

# Now we're talking

Panel discussions will be at the centre of the 2010 Global Aviation Strategy Summit, providing chairmen and CEOs with an informal setting to discuss the big issues affecting the aviation industry.

**T**he Global Aviation Strategy Summit (GASS) is at the very heart of World Routes, bringing together the top industry experts. In 2009, 62% of attendees were presidents, chairmen, CEOs, directors, managing directors or director generals; 32% of the remainder were senior managers in commercial, strategy, marketing and network planning departments. Mike Berman, vice-president of commercial at The Route Development Group, says that the calibre of delegates will be just as high this year.

"GASS is the platform through which experts at the very highest level of the industry are able to discuss and critically analyse market trends and predictions for the future," says Berman.

**"GASS is the platform through which experts at the very highest level of the industry are able to discuss and critically analyse market trends and predictions for the future."**

## Debates that stimulate

The focus will once again be on panel discussions to ensure that proceedings are as relevant as possible on the day. The panellists will address issues such as the growth of the airline industry, environmental challenges and opportunities for the sector, security challenges, whether airlines or airports are now the more dominant partner in route development and scenarios for the future in relation to the liberalisation of air services.

What will emerge from these discussion panels is how the industry can collectively meet the challenges of today, while creating a climate for

expansion and development in the decades to come. In participating, the audience will be able to directly influence the environment in which the route planners and airport marketers in attendance can fulfil their mission.

## Panellists will include:

- Alex de Gunten, executive director, ALTA
- Andrew Herdman, director general, Association of Asia Pacific Airlines
- Angela Gittens, director general, ACI World
- Fariba Alamdari, vice-president of market and value analysis, Boeing Commercial Airplanes
- Folasade Odutola, director, ICAO Air Transport Bureau
- Rick Antonson, president and

CEO, Tourism Vancouver

- Robert Boyle, director of strategy and business units, British Airways
- Vijay Poonosam, vice-president of international and public affairs, Etihad Airways, and chairman, IATA Industry Affairs Committee.

## Moderators will include:

- Aaron Heslehurst, news anchor and presenter, BBC World
- Michael Kellaway, civil aviation advisor, Abu Dhabi Department of Transport
- Charles E Schlumberger, principal air transport specialist, The World Bank Group



BBC World News anchor Aaron Heslehurst will be moderating at the summit.

- Neil Pakey, deputy CEO, Peel Airports Group
- John D Kasarda, director of the Kenan Institute of Private Enterprise, University of North Carolina
- Anne Murray, vice-president of community and environmental affairs, Vancouver Airport Authority.

*The Global Aviation Strategy Summit will be held in Ballroom A, Level 1 as part of World Routes on 20-21 September 2010. This event is invitation only.* ■

## Further information

Carolyn Burnett  
Tel: +44 161 234 2730  
Email: carolyn.burnett@  
routedevgroup.com

