



## PROGRAM - SEAS 2018

As of 8 October 2018

### WEDNESDAY, 10 OCTOBER

**1400-1800**      **Registration**  
*Location: Lower Lobby, The Westin Langkawi Resort & Spa*

**1500-1800**      **Exhibitor Move-in**

**1830**            **Welcome Reception**

### THURSDAY, 11 OCTOBER

**0830-1630**      **Registration & Exhibition**  
*Location: Grand Ballroom 1 Foyer, LICC*

**0900-0940**      **Opening Remarks**

- **Raja Azmi Raja Nazuddin**, Chief Financial Officer & Acting Group CEO, Malaysia Airports Holdings Berhad
- **Aimen Al Hosni**, Secretary Treasurer, ACI Asia-Pacific and Chief Executive Officer, Oman Airports Management Company
- **Loke Siew Fook**, Minister of Transport, Malaysia

**0940-1000**      **Keynote Address: Regulatory Framework of Malaysia: Promoting a Resilient Civil Aviation Industry to Support Malaysia's Economic Growth**

- **Azmir Zain**, Chief Operating Officer, Malaysia Aviation Commission (MAVCOM)

**1000-1015**      **Special Address: Malaysia Airlines – Rebuilding and Refreshing the Brand**

- **Arved von Zur Muehlen**, Group Chief Marketing Officer, Malaysia Airlines Berhad

**1015-1045**      **Networking Break – Sponsored by IER**

**1045-1200**      **Session 1: Changing Passenger Profiles and the Impact on Airport Commercial Environments**  
*The nature of passenger profiles in Asia is changing and impacting airports' commercial environment. What are airports, retailers and brands doing to defend and develop the industry amid these changes? How are their respective businesses adapting and what are some of the opportunities on the horizon?*



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Moderator: **Andrew Ford**, President, Paccaya Resources Ltd., President, Asia Pacific Travel Retail Association (APTRA)

Speakers:

- **Andrew Day**, Group CEO, Emirates Leisure Group LLC and Maritime and Mercantile International (MMI) LLC
- **Jim Beighley**, Executive Vice President, Strategy & Business Development, DFS Group
- **Nuno Costa**, Marketing and Sales Director, Cambodia Airports
- **Sujata Kumar Suri**, Vice President, Strategy & Development, Hamad International Airport

### 1200-1300 **Networking Lunch**

**1300-1415** ***Session 2: Monetization of the Fast-Growing Asia-Pacific & Middle East Airport Commercial sector***  
*What comprises airport commercial performance? How is it measured and what can be improved? What are some of the prospects, resources and technologies available for airports and service providers to innovatively increase passenger spend opportunities?*

Moderator: **Andrew Ford**, President, Paccaya Resources Ltd. and President, Asia Pacific Travel Retail Association (APTRA)

Speakers:

- **Jason Chiu**, Founder & CEO, Cherrypicks
- **Kurt Durrant**, President & Idea Man, rkd retail/iQ
- **Mohammad Nazli Abdul Aziz**, Senior General Manager Commercial Services, Malaysia Airports Holdings Berhad
- **Sheikh Samer Ahmed Al Nabhani**, Chief Commercial Officer, Oman Airports Management Company (OAMC)

**1415-1500** ***Briefing Session: Coping with Climate Change***  
*The airport is an essential service provider to a wide range of stakeholders and users. Airport infrastructure and operations must have high levels of availability and reliability. Risks and vulnerabilities of short and longer-term threats must be identified. Particularly, the effects of climate change could lead to operational disruptions or even airport closure. How can an airport adapt to the effects of climate change? What has one airport done to cope with climate change?*

Moderator: **Patti Chau**, Regional Director, ACI Asia-Pacific

Speakers:

- **Joeri Aulman**, Airport Planner – Project Manager, Netherlands Airport Consultants (NACO)
- **Peter Pallot**, Chief Executive Officer, Sunshine Coast Airport Pty Ltd

### 1500-1530 **Networking Break**



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### 1530-1645 **Session 3: Airline Marketing 3.0; what is next?**

*As we move to the third decade of Airline Marketing, it seems that airports have arrived at the maturity phase of the marketing life circle, with strategies becoming generic and difficult to differentiate. Where should airports look for innovation and fresh ideas? During this interactive session, airports will share tactics they consider unique, practical and successful for working closer with airlines in developing new air services. Special focus will be given to co-marketing and e-marketing, but also in tools valuable for identifying route opportunities, especially for small and medium airports.*

Moderator: **George Karamanos**, Managing Director, KPI Aviation Marketing Solutions

Speakers:

- **Mathilde de Rocquigny**, Director, Airlines Sales & Marketing, Kansai Airports
- **Sulaiman Zainul Abidin**, Chief Operating Officer / Deputy General-Director, Cam Ranh International Terminal JSC (CRIC)

1830 **Gala Dinner**

**FRIDAY, 12 OCTOBER**

0800-1400 **Exhibition**

### 0830-0945 **Session 4: Safety Enhancements and Capacity Building**

*ACI offers a safety peer review program, APEX in Safety, which provides technical assistance and training to airports in need of enhancing safety and capacity building. Hear from the perspectives of those who have participated in the program as team manager, clients, or reviewers, and how airports have benefited from the reviews in their effort and initiatives for safety enhancements and capacity building.*

Moderator: **Danny Boutin**, Senior Manager, APEX Programmes, ACI World

Speakers:

- **Futoshi Hiroi**, Executive Vice President, COO & CFO, MC-Jalux Airport Services Co Ltd (MJAS)
- **Muhammad Hidayat Ismail**, Senior Manager – Airport Fire & Rescue Service, Kuala Lumpur International Airport, Malaysia Airports Holdings Berhad
- **Tim Coole**, Senior Airport Fire Officer, Aéroport de Tahiti Rangiroa, Raiatea and Bora-Bora



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### 0945-1030 **Briefing and Exercise on Cybersecurity**

*Cyber security is a concern for all businesses, including airports due to increased numbers and levels of sophistication in attacks on information systems globally. Coupled with the critical nature of information systems and the increased reliance on information and communications technology to run operations, deliver passenger services and maintain communications, cyber security is high on the agenda of many airports' senior management. What are some of the recent threats and what can small and emerging airports do to safeguard their operations?*

Speaker: **John McCarthy**, Senior Advisor CyberSecurity, ServiceTec Global Services

### 1030-1100 **Networking Break**

### 1100-1110 **Debrief on Cybersecurity Exercise**

Speaker: **John McCarthy**, Senior Advisor CyberSecurity, ServiceTec Global Services

### 1110-1225 **Session 5: Compliance with Recent Amendments to Annex 17**

*Airport security managers and regulators have a challenging job in keeping terrorists at bay as the latter continue to make use of different methods, equipment, materials and technology to concoct new modus operandi of attacks. In response to the rapidly changing security threats, ICAO has been establishing new Standards and Recommended Practices (SARPs) aimed at better protecting airports and aircraft from new methods of attacks and sabotage, including bombings, cyberattacks, concealed improvised explosive devices, and infiltrators / "insiders". This session seeks to review the latest developments on aviation security including emerging threats and recent amendments (with latest amendment 16 being applicable from 16 November 2018) to Annex 17 - Security - Safeguarding International Civil Aviation against Acts of Unlawful Interference. How can small and emerging airports best comply with these regulatory changes to stay ahead of the evolving security threats?*

Moderator: **Remington Low**, Regional Officer – Aviation Security and Facilitation, ICAO Asia and Pacific Office

Speakers:

- **Angeline Yam**, Senior Manager, Aviation Security, Changi Airport Group (Singapore) Pte Ltd
- **Dominic Yu**, Senior Manager, Airport Security, Airport Authority Hong Kong
- **Will Thickett**, Security and Blast Lead VIC/SA, Arup

### 1225-1240 **Closing Remarks**

- **Raja Azmi Raja Nazuddin**, Chief Financial Officer & Acting Group CEO, Malaysia Airports
- **Patti Chau**, Regional Director, ACI Asia-Pacific

### 1240-1400 **Networking Lunch**



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1400

### Post-Event Tours

1400-1700 Airport Tour

1400-1800 Sightseeing Tour

***Program (including topics, speakers, tours, etc.) is subject to further amendments without prior notice.***