's Chris Long.

On Day 3 we turn to the equally complex issues of maintenance training led by Aviation Australia chief executive officer Paul Bredereck.

Outline Topics

- ◆ Attracting, selecting, recruitment and training of the next generation of pilots and maintenance technicians in Asia – how can we ensure we attract enough of the best people, how can we train them with the correct knowledge and skills in the shortest time; how do we ensure competency; how do we maintain their skills and competence, how do we retain them?
- ◆ Selection for Pilot/Command/Trainer – What are the critical characteristics for initial pilot selection? What key skills are necessary for selecting aircraft commanders? What makes a good trainer?
- ◆ Aviation English – What progress has been made in meeting the ICAO aviation English language requirement? What is best practice?
- ◆ Multi-Crew Pilot License – How are FTOs/TRTOs implementing the training for MPL What do the regulators think?
- ◆ Distance Learning – How effective is distance learning – what applications are proving to be effective? What are the views of operators and regulators?
- ◆ Supporting Technology – How well is the man-machine interface working – what level of training is required to make best use of new technology? What technology on the near horizon will have an impact on training?
- ◆ Pilot and Maintenance Training for New Generation Aircraft, and Training Curriculums for a New Century
- ◆ Regulatory change parts 66 & 147 – the experience of 66 & 147 introduction, regulators and operators share their experience, lessons learned and benefits gained.
- ◆ Maintenance human factors centric training and human factors in the workplace is more than just part 145 compliance – it will improve performance and will save you money!



Air Freight Asia programme



3-5 September

Air Freight Asia's 2007 conference programme will tackle the critical and sometimes controversial issues that look set to have a significant impact on the air freight industry in the next few years.

The presentations and discussions will be an opportunity to engage with senior representatives from the world's air freight and civil aviation industry.

Delegates will be drawn from senior management from airlines, airports, ship-

pers, manufacturers, mail companies, cargo agents and forwarders, logistics providers, express firms, automation and warehousing specialists, aircraft and cargo handling equipment manufacturers, plus civil aviation and government representatives.

MONDAY 3 SEPTEMBER

19.00 Welcome reception

TUESDAY 4 SEPTEMBER

09.00 OPENING KEYNOTE ADDRESS
SESSION 1: THE CHINESE MARKET CHALLENGE
Coffee break
SESSION 2: THE MAGIC OF AIR FREIGHT
LIBERALISATION
13.00 Lunch
ROUND TABLE DISCUSSION
Visit exhibition
17.30 Exhibition closes

WEDNESDAY 5 September

09.30 SESSION 1: THE BOOM OR BUST SCENARIO FOR AIRPORTS
SESSION 2: TO FEED OR NOT TO FEED
Coffee break
SESSION 3: LONG LIVE LOGISTICS
13.00 Lunch
ROUND TABLE DISCUSSION
Visit exhibition
17.30 Exhibition closes

Speakers

The opening keynote address will be delivered by Stanley Hui, chief executive of Hong Kong Airport Authority. Other confirmed speakers already include:

- ◆ Philippe de Backer, executive vice-president, Lödige Systems
- ◆ Lilian Chan, manager marketing & customer services, HACTL
- ◆ James Edgar, regional director marketing, Boeing
- ◆ Han Wei, director general manager, Beijing Ground Services
- ◆ Felix Keck, managing director, Traxon
- ◆ Anthony Lau, chairman, BALtrans
- ◆ Ram Menen, senior vice-president, Emirates SkyCargo
- ◆ Ulrich Ogiermann, chief executive officer, Cargolux Airlines International
- ◆ Essa A. Al-Saleh, president and chief executive officer, Global Integrated Logistics, Agility
- ◆ Robert Strödel, chief executive officer, Liwa Air
- ◆ Dr Rudolf Tewes, general manager, Jade Cargo International

Invitations to speak at the conference have also been extended to: ◆ Onno Boots, regional vice-president South East Asia, TNT Express ◆ Ian Duffy, president Ikea Asia Pacific ◆ Jim Friedel, president, Northwest Airlines Cargo ◆ John M. Gallahan, chief executive officer, IJS Global ◆ Andrey Goryashko, Aeroflot Cargo ◆ Sunny Ho, executive director, HKG Shippers Council ◆ Thomas Lieb, chief executive officer, Schenker ◆ Paul Little, managing director, Toll Holdings ◆ David Liu, logistics and distribution manager Asia Pacific, Andrew Hong Kong ◆ Jacob Netz, director freighter conversions, IAI Bedek ◆ Monika Ribar, Panalpina ◆ Gary So, director and general manager, Kerry Logistics



Asian Aerospace 2007 Expo & Congress contacts

Asian Aerospace Congress

www.flightglobal.com/asianaerospace

GILLIAN JENNER

Congress director

Tel: +44 20 8293 9660

gillian.jenner@mac.com

LINDA LUCAS

Event director

Tel: +44 20 8652 3822

linda.lucas@rbi.co.uk

Asia Pacific Airline Training Symposium

www.halldale.com/apats

Pilot training track

CHRIS LONG

Civil Aviation Training magazine

chris.long@aktual.co.uk

Maintenance training track

PAUL BREDERECK

Chief executive officer, Aviation Australia

paul.bredereck@aviationaustralia.net.au

Air Freight Asia

www.airfreightasia.com

NOL VAN FENEMA

Organiser

Tel: +65 6481 3880

nvfenema@reedexpo.com.sg

ROSIE CHAN

Project services executive

Tel: + 65 6780 4676

rosie.chan@reedexpo.com.sg

Asian Aerospace Exhibition

www.asianaerospace.com

Tel: + 852 2824 0330

Fax: +852 2824 0246

CLIVE RICHARDSON

Senior vice-president, Aerospace & Defence

Group – Asia

clive.richardson@reedexpo.com.hk

ANNIE MA

Vice-president, Aerospace & Defence

Group – Asia

annie.ma@reedexpo.com.hk

