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Bangkok, Thailand  
30 – 31 October 2024

# PROGRAM

Aligning for the Future –  
Distribution | Passenger Accessibility  
& Facilitation | Finance

Host Airline



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Tuesday, 29 October

19h15 – 20h30

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Joint session  
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Wednesday, 30 October

Opening Plenary

Level 22  
A2

09h00 – 09h20

**Welcome Address**

- **Muhammad Albakri, Senior Vice President Financial Settlement and Distribution Services, IATA**

09h20 – 09h40

**Host Airline Keynote**

- **Mr. Chai Eamsiri, Chief Executive Officer, Thai Airways**

09h40 – 10h05

**Industry Economic Outlook**

- **Marie Owens Thomsen, Senior Vice President, Sustainability and Chief Economist, IATA**

10h05 – 10h30

**Global Passenger Survey (GPS) - Results**

Discover the key findings on preferences and expectations of travelers; from attitudes towards the use of biometrics, usage of different payment options, carbon offsetting behaviors, through expectations towards baggage handling or transfer experience at the airport.

- **Nick Careen, Senior Vice President Operations, Safety and Security, IATA**

10h30 – 11h15

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**中国航信 中国航空结算有限责任公司**  
Accounting Centre of China Aviation

## Aligning for the Future

11h15 – 11h40

**The Future of Flying**

All roads must lead to an emission-free aviation and achieving Net Zero by 2050, which defines the future of flying. This session will delve into various pathways, highlight the challenges, and discuss the reality of achieving Net Zero.

Moderated by **Marie Owens, Senior Vice President, Sustainability and Chief Economist, IATA**

- **Rebecca Sharpe, CFO, Cathay Group**

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Wednesday, 30 October

Opening Plenary

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11h40 – 12h05

**The Future of Money**

Digital currencies are revolutionizing commerce, with trends like Central Bank Digital Currencies (CBDCs), blockchain technology, and mobile wallets driving global change. This session will explore how these innovations are reshaping retail and finance, particularly in the airline industry. From streamlining operations to enhancing customer experiences, digital money is paving the way for a potentially cashless future. We'll also examine the latest trends, challenges, and opportunities, and what the future could hold for retailers and financial systems as digital transactions become the norm.

- **Kelvin Li, GM of Platform Technology, Ant International (Antom)**

12h05 – 12h30

**The Future of Travel**

Discover how a seamless End to End Passenger Journey from Shopping to Arrival is achievable based on existing and future industry standards in the areas of Digital Identity, Modern Airline Retailing and Contactless Travel.

Moderated by **Yanik Hoyles, Director Distribution, IATA**

- **Rogier van Enk, SVP Customer Engagement, Finnair**
- **Louise Cole, Head Customer Experience, IATA**

12h30 – 14h00

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Wednesday, 30 October

WPS: Passenger Experience & Accessibility

Level 23  
World Ballroom B

14h00 – 14h30

**Welcome Message**

GPS Deep Dive and Introduction to Pax Insight

- **Harry Grewal, Director, Infrastructure and Customer Experience, IATA**

14h30 – 15h30

**Fireside Chat – Modernizing Passenger Experience**

Insights into how the Modern Airline Retailing program relates to passenger experience, disability and airport processes. The industry, through the Modern Airline Retailing program, seeks to place the Customer at the center. But what does this mean for Border Control, and passenger data requirements? What does this mean in Air Travel Accessibility? And what does this look like for airport development?

Moderated by **Harry Grewal, Director Infrastructure & Customer Experience, IATA**

- **Charlotte Lim, Head of Travel Services Transformation, Customer Experience and Design (CED), Cathay Pacific Airways**
- **Alberto Casamatti, Chief Operating Officer, Air Dolomiti**
- **Simon Watkin, Border Data | Passenger Policy and Border Transformation, UK Home Office**
- **Dr. Kerati Kijmanawat | President, Airports of Thailand**

15h30 – 16h00

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Wednesday, 30 October

WPS: Passenger Experience & Accessibility

Level 23  
World Ballroom B

16h00 – 17h15

**Digital Identity**

The benefits and use cases for airlines, airports, authorities, and passengers. Beyond One ID, as the standards continue to be released more and more use cases are emerging right across the travel continuum. As both private sector and governments make great strides towards implementing interoperable digital identity what other use cases exist within the travel continuum? Hear the benefits from new use cases for airlines, airports, authorities and passengers.

Moderated by **Louise Cole, Head Customer Experience, IATA**

- **David Höjberg, IT Solutions Architect / Tech Lead Airport Operations, Scandinavian Airlines System**
- **Siddharth Sharma, Head IT Operations, Digi Yatra Foundation**
- **Winsor Chiu, Manager, Future Travel Experience, Terminal & Passenger Experience, Hong Kong International Airport**
- **Philippe Nieto, European Digital Identity Wallet Product Owner, French National Security Agency (ANTS), French Ministry of the Interior**

17h15 – 17h30

**Digital Identity: Benefits, use cases – Amadeus Perspective**

**Carl Rogers, Head of Strategy and Business Development - Amadeus Airport IT**

18h30

**NETWORKING DINNER** sponsored by  
Level 22



Wednesday, 30 October

WPS: Airline Retailing – Transforming to Offers & Orders

Level 22  
A2

## Selling Through Digital Channels

14h00 – 14h10

### The Industry status on Modern Airline Retailing

An overview of industry progress to date and how IATA is supporting its members throughout this journey.

- **Yanik Hoyles, Director Distribution, IATA**

14h10 – 14h50

### Airline case studies – It's time for take-off!

Perspectives from airline executives and members of IATA Advisory Councils on their journey: the benefits realized so far, the opportunities that lie ahead and why 100% Offers and Orders is the end goal towards true customer centricity.

Moderated by **Yanik Hoyles, Director Distribution, IATA**

- **Amit Khandelwal, Divisional Vice President, Emirates and Chair of IATA Distribution Advisory council**
- **Catalina Nannig Otonel, Vice President Sales and Distribution, Avianca**
- **Kerem Kiziltunc, Chief Information Officer, Turkish Airlines**
- **Satya Ramaswamy, Chief Digital and Technology Officer, Air India**

14h50 – 15h30

### Navigating the intersection: Impatient customers, evolving technologies, changing distribution landscape

How to balance the needs of corporates, travelers and airlines in the evolving distribution landscape.

Moderated by **Shaunelle Harris Drake, Head Distribution Implementation, IATA**

- **Hugh Aitken, VP Strategic Relations and Development, Skyscanner**
- **Bill Brindle, VP Commercials and content, Spotnana**
- **Danielle Cavnor, Senior Manager, US/MX Procurement, Business Services & Travel, PwC**
- **James Marshall, VP Global Air Account Management, Expedia Group**

15h30 – 16h00

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Wednesday, 30 October

WPS: Airline Retailing – Transforming to Offers & Orders

Level 22  
A1 & A2

### **The Transformation to 100% Offers and Orders**

The entire industry is embarking on a massive transformation journey and IT providers are already building their solutions. Hear the latest from industry leaders!

16h00 – 16h15

#### **Accelya CEO exclusive Interview**

Hear how Accelya are supporting airlines in their journey to 100% Offers & Orders.

Interviewed by **Sally Eden, Presenter & Journalist**

- **Sam Gililand, CEO, Accelya Group**
- **Muhammad Albakri, Senior Vice President Financial Settlement and Distribution Services, IATA**

16h15 – 16h30

#### **IT Provider partnerships: Sabre and Virgin Australia**

A showcase of SabreMosaic demonstrating legacy-free Offer & Order capabilities with one of their airline partners.

- **Roshan Mendis, EVP and CCO, Sabre Travel Solutions**
- **David Hogarth, CIO, Virgin Australia**

16h30 – 16h45

#### **IT provider partnerships: Amadeus and British Airways**

A showcase of Amadeus Nevio demonstrating legacy-free Offer & Order capabilities with one of their airline partners.

- **Maher Koubaa, EVP EMEA, Amadeus**
- **Oliver Ahad, Head of Offer & Order Solutions, Global Revenue, British Airways**

16h45 – 17h15

#### **There are more challengers in the Airline IT space**

Hear how Offer & Order Management System will revolutionize Airline Retailing

Moderated by **Sebastien Touraine, Head Airline Commercial Systems, IATA**

- **John Tzioufas, Chief Revenue Officer, FLYR**
- **Surain Adyanthaya, President Global Industries, PROS**
- **David Friderici, SVP Aviation Passenger Solutions, IBS Software**

17h15 – 17h30

#### **Airline case study: Lufthansa Group's journey to Offer & Order Management**

Interviewed by **Yanik Hoyles, Director Distribution, IATA**

- **Tamur Goudarzi Pour, Executive Vice President Strategy and Group Executive Committee Member, Lufthansa Group**

18h30

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Wednesday, 30 October

WFS: Airline Retailing – Payment and Finance to Order!

Level 23  
World Ballroom A

## Consumer Payment

14h00 – 14h05

### Setting the scene

Hear why payment is so essential to the global picture

- **Keith Wallis, Managing Director, Digital & Distribution, Air Canada & Member of the IATA Distribution Advisory Council (DAC)**

14h05 – 14h25

### What's new in the payment landscape?

An expert will set the scene in what may well be the largest disruption still to come!

Interviewed by **Thierry Stucker, Director Industry Payment Programs, IATA**

- **Pascal Burg, Director, Edgar Dunn & Company**

14h25 – 14h40

### Payments, a critical component to the Airline Retailing Strategy

A leading airline will share their integrated approach and the value it brings to the customer.

- **Kai Schilb, Head of Payments, Lufthansa Group & Member of the IATA Payment Strategy for Finance Working Group (IFAC)**

14h40 – 15h15

### Customer Centricity - Managing payments efficiently

How the right payment option presented at the right time can improve authorization success rate and increase sales conversion as well as customer satisfaction.

Moderated by **Monica Muski, Manager Strategy & Commercial Partnerships, Qantas**

- **Damian Alonso, SVP, Head of Commercial & Partnerships, Outpayce**
- **Larissa Zell, Senior Vertical Strategy Manager, Worldpay**
- **Yang Li, VP Airline sales & relationship management, Elavon**

15h15 – 15h30

### A concrete example of supporting what the client wants

A fireside chat showing how a collection solution enables an airline to support local payment preferences.

Interviewed by **Javier Orejas, Global Head Banking, IATA**

- **Michael Doersam, Chief Financial & Group Services Officer, Emirates and member of the IATA Industry Financial Advisory Council (IFAC)**

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Wednesday, 30 October

WFS: Airline Retailing – Payment and Finance to Order!

Level 23  
World Ballroom A

15h30 – 16h00

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16h00 – 16h15

**Using your preferred payment instrument across borders**

This session will showcase an initiative to connect payment wallets across different countries and its consequences for payers and merchants alike.

- **Sean Deng, Director, Business Development, Antom by Ant International**

16h15 – 16h50

**Payment wallets: an opportunity for airlines?**

A fast-growing payment method, in multiple domestic flavors, now increasingly available to airlines. How will they seize this opportunity, what changes will it drive?

Moderated by **Pascal Burg, Director, Edgar Dunn & Company**

- **Usha Varadarajan, Head Group Payments & Services, Emirates & Chair of the IATA Payment Strategy for Finance Working Group (IFAC)**
- **Charlotta Frohm, Business Developer Customer Payment Solutions, SAS & Member of the IATA Payment Strategy for Finance Working Group (IFAC)**
- **Pinyot Pibulsonggram (Pop), Head of Commercial, Thai VietJet Air**

## Corporate payment

16h50 – 17h15

**Corporate and Airline needs in an Offer & Order world**

As airlines become retailers, with access to new capabilities, hear how will this change the way they meet the needs of corporate buyers.

Moderated by **Priyanka Ralhan, Payments Expert, McKinsey**

- **Danielle Cavnor, Senior Manager, US/MX Procurement, Business Services & Travel, PwC**
- **Kaï Schilb, Head of Payments, Lufthansa Group & Member of the IATA Payment Strategy for Finance Working Group (IFAC)**

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Wednesday, 30 October

WFS: Airline Retailing – Payment and Finance to Order!

Level 23  
World Ballroom A

## Central Bank Digital Currency

17h15 – 17h25

### An outlook on CBDC and what it may mean for Airlines

A concrete use case of a Central Bank driving digital currency, and how it may impact merchants such as airlines.

Interviewed by **Philippe Truchet, Head, Industry Payment Programs, Strategy & Adoption, IATA**

- **Ms. Nuntapun Bhensook, Assistant Director, Digital Currency Unit, Digital Currency Policy and Development Unit, Bank of Thailand**

17h25–17h30

### Module wrap-up of the day

Lessons to take away on how Payment can contribute up to USD 14bn value creation for the industry through greater customer centricity ... and the risk of doing nothing!

- **Keith Wallis, Managing Director, Digital & Distribution, Air Canada & Member of the IATA Distribution Advisory Council (DAC)**

18h30

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Wednesday, 30 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

## Tax Function and Technology

14h00 – 14h20

### Aviation ticket taxes and charge – Preliminary findings

Do you know how much airlines and passengers pay in taxes every year? IATA will release the Cost of Taxation report, shedding light on the complex taxation policies on aviation and their economic consequences for the travel and tourism ecosystem.

- **Andrew Matters, Director Policy, Sustainability and Economics, IATA**

14h20 – 14h35

### Indirect Taxes in the AI Era: Navigating Digital Compliance Challenges

As digital transformation reshapes global industries, the role of AI in indirect tax compliance is becoming increasingly significant. In this insightful keynote, you will learn businesses' growing complexities in adapting to evolving frameworks, and how AI and automation are revolutionizing indirect tax compliance processes by streamlining tax operations, reducing manual burdens, and mitigating risks in an ever-changing global landscape.

- **Gerry Kelly, Chief Executive Officer, Aviation Services Ireland**

14h35 – 14h50

### Technology and Tax Function in the airline industry

Join us for an insightful keynote on how cutting-edge technology is transforming tax function in the airline industry. Discover how automation, AI, and data analytics can optimize tax compliance, reduce costs, and enhance strategic decision-making, ensuring your finance team stays ahead in this dynamic sector.

- **Andrew Burman, Principal, Global Practice Lead, Transformation & Automation, Ryan**

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Wednesday, 30 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

## Tax Function and Technology

14h50 – 15h30

### What role smart fiscal policies play in achieving environmental, social, and financial sustainability in aviation?

Join us as we discuss the role of fiscal policy in unravelling the intricate relationship between aviation and financial, social, and environmental value creation, and how cooperation between airlines and tax administrations is the key for mutual success.

Interviewed by **Vikram Chand, Professor International Tax Law, University of Lausanne**

- **Chula Sukmanop, Secretary-General of the Eastern Economic Corridor Office of Thailand (EECO)**

15h30 – 16h00

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## Global Tax Leadership and Insights

16h00 – 16h15

### EU fiscal policies and global trends on international cooperation

Listen to this seasoned expert's insights into how the EU tax policies align with international trends, and discover what's on the horizon for tax simplification and transparency, and international cooperation, critical for navigating the complexities of cross-border business.

- **Vinod Kalloe, EMA Tax Policy Leader, KPMG Meijburg & Co**

16h15 – 16h30

### Learnings on tax compliance from highly digitalized industries

The tax function strives to maintain high compliance and digitalization standards, while spreadsheets are a core tool. Listen to this tax leader with experience in disruptive tech businesses talking about how highly-digitalized companies have committed to tax governance, and how they can inspire airlines in the pathway towards tax compliance and transparency.

- **Giammarco Cottani, Head of Tax, Agoda (Booking.com group)**

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Wednesday, 30 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

## Global Tax Leadership and Insights

16h30 – 16h45

### The Scariest Job in the World: Head of Tax for a Multinational Group

Listen to this global leader on tax matters (and former Head of Tax) dive into the high-stakes challenges faced by in-house tax professionals. Explore the intricate landscape of tax compliance, strategy, and risk management, and discover why this critical role demands unparalleled expertise and vigilance.

- **Caoilfhionn van der Walt, International Tax Partner, Regan van Rooy**

16h45 – 17h30

### Tax Policy Landed in the Boardroom – The Senior Leadership takes on Taxation

In the past, fiscal matters were strangers to airlines' board meetings. Today, global tax initiatives are disrupting the fiscal stability once granted by States, raising alarms at the highest levels. Join these seasoned Senior Leaders as they reveal how these shifting tax landscapes are impacting their areas of expertise and shaping strategic decisions.

Moderated by **Caoilfhionn van der Walt, International Tax Partner, Regan van Rooy**

- **Irene Louth, Global Head of Tax, Atlas Air**
- **Michael Doersam, Chief Financial & Group Services Officer, Emirates and member of the IATA Industry Financial Advisory Council (IFAC)**

18h30

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Thursday, 31 October

WPS: Passenger Experience & Accessibility

Level 23  
World Ballroom B

09h00 – 10h00

**Digital Innovations in Accessibility & Universal Design**

Discover insights on IATA Airport Development Reference Manual (ADRM) Universal Design best practice principles, with key innovations and digital developments supporting customer experience through the airport journey. Join world leading experts to discover how airports are implementing customer centric solutions and overcoming challenges to respond to passengers with physical, sensory and non-visible disabilities, now and in the future

Moderated by **Manuel Lanuza, Senior Manager Airport Development, IATA**

- **Emily Yates, Head of Accessibility and Inclusive Design, Mima Group**
- **Suzan Ucmakliogu, Associate Architect – Inclusive Design Specialist, Foster + Partners**
- **Janice Tsao, Manager, Passenger Experience, Hong Kong International Airport**

10h00-10h30

**Building a culture of accessibility on the ground and in the air**

This panel discussion will look at the various aspects of the accessibility journey from the airport to the aircraft cabin with the experts in the field and those who makes use of the service, the passengers

Moderated by **Linda Ristagno, Assistant Director External Affairs, IATA**

- **Myron Pincomb, CEO and Board Chairman - International Board of Credentialing and Continuing Education Standards (IBCCES)**
- **Xavier Mascarell, Customer Accessibility Strategy Manager, British Airways**
- **Bianca Raubenheimer, Business Development Director – MENA International Board of Credentialing and Continuing Education Standards**
- **Chamil Liyanage, Managing Director of Airport Passenger & Hospitality Services, Plaza Premium Group**

10h30 – 11h00

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Thursday, 31 October

WPS: Passenger Experience & Accessibility

Level 23  
World Ballroom B

11h00 – 12h30

**Collaboration for Enhancing Passenger Facilitation**

ICAO Annex 9 — Facilitation is considered one of the most diverse Annexes to the Chicago Convention. It comprises a wide variety of multidisciplinary topics that necessitate strong stakeholder coordination and collaboration.

The session will focus on opportunities and challenges in facilitating and dignifying passenger air travel and on IATA resources available and State's initiatives for accelerating the transformation of facilitation and accessible air travel.

Moderated by **Karine Boulet Gaudreault, Senior Manager Passenger Facilitation, IATA**

**Focus on Passenger Admissibility**

- **Ameli Ganz, Senior Manager Facilitation, Lufthansa**
- **Lisa Caselli, Officer/Program Manager, External Engagements and Initiatives // Admissibility and Passenger Programs, US Customs & Border Protection**
- **Panagiota Karadimitriou, Deputy Head of Assistance Centre Unit, Frontex**

Moderated by **Linda Ristagno, Assistant Director External Affairs, IATA**

**Focus on Passenger Accessibility**

- **Christophe Allard, Head of Customer Relations – The Americas - Lufthansa**
- **Kerianne Wilson, Director Customer Accessibility, Air Canada**
- **Laura Pierallini, Name Partner, Studio Pierallini**
- **Eric Lipp, Executive Director, Open Doors**

12h30 – 14h00

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Thursday, 31 October

WPS: Passenger Experience & Accessibility

Level 23  
World Ballroom B

14h00 – 15h15

**Bringing it all together**

What a truly Digital, Seamless, Inclusive and Accessible customer centric experience could look like?

IATA PoC 2.0 – A view from each participating entity in the service delivery Proof of Concept 2024 including digitalization of admissibility, contactless biometric touch points, and interoperability. How airlines, airports, Border authorities, and solution providers can work together to make this a reality for passengers.

Moderated by **Vinoop Goel, Regional Director, Operations, Safety and Security, Asia-Pacific, IATA**

- **Younkyung (Youn) Kim, Manager Customer Experience, IATA**
- **Charlotte Lim, Head of Travel Services Transformation, Customer Experience and Design (CED), Cathay Pacific Airways**
- **Winsor Chiu, Manager, Future Travel Experience, Terminal & Passenger Experience, Hong Kong International Airport**
- **Hidehisa Matsumoto, Deputy General Manager, Corporate Strategies & Planning, Narita International Airport Corporation**
- **Miguel Santos Luparelli Mathieu, Product Innovation Director, Facephi**
- **Andrew Webster, Director of Airline Offer & Order Consulting, Branchspace**
- **Vikas Bhola, Cofounder & CEO, Neoke**
- **Elsa Wong, Head of Global Aviation, NEC Hong Kong**
- **Victor Martinez Jurado, Engineering Manager Digital Identity, Digital Research & Innovation, SICPA**
- **Anthony Chau, Senior Solution Lead, Cathay Pacific**

15h15 – 15h30

**International travel with Aruba Happy One Pass and IATA One ID**

Discover how a traveler's journey from the plane to the beach can be completed in just 30 minutes.

- **Michael Zureik, Senior Lead Enterprise Architect for Digital Travel, SITA Borders – Business Strategy, SITA**

15h30 – 16h00

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Thursday, 31 October

WPS: Airline Retailing – Transforming to Offers & Orders

Level 22  
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## The Business Process Transformation

09h00 – 09h10

### What is the state of IT provider readiness?

Based on IATA Consortium research with several key technology providers, IATA will present a potential IT provider roadmap for the transition to Offers & Orders.

- **Sebastien Touraine, Head Airline Commercial System, IATA**

09h10 – 09h25

### Airline case study: Turkish Airlines' journey to Offer & Order Management

Turkish Airlines aims to rank among the top 3 global airlines for digital passenger experience by 2033. Discover the role Offers and Orders will play in this transformation.

- **Yilmaz Goralı, VP Commercial Solutions, Turkish Airlines**

09h25 – 09h40

### Airline case study: Finnair's Offer & Order Management Transformation

Finnair latest achievements on the journey towards 100% Offers & Orders

- **Rogier van Enk, SVP Customer Engagement, Finnair**

09h40 – 09h55

### Airline case study: ANA's discovery journey to Offers & Orders

All Nippon Airways's approach to Offers & Orders.

- **Thomas Kotsch, Project Manager Offers & Orders, ANA**
- **Daniel Friedli, Managing Director, Travel in Motion (ANA's Consultant)**

09h55 – 10h30

### Transition to partnerships using Offers and Orders

An exclusive debate between airlines and vendors on the changes about to take place in airline interlining : How will SRSIA interlining facilitate partnerships between all types of carriers? How will legacy transformation layers or hybrid solutions facilitate the transition? How will codeshare evolve?

Moderated by **Oleg Kit, Senior Manager Airline Retailing, IATA**

- **Oliver Ahad, Head Offer & Order Solutions, Global Revenue , British Airways**
- **Marisol de la Cuadra, Senior Manager Commercial Platform, Iberia**
- **Nathan Smeulders. Senior Manager Distribution, Qantas**
- **David Friderici, SVP Aviation Passenger Solutions, IBS Software**
- **Aras Kubilay, Global Head of Business Development, Hitit**

10h30 – 11h00

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Thursday, 31 October

WPS: Airline Retailing – Transforming to Offers & Orders

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## The Business Process Transformation

11h00 – 11h10

### [Airline Case study: SAS applying different strategies for different times](#)

Discover how an airline defied the odds and launched their transformation despite the challenges of COVID and financial volatility

- **Julie Bergstrom, Head of Distribution, SAS**

11h10 – 11h40

### [How much will we simplify with Offers and Orders?](#)

What are the game changers with Offers & Orders in terms of processes and standards? What are the phase-out strategies for booking classes, tickets, proration and fares rules? What are the consequences on people and organization?

Moderated by **Shaunelle Harris Drake, Head Distribution Implementation, IATA**

- **Jost Daft, Head of Order Transformation, Lufthansa Group**
- **Nadine Dawood Morgan, Head of Distribution & Payment, Qantas**
- **Lokman Ayas, Manager Offer & Order Solutions, Turkish Airlines**
- **Melanie Dezelak, Strategy Fellow, ATPCO**

11h40 – 11h55

### [IT Provider partnerships: AirlinK & Accelya](#)

Retailing transformation for all airlines starts with NDC: expediting value.

- **Rodger Foster, CEO and Managing Director, AirlinK**
- **Jonathan Newman, VP Business development, Accelya**

11h55 – 12h10

### [Airline Case study: Flydubai's modern Offer & Order-based Retailing Platform](#)

Discover plans to build modern travel retailing system and going live with "Orders"

- **Mohammed Ahteshamuddin, Senior Vice President & Head of IT, flydubai**

12h10 – 12h30

### [Airline Retailing Consortium perspectives: Procurement considerations for a Modern Retailing Platform](#)

Key principles, considerations, and business requirements when procuring an Offer & Order Management platform. Come prepared and read the [Consortium white paper](#)

Interviewed by **Oleg Kit, Senior Manager Airline Retailing, IATA**

- **Anna Sermak, Group Head of Commercial Procurement, IAG**

12h30 – 12h45

### [Airline case study – an airline with something special!](#)

- **Shihaj Kutty, VP of Pricing and Revenue Management, Riyadh Air**



12h45 – 14h00

**LUNCH BREAK**  
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Thursday, 31 October

WFS: Airline Retailing – Payment and Finance to Order!

Level 23  
World Ballroom A

## Transformation in Airline Finance

09h00 – 09h05

### Module opening keynote

Airline Financial Management transformation to support modern retailing strategies.

- **Balagopal Kunduvara, Divisional Vice President Financial Services, Singapore Airlines and Chair of the Industry Financial Advisory Council (IFAC)**

09h05 – 09h25

### A revolution in Financial Management

The industry has developed end-to-end business reference architecture which was expanded to provide a more granular view of the required set of financial management capabilities. Hear how this can be leveraged by airlines financial management teams to plan their transformation to Offers and Orders roadmaps and how it can impact you!

Moderated by **Manal Al-Taher, Manager Financial & Distribution Transformation, IATA**

- **Dr. Stefanie Kramer, Head of Accounting, SWISS**

09h25 – 09h55

### Industry Standards – how do they connect the dots?

You will see how the airline governance bodies are all working together across Finance, Distribution and Digital to connect the dots and support their retailing aspirations.

Moderated by **Olena Vasylychenko, Director Industry Architecture and Global Standards, IATA**

- **Myriam Burget, Head of Revenue Accounting, SWISS and Chair of Settlement and Accounting Standards Board and Airline Retailing for Finance Group**
- **Rania Chehade, Head Distribution Air Canada, Chair of Shop Order Pay Standards Board**

09h55 – 10h20

### Finance at the heart of Airline Retailing strategy and transformation

Hear why Finance should be at the heart of retailing strategy design and any transformation roadmap!

Moderated by **Manal Al-Taher, Manager Financial & Distribution Transformation, IATA**

- **Christine Rovelli, Chief Revenue Officer, Finnair**

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Thursday, 31 October

**WFS: Airline Retailing – Payment and Finance to Order!**

Level 23  
World Ballroom A

10h20 – 10h30

**Financial flows to support Retail Order Accounting**

A deeper dive into Revenue Accounting transformation to Order Accounting

- **Andrei Grintchenko, Head Industry Architecture and Standards, IATA**

10h30 – 11h00

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**Transformation in Airline Finance**

11h00 – 11h55

**Order Accounting in the new world**

What are the benefits of Order Accounting? What are the risks and challenges the industry needs to overcome? And how do we get there? All from the lens of the Technology providers.

Moderated by **Daniel Friedli, Managing Director, Travel in Motion**

- **Philip Fernandes, Senior Vice President - Product Management, Accelya**
- **Stephane Lecourtois, Director, NDC and Order Management Solution, Amadeus**
- **Burcu Toker, Consultant, Hitit**
- **Sebastian Holfert, Senior Product Owner, Finance Solutions, Lufthansa Systems**
- **Simon Lescarcelle-Evin, Global Head of Practice, SAP**

11h55 – 12h25

**Customer and Supplier Order Accounting transformation and interline billing – Airlines view**

Learn airlines views on these critical transformation areas that will drive benefits!

Moderated by **Tom Gregorson, Chief Strategy Officer, ATPCO**

- **Laura Lindborg, Head of Order and Payment Management, Finnair**
- **Benaifer Bhathena, Manager Revenue Accounting WestJet and Chair of Airline Billing and Settlement Working Group**

12h25 – 12h30

**Module Closing Keynote and Wrap-up**

- **Balagopal Kunduvara, Divisional Vice President Financial Services, Singapore Airlines and Chair of the Industry Financial Advisory Council (IFAC)**

12h30 – 14h00

**LUNCH BREAK**  
Exhibition Hall



Thursday, 31 October

Joint Session

WPS: Airline Retailing – Transforming to Offers & Orders

Level 22

WFS: Airline Retailing – Payment and Finance to Order!

A2

## The Bigger Picture

14h00 – 14h20

### [Airline Retailing Consortium perspectives: How to convince C-level to embark on this large transformation for the benefit of the customer?](#)

Hear the latest lessons from Consortium airlines on key decision criteria to convince C-level to move to 100% Offers & Orders and listen to how airlines could build their business case

Moderated by **Olivier Hours, Head Distribution Strategy, IATA**

- **Christine Rovelli, Chief Revenue Officer, Finnair**
- **Kerem Kiziltunc, Chief Information Officer, Turkish Airlines**

14h20 – 14h35

### [Modern Airline Retailing: Cultivating the Right Mindset and Talent](#)

Technology is only part of the equation in the transition towards 100% Offers and Orders, with the soft, people aspects often left behind. Mindset and education around the end vision are equally important for a successful transition, beyond the tech.

Interviewed by **Shaunelle Harris Drake, Head Distribution Implementation, IATA**

- **Anna Sermak, Group Head of Commercial Procurement, IAG**

14h35 – 14h45

### [Exclusive insights from a survey of over 150 airline representatives on the roadmap to 100% Offers and Orders](#)

IATA and BCG will present the outcome of an airline survey which provides exclusive insights on their readiness, their confidence in this goal and some timelines to 100% Offers and Orders

Interviewed by **Sebastien Touraine, Head Airline Commercial System, IATA**

- **Alberto Guerrini, Senior Partner, BCG**

14h45 – 14h55

### [A roadmap also needs robust Architecture and Standards](#)

- **Olena Vasylychenko, Director Industry Architecture and Passenger Standards, IATA**

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Thursday, 31 October

Joint Session

WPS: Airline Retailing – Transforming to Offers & Orders

Level 22

WFS: Airline Retailing – Payment and Finance to Order!

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## The Bigger Picture continued

14h55 – 15h30

### The Industry journey to 100% Offers and Orders

IATA will share a high-level industry roadmap which is the outcome of engagements with the broader value chain; and experts will comment on what they have heard over these past two days and how they see this journey taking shape.

Moderated by **Yanik Hoyles, Director Distribution, IATA**

- **Amit Khandelwal, Divisional Vice President, Emirates and Chair of IATA Distribution Advisory council**
- **Alberto Guerrini, Senior Partner, BCG**
- **Neil Glynn, Managing Director, Alvarez & Marsal**

15h30 – 16h00

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Thursday, 31 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

09h00 – 09h10

**Module Opening: AI Application in Finance - how relevant it is for airlines' business?**

Kick off our exploration into the transformative world of AI in finance! This module will delve into how artificial intelligence is revolutionizing financial services, particularly in areas of **payment** and **treasury**. Join us to uncover the cutting-edge technologies and innovative applications that are shaping the future of finance.

- **Mohamad "Mo" Hafidz, Head of Commercial Innovation, AirAsia**

09h10 – 09h40

**Unlocking autonomous AI agents for flight booking and payment with Lufthansa Innovation Hub**

AI unlocks opportunities for fully autonomous flight booking and payment. Discover how Lufthansa Innovation Hub's AI agent, Swifty, can autonomously book a customer's trip via an AI-based chat, voice, or email interface. Swifty offers the integration of an AI booking engine into an airline website, messenger, or app. Hear from Swifty's co-founder and see it in action!

- **Stanislav Bondarenko, Founder of Swifty, Lufthansa Innovation Hub**

09h40 – 10h10

**AI and Other Innovations: Enhancing Airline Payment Processing Efficiency**

Payments' optionality and efficiency are advancing rapidly, with growing emphasis on integrating multifaceted solutions into this complex landscape. The payments industry encompasses a broad range of layered processes aimed at boosting efficiency and strengthening supply chain relationships. The ongoing revolution in payment methods highlights increased options and the potential to streamline communication across the payment ecosystem. This fireside chat comes from two distinct, though connected, parts of the payment ecosystem sharing a common goal: to improve communication across the supply chain. Their focus is on automating routine tasks, supporting reconciliation, reducing processing times, and ensuring a smoother, more transparent experience for all stakeholders. This discussion will explore innovations such as AI, rule-based engines, payment switch technologies, and new trends such as transitioning from BSP cash to NDC dynamic pricing, virtual card solutions (VCC), and closed-loop systems.

- **Richard Cogswell, Vice President Business Development APAC, Nium**
- **Adam Williams, Head of Commercial APAC, Conferma**





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Thursday, 31 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

10h10 – 10h30

**Payment Fraud Detection and Prevention**

AI enhances fraud detection and prevention by analysing transaction patterns in real-time to identify suspicious activities. This proactive approach helps prevent fraud before it occurs, ensuring secure and trustworthy payment processes for both businesses and customers. Hear from the speakers on their key messages and AI application that helps to maintain trust in the payment system.

- **Parikshit Jawa, Vice President Cyber & Intelligence Asia Pacific, MasterCard**

10h30 – 11h00

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11h00 – 11h40

**Payment Fraud Detection and Prevention (cont.)**

AI enhances fraud detection and prevention by analysing transaction patterns in real-time to identify suspicious activities. This proactive approach helps prevent fraud before it occurs, ensuring secure and trustworthy payment processes for both businesses and customers. Hear from the speakers on their key messages and AI application that helps to maintain trust in the payment system.

- **Stephen Grainger, Global Head, Data & Services, SWIFT**
- **Sam Hamilton, Senior Vice President, Data and AI Platform, Visa**

11h40 – 12h10

**Elevating Airline Treasury Management- AI Integration in TMS**

Integrating AI into the Treasury Management System (TMS) revolutionizes airline treasury operations. AI enhances cash flow forecasting, risk management, and real-time financial visibility, enabling more strategic decision-making and optimized liquidity management. This integration ensures airlines can navigate financial complexities with greater agility and precision.

- **Ersin Deniz, Vice President Treasury, Turkish Airlines**
- **Emmanuel de Rességuier, Chief Executive Officer, Fenech Financial Ltd.**
- **Mitchell Ponder, Director, Zanders**

12h10 – 12h30

**Predictive Forecasting & Real-Time Visibility**

AI empowers treasury functions with predictive forecasting and real-time visibility, enabling more accurate cash flow predictions and timely financial insights. This enhances decision-making, optimizes liquidity management, and ensures a proactive approach to financial planning and risk mitigation.

- **Mohamad "Mo" Hafidz, Head of Commercial Innovation, AirAsia**



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WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

12h30 – 14h00

**LUNCH BREAK**  
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14h00 – 14h15

**GenAI: The AI that can drive Finance Transformation for Airlines**

Leverage the power of generative AI, enabling turning data into actionable insights. This is where GenAI delivers the most value, as it unlocks an untapped unstructured data to help finance create better, more strategic narratives. GenAI can identify key trends, highlight an organization's strengths and weaknesses, and uncover hidden market opportunities.

- **Dee Waddell, Managing Partner, Global Industry Leader, Travel & Transportation Industries, IBM**

14h15 – 14h40

**Cash management: how can AI support managing the Foreign Exchange and Interest Rate risks**

Learn how AI enables precise predictive analysis and better anticipation of currency fluctuations and interest rates and its impact- insights crucial for financial team. Furthermore, get to know how AI contributes to more efficient liquidity management and optimized coverage against financial risks.

- **Craig Jeffery, Managing Partner, Strategic Treasurer**

14h40 – 15h00

**CFO of the future: Data and Generative AI revolution**

By leveraging data and Generative AI (GenAI), traditional CFO domains can undergo significant transformations that drive substantial value creation. As a result of this transformation, the CFO's role evolves to that of a strategic shaper of the business. This session aims to explore the changing role of CFOs and how they can strengthen their position as strategic partners to leaders.

- **Dmitry Dorofeev, Partner, McKinsey & Co.**

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Thursday, 31 October

WFS: AI – a New Ally to Finance?

Level 23  
World Ballroom C

15h00 – 15h20

**AI- A Strategic Asset for KYC and Compliance in Treasury**

Artificial Intelligence (AI) is revolutionizing the landscape of Know Your Customer (KYC) and regulatory compliance. Learn how AI advancements enable the automation of customer verification, reduce manual errors, accelerate onboarding times, and strengthen fraud detection – all of which significantly contribute to efficiency and cost savings. Explore KYC solutions specifically tailored for Treasury Management, including tangible examples of AI's impact on financial operations, compliance optimization, and the prevention of payment fraud, ultimately benefiting both compliance and payment systems.

- **Shahid Hanif, Co-Founder and CTO, Shufti Pro**
- **Ammara Mukhtar, Regional VP of Sales – APAC, Shufti Pro**

15h20 – 15h30

**Module Wrap-up and key take aways**

Are airlines ready to start leveraging AI's full potential to benefit their business?

- **Mohamad "Mo" Hafidz, Head of Commercial Innovation, AirAsia**

15h30 – 16h00

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Thursday, 31 October

Closing Plenary

Level 22  
A2

16h00 – 16h25

**Digital Identity – 2024 and Beyond**

Last year we discovered the end-to-end vision of digital identity, appreciating the value it can bring to travel experience from the initial intent of travel to enjoying the flight. We will share the pilot that was built in 2024 and what is next for digital identity across the journey for a passenger.

- **Olivier Hours, Head Distribution Strategy, IATA**
- **Gabriel Marquie, Senior Manager Digital Identity, IATA**

16h25 – 16h45

**The Future of Data**  
**Building an Open Data Ecosystem for the Industry**

Behind every innovation and strategy, stands data. The industry is rich when it comes to data, a source that can propel us forward when it comes to our transformation and embracing becoming digital retailers. From finance to retail, cross data analytics within the organization and the industry, can enable cost savings and unlock new opportunities. In this session, we will present the latest initiatives IATA is leading in the data space and our upcoming IATA WDS (World Data Symposium).

- **Kim Macaulay, Chief Information and Data Officer, IATA**

16h45 – 17h00

**Aligning for the Future – Revelations & Take-Aways**

IATA WFS & WPS took opportunity of being held jointly to explore initiatives and roadmaps aiming to transform our industry into a digital retailers with a financially thriving and sustainable future. Across all the sessions, what are the key take-aways to continue building on this momentum until we meet next year.

Moderated by **Sally Eden, Presenter & Journalist**

- **Muhammad Albakri, Senior Vice President Financial Settlement and Distribution Services, IATA**
- **Nick Careen, Senior Vice President Operations, Safety and Security, IATA**

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# Specialized Workshops

Host Airline



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**Wednesday 30 October**

**08:00 – 09:00**

**Rassure Breakfast Workshop**

Location: Lotus Suite 11



Airlines today face immense pressure to increase revenue and reduce costs. Despite the rise of NDC, agents remain a crucial part of the distribution value chain. Reducing revenue leakage in both direct and agency sales channels is essential. Rasure has revolutionized Fare Compliance and Sales Audit, achieving 3-4 times more recovery than traditional BPO players through AI, ML, and advanced algorithms with 100% automation. Our service empowers airlines to safeguard their revenue effectively, upending traditional methods of audit evaluation.

Join us for a breakfast session at WFS 2024 to hear firsthand experiences from our satisfied airline clients. Learn how you can capture revenue leakage that has eluded even the most experienced auditors. This is an event by invitation only to which you have been kindly invited by Rasure – this is an opportunity you don't want to miss!

**10:30 – 11:15**

**NDC flows: Challenges & Opportunities for Airlines**

Location: Lotus Suite 12



Please join Mastercard as they share payment trends impacting airlines, insight into direct sales channels for airlines, and discuss the challenges and opportunities with NDC payment flows.

**12:30 – 14:00**

**First-Class Payments: How to Maximise Revenue Through Optimized Payment**

Location: Lotus Suite 11



This breakout session will equip you with strategies to leverage payments for maximum revenue potential. We'll dive into our latest thought leadership, including key stats from our 2024 global consumer research and live success stories from airlines to provide you with best practice advice. Learn how to optimise your payment setups to boost revenue, cut costs, strengthen fraud protection, and refine your supplier payments strategy for peak performance.

**Speakers:**

- Larissa Zell, Senior Vertical Strategy Manager
- Tiffany Hecker, Senior Vertical Marketing Manager
- Jill Tan, Director, Relationship Management, APAC Airlines
- Linus Goh, Business Development Director

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**Thursday 31 October**

**08:00 – 09:00**

**Delivering Offers and Orders Transformation:  
Perspectives from T2RL, AWS, and Accelya**

Location: Lotus Suite 11



In this session, T2RL will provide a thought leadership perspective on the transformation to Offer and Order (OOSD), highlighting the key benefits for airlines and what they value most from their partners during this journey. Accelya will then showcase our comprehensive yet modular OOSD platform, designed to empower airlines to create their own path to retailing excellence. With 31 billion offers managed daily and 57% of the global NDC market share, Accelya is leading the way in airline retailing. In partnership with AWS, we ensure scalability and agility, keeping the customer at the heart of the transformation.

**12:30 – 14:00**

**Driving the Retailing Future with Innovation –  
The China Experience**

Location: Lotus Suite 12



The Chinese market has been at the forefront of business innovation in terms of online retailing, e-commerce and digital payment. Airlines in China ventured into the retailing world for over a decade and ACCA has been supporting our industry with business and technological innovation along the way. During the workshop our speaker, Weiqun Zhang, CEO of ACCA, will share their insight into the market and how we support the airlines.

**12:30 – 14:00**

**Modern retailing: Winning in the indirect channel**

Location: Lotus Suite 11



Join our thought leadership session to find out what Agencies and Consumers expect from NDC, and how you can better support the Agencies to adopt NDC. By attending, you'll gain valuable insights and practical strategies to optimize your NDC implementation, making it easier for agencies to work with your airline while driving greater efficiency and profitability. Don't miss this opportunity to stay ahead in the rapidly evolving airline industry.

**Speakers:**

- Damian Hickey, Global Head of Air Partners at Travelport
- Ailsa Brown, Head of Air Partners, Asia Pacific, at Travelport

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