

# **Aviati** **n** **Outlook Africa**

Opportunity and  
strategy for airlines,  
airports, investors  
and regulators

Conference: 24 – 27 June 2013

Exhibition: 25 – 26 June 2013

Sandton Convention Centre, Johannesburg, South Africa

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# 10 reasons to attend



Taking off

Aviation Outlook Africa has grown to be recognised as one of the region's definitive leadership conventions for African aviation professionals seeking to promote development in the sector. The programme is specifically designed to encourage participants to take advantage of opportunities offered by the African aviation sector.

For the past four years, the Aviation Outlook Africa exhibition & conference has established itself as the leading industry platform in Africa for airlines, airports, regulators, governments, investors and all other industry stakeholders. The event provides a platform where stakeholders can meet, network and discuss latest industry trends, new partnerships and investment opportunities.

- 1 Gain first-hand insight on how to improve your airline's competitiveness
- 2 Hear how to grow profitability in an increasingly maturing and competitive market
- 3 Realise how to expand your airline's routes and how to reach new markets in Africa
- 4 Uncover the business benefits of airline alliances and mergers
- 5 Find out more about innovative distribution strategies and determine what is best for your business
- 6 Learn to redefine revenue management through mastering pricing and yield strategies
- 7 Investigate additional income opportunities through ancillary revenue strategies
- 8 Find ways to establish a loyal customer base through social media and loyalty programmes
- 9 Discover best practices and trends that will strengthen customer engagement and loyalty
- 10 Garner insight into new regulatory standards and how they may impact your business



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08:00 Registration and welcome refreshments

08:45 Opening remarks from the Chairman



**James Geldenhuys**  
Head: Aircraft Finance  
Nedbank Capital, South Africa

08:55 Opening address and welcome from The South African Department of Public Enterprises



**Nonny Mashika**  
Deputy Director: Aviation  
Department of Public Enterprises, South Africa

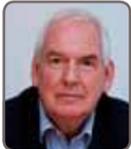
**BIG PICTURE**

09:00 Keynote: The current global market outlook in the aviation sector



**João Miguel M. R. Santos, FRAes**  
Vice President  
Boeing International- Africa

09:30 Keynote: Exploring the opportunities and challenges of establishing a profitable LCC in Africa



**Ed Winter**  
Chief Executive Officer  
FastJet, United Kingdom

10:00 Exhibition opening & morning refreshments

10:50 Executive Brainstorm: Growing profitability in a maturing market

**Tewolde GebreMariam**, Chief Executive Officer, Ethiopian Airlines, Ethiopia  
**Aaron Munetsi**, Regional Manager Africa & Middle East, South African Airways, South Africa  
**Adel Ali**, Chief Executive Officer, Air Arabia, United Arab Emirates  
**Richard Nuttall**, Chief Executive Officer, Bahrain Air, Bahrain

**INCREASING PROFITABILITY**

11:30 How to overcome the challenge of increased costs in a stagnant market



**Theo Namasis**  
Chief Executive Officer  
Air Namibia, Namibia

11:50 Key considerations to growing profitability – what has had the most impact on SA Express



**Inati Ntshanga**  
Chief Executive Officer  
South Africa Express, South Africa

12:10 Innovation and diversification strategies for future sustainability



**Carla Da Silva**  
Regional Manager  
Air Mauritius

12:30 Networking luncheon & exhibition viewing

14:00 How to use fuel hedging to improve your profitability



**Juliet Indetie**  
Deputy Head of Corporate Finance and Administration  
AFRAA, Kenya

14:20 Lessons from the Middle-East



**Richard Nuttall**  
Chief Executive Officer  
Bahrain Air, Bahrain

14:40 Panel: How to launch a profitable airline in highly competitive emerging markets

**Pierre Descazeaux**, Vice President Africa & Middle East, Air France, France  
**Ashraf Hakim**, Director of International & Regional Organisations, EgyptAir, Egypt  
**Chakib Belleili**, Chief Executive Officer, Air Algerie, Algeria  
**Jean- Luc Grillet**, Senior Vice President Commercial Operations Africa, Emirates Airlines, United Arab Emirates  
**Reg Sivsanker**, Chief Executive Officer, Fly Go Air, South Africa

15:20 Afternoon refreshments and speed networking

**LOYALTY**

16:00 How to increase market share and drive revenue from loyalty programme



**Temesegan Alemayehu**  
Director Membership Affairs & Marketing Officer  
Ethiopian Airlines, Ethiopia

16:20 How to drive customer engagement using social media initiatives



16:40 How to utilise customer data to target the correct customer profile & to drive sales



**Ms. Jenifer Musiime**  
Head of Sales & Marketing  
Air Uganda, Uganda

17:00 Chairman's closing remarks and end of day

18:00 Networking dinner sponsored by

08:00 Registration and welcome refreshments

08:50 Opening remarks from the Chairman



**James Geldenhuys**  
Head: Aircraft Finance  
Nedbank Capital, South Africa

**M&As AND PARTNERSHIPS**

09:00 Executive brainstorm: The business implications of airline alliances and mergers

**Fatima Beyina-Moussa**, Chief Executive Officer, ECAir, Democratic Republic of Congo  
**Michael Arumemi-Ikhide**, President and Group CEO, Arik Air International, United Kingdom  
**Jean- Paul Nyirubutama**, Deputy CEO & COO, RwandAir, Rwanda

09:40 How to create win-win partnerships for airports, airlines and local authorities when launching a new route in Africa



**Nonny Mashika**  
Deputy Director: Aviation  
Department of Public Enterprises, South Africa

10:10 Morning refreshments and exhibition viewing

11:00 Exploring the challenge of aircraft financing for African start-up airlines



**Wayne Sprauve**  
Founder & Chief Executive Officer  
African Precision Airlines, Ghana

**REDEFINING REVENUE MANAGEMENT**

11:20 How franchising sales offices can enhance sales revenue and customer service



**Claudio Banze**  
Commercial Director  
Linnaeus Aires Mozambique, Mozambique

11:40 How integrating pricing and yield management strategies can maximise revenue



**Elvis Ndomo**  
Head of Revenue Management  
Precision Air, Tanzania

12:00 Best strategies and practices to capture the high-yield corporate traveller



**Joy Eluka**  
Deputy Commercial Manager  
Dana Air, Ghana

12:20 Networking luncheon & exhibition viewing

**DISTRIBUTION STRATEGIES**

14:00 Developing a robust and innovative distribution strategy for an African airline



**Michael Arumemi-Ikhide**  
President and Group CEO  
Arik Air International, United Kingdom

14:30 How to use your strong brand to leverage global distribution and to strengthen your distribution strategy



**Temel Kotil**  
Chief Executive Officer  
Turkish Airlines, Turkey

15:00 GDS vs Direct Connect - Determining which is best for your business



**GertJan Roelands**  
Vice President Commercial Africa & Middle East  
KLM Royal Dutch Airlines, Germany

15:20 Afternoon refreshments and exhibition viewing

**ANCILLARY REVENUE AND BRANDING**

16:00 Ancillary revenue in the Southern African market: opportunities and challenges



**Susan Liebenberg** Ancillary Revenue Manager  
Comair Limited, South Africa

16:30 How to maximise ancillary income and maintain a competitive advantage



**Hassimah Abd Hamid**  
Head of Revenue Management  
RAK Airways, United Arab Emirates

17:00 Chairman's closing remarks and end of day

**PRE & POST conference workshop**  
Pre- conference workshop 24 June 2013  
Post- conference workshop 27 June 2013  
Go to [www.terrapinn.com/aviationafrica](http://www.terrapinn.com/aviationafrica)

**5th  
annual  
event**

**Speakers include**

- |   |   |
|---|---|
| <b>Dr. Temel Kotil</b> , Turkish Airlines                               | <b>Mr. James Geldenhuys</b> , Nedbank Capital             |
| <b>Mr. Tewolde GebreMariam</b> , Ethiopian Airlines                     | <b>Mr. Ed Winter</b> , FastJet                            |
| <b>Mr. Gertjan Roelands</b> , KLM Royal Dutch Airlines                  | <b>Mr. Inati Ntshanga</b> , South African Express Airways |
| <b>Mr. Jean - Luc Grillet</b> , Emirates Airlines                       | <b>Mr. Aaron Munetsi</b> , South African Airways          |
| <b>Mr João Miguel M. R. Santos</b> , FRAeS, Boeing International Africa | <b>Mr. Pierre Descazeaux</b> , Air France                 |

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“I commend you for the excellent work you are doing in bringing different stakeholders together who share a common interest, because it is all our responsibility to build this continent.”-

Ofentse Sebilo | Deputy Director:  
Economic Infrastructure and Logistics |  
Department of Trade and Industry, South Africa

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