

# IATA WINGS OF CHANGE AMERICAS

Bogotá, Colombia  
25 – 26 June 2025

## PROGRAM

Host Airline

**avianca** 

A STAR ALLIANCE MEMBER 



# IATA WINGS OF CHANGE AMERICAS

## Tuesday, 24 June

14:00-18:00 Conference Registration

## Wednesday, 25 June

07:30-09:00 Registration & Welcome Networking Breakfast

09:00-10:45 Opening Plenary

10:45-11:15 Networking Coffee Break

11:15-12:15 Executive Insights

12:15-13:15 Sustainability

13:15-14:45 Networking Lunch

14:45-16:00 Regulatory Debates

16:00-16:30 Networking Coffee Break

16:30-17:30 Air Cargo

18:30-19:30 Cocktail Reception

19:30-22:00 Gala Networking Dinner

## Thursday, 26 June

07:30-09:00 Women in Aviation Breakfast (by invitation only)

09:00-10:45 Industry Innovation

10:45-11:15 Networking Coffee Break

11:15-13:15 Connectivity Roundtables

13:15-13:30 Closing Plenary & Key-Takeaways

13:35-15:00 Farewell Networking Lunch

15:00-18:00 Industry Workshops (by invitation only)



# IATA WINGS OF CHANGE AMERICAS

## Tuesday, 24 June

### Conference Registration

**14:00 – 18:00** **Conference Registration**  
Registration is sponsored by **Avianca**  
Grand Hyatt Bogotá

## Wednesday, 25 June

### Conference Registration

**07:30 – 09:00** **Conference Registration**  
Registration is sponsored by **Avianca**

#### **WELCOME NETWORKING BREAKFAST**

Sponsored by **Airbus**  
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

### Opening Plenary

**09:00 – 09:40** **Masters of Ceremony:**  
**Sol Suárez Jaramillo, Journalist**  
**Enrique Perrella, Aviation Director, Business Traveler**

**Keynote: IATA Welcome to Wings of Change Americas**  
**Peter Cerdá, Regional Vice President, The Americas, IATA**

**Keynote: Government Welcome to Bogotá**  
**Carlos Fernando Galán, Mayor of Bogotá**

**Keynote: Vision for Air Transport in Colombia**  
**José Henry Pinto, Director General, Aerocivil Colombia**

**09:40 – 10:00** **CEO Chat: Abra Group's Priorities & Expectations to Increase Connectivity Across the Americas**  
A fireside chat moderated by **Gabriela Frías, Journalist, CNN**  
**Adrian Neuhauser, CEO, Abra Group**

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Please note that the program is regularly updated and is subject to change.

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# IATA WINGS OF CHANGE AMERICAS

Wednesday, 25 June

## Opening Plenary

- 10:00 – 10:45** **The Connectivity Frontier: Exploring New Tourism Opportunities in the Americas**  
Ministerial Roundtable moderated by **Gustavo Santos**, Regional Director, UN Tourism  
**Juan Carlos García**, Minister of Tourism, Cuba  
**Verónica Pardo Lagos**, Undersecretary of Tourism, Chile  
**John Ramos**, Vice Minister of Tourism, Colombia  
**Harris Whitbeck**, Minister of Tourism, Guatemala  
**Daniel Ketchibachian**, CEO, Aeropuertos Argentina
- 10:45 – 11:15** **NETWORKING COFFEE BREAK** sponsored by **Turkish Airlines**  
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

## Executive Insights

- 11:15 – 12:15** **A Conversation between CEOs: The History and Future of Air Transport in the Americas**  
A CEO roundtable moderated by **Gabriela Frías**, Journalist, CNN  
**Pedro Heilbron**, CEO, Copa Airlines  
**Frederico Pedreira**, CEO & President, Avianca Group  
**Estuardo Ortiz**, CEO, JetSMART  
**Erika Zarante Bahamón**, CEO, LATAM Airlines Colombia

## Sustainability Vision

- 12:15 – 12:30** **Keynote: Advancing SAF Development in Latin American Aviation**  
**Carolina Betancourt**, SAF Project Manager, BioD
- 12:30 – 13:15** **Green Horizons: Boosting Aviation's Race to Net Zero in Latin America**  
Executive Insights moderated by **Pedro de la Fuente**, Senior Manager, Sustainability, IATA  
**Arturo Barreira**, President, Latin America and the Caribbean, Airbus  
**Johanna Cabrera**, Head, Sustainability, LATAM Airlines Group  
**Juliana Pavão**, Director, Government Affairs - Latin America & Caribbean, Boeing  
**Maria Whittaker**, Chief Corporate Responsibility Officer, Abra Group
- 13:15 – 14:45** **NETWORKING LUNCH** sponsored by **IBS Software**  
Capitalino Restaurant, Grand Hyatt Bogotá

# IATA WINGS OF CHANGE AMERICAS

Wednesday, 25 June

## Regulatory Debates

- 14:45-14:55** **Let's Debate: Hear From Authorities and Industry Executives on Hot-Button Topics**  
**Oracio Marquez**, Director, External Affairs, Latin America & Caribbean, IATA
- 14:55 – 15:15** **Keynote: Consumer Protection Regulation – What Latin America Should Learn and Avoid from EU261**  
**James Wiltshire**, Assistant Director, External Affairs, IATA
- 15:15 – 15:40** **Airlines in Brazil: Litigation Excesses & Dilemma?**  
**A Conversation with:**  
**Ricardo Bernardi**, Partner, Bernardi & Schnapp Law Firm  
**Gary Bunce**, Assistant General Counsel, Delta Air Lines\
- 15:40 – 16:00** **The Impact of Tariffs on Air Transport – Economic Reality or Myth?**  
**Carlos Garcia Martin**, Partner and Co-head of Strategic Sourcing and Procurement for Americas, OliverWyman
- 16:00 – 16:30** **NETWORKING COFFEE BREAK** sponsored by **Securiport**  
 Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

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Wednesday, 25 June

## Air Cargo

- 16:30 – 16:45**     **Keynote: From Colombia to the World - Flower Exports and the Importance of Air Cargo to Generate Jobs and Support Economic Prosperity**  
**Augusto Solano**, CEO, Asocolflores
- 16:45 – 17:30**     **Strategic Partnerships and Logistics Evolution: Responding to Market Shifts**  
 Executive Insights moderated by **Alicia Lines**, President, Cargo Network Services  
**Arturo Cassinelli**, Corporate General Manager, Talma Servicios Aeroportuarios  
**Juan C. Correa**, Chief Commercial Officer, Avianca Cargo  
**Diego Estrin**, Director of Air Cargo, Expeditors  
**Craig Strickland**, Chief Sales Officer, BoxC
- 18:30 – 19:30**     **COCKTAIL RECEPTION**  
 Sponsored by **Aeropuertos Argentina**  
 Grand Foyer. Grand Hyatt Bogotá
- 19:30 – 22:00**     **GALA NETWORKING DINNER**  
 Sponsored by **LATAM Airlines Group & Delta Air Lines**  
 Grand Ballroom, Grand Hyatt Bogotá

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# IATA WINGS OF CHANGE AMERICAS

## Thursday, 26 June

- 07:30 – 09:00**    **IATA & IAWA WOMEN IN AVIATION BREAKFAST**  
Sponsored by **LATAM Airlines Group & Delta Air Lines**  
***By invitation only.*** Grand Hyatt Bogotá.  
Must hold valid Wings of Change Registration to join.
- 07:30 – 09:00**    **NETWORKING MORNING COFFEE**  
Sponsored by **JetSMART**

## Innovation

- 09:00 – 09:20**    **Tourism Reimagined: The Digital Future of Latin American Travel**  
**Camilo Cardenas**, Director, Business Development, Airports and Borders, , SITA
- 09h20 – 10h00**    **Panel Discussion: Tailored Travel - Revolutionizing Airline Retailing for Personalized Passenger Experiences**  
Roundtable moderated by **Karina Medeiros**, Transformation Manager, IATA
- Eduardo Barillas**, Regional Manager Digital Sales, United Airlines  
**Samy Bessudo**, President, Aviatour  
**Susan Kidwell**, Vice President, Airlines Solutions, Amadeus  
**Sam Shukla**, Senior Vice President and Head of Americas Region Sales, IBS Software
- 10:00 – 10:45**    **Panel Discussion: Future-Ready Airports - Investing in Innovation to Boost Efficiency**  
Roundtable moderated by **Enrique Perrella**, Aviation Director, Business Traveler
- Peggy Croes**, Senior Vice President, Curacao Airport Partners  
**Gabriel Oliva**, Chief Operations Officer, Avianca  
**Norbert Onkelbach**, Chief Commercial Officer, Lima Airport Partners  
**Gonzalo D. Schames**, Director, South America, American Airlines
- 10:45 – 11:15**    **NETWORKING COFFEE BREAK** sponsored by **BAIN & Company**  
Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

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## Thursday, 26 June

- 11:15 – 11:45** **What's Next? Innovating Flight Safety & Efficiency for the Future**  
**A Conversation with:**  
**Alfonso Arroyo**, Representative Latin America and Caribbean, EASA  
**Melvin Cintron**, Director, Western Hemisphere, Office of International Affairs, FAA

## Connectivity Roundtables: Bridging Countries & Continents

- 11:45 – 12:30** **Panel Discussion: Wings Across Colombia - Connecting Communities for Social and Economic Progress**  
 Roundtable moderated by **Sol Suárez Jaramillo**, Journalist  
**Felipe Gutierrez**, CEO, Clic Air  
**José Henry Pinto**, Director General, Aerocivil Colombia  
**Mayor General Oscar Zuluaga Castaño**, CEO, SATENA  
**Luis Alejandro Dávila**, Vice Presidente of Tourism, Procolombia
- 12:30 – 13:15** **Panel Discussion: Enhancing International Connectivity to the Americas Through Strategic Collaboration**  
 Roundtable moderated by **Gabriela Frias**, Journalist, CNN  
**Eduardo Lombana**, CEO, Wingo  
**Roberto Roselli**, CEO, Plus Ultra  
**Jorge Rosillo**, CEO, Galápagos Ecological Airports

## Closing Plenary & Key-Takeaways

- 13:15 – 13:30** **Closing Remarks**  
**Paula Bernal**, Country Manager, Colombia, IATA
- 13:30 – 15:00** **FAREWELL NETWORKING LUNCH** sponsored by **BoxC**  
 Grand Foyer and Ballroom 1, Grand Hyatt Bogotá

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# IATA WINGS OF CHANGE AMERICAS

Thursday, 26 June

## Industry Workshops

15:00 – 18:00

### SIMULTANEOUS WORKSHOPS

By invitation & registration only. For details, contact [WOCA@iata.org](mailto:WOCA@iata.org)

#### **IATA Sustainability & Operational Efficiency Workshop**

The workshop on aviation sustainability will bring together industry stakeholders to review progress and accelerate efforts towards achieving net-zero carbon emissions by 2050. It will highlight key advancements on SAF, operational efficiencies, and carbon management, while showcasing IATA's environmental solutions, such as CO2Connect and IEnvA, that support sustainable operations. The event will foster collaboration and engagement to drive the industry's commitment to a sustainable future.

Grand Hyatt Bogotá, meeting room HUILA

#### **Trends in Consumer Regulation: The Americas and Beyond**

Attendees will learn about recent bill proposals concerning passenger protection in both the Americas and Europe. They will also review potential global best practices that the industry can proactively propose to mitigate the effects of overregulation and balance consumer protection with the economic viability of the industry.

Grand Hyatt Bogotá, meeting room CAUCA

#### **Modern Airline Retailing with Offers & Orders**

Get a comprehensive overview of how the aviation industry is modernizing by eliminating legacy processes and enhancing the customer travel shopping experience through the transition to a world of 100% Offers and Orders.

Grand Hyatt Bogotá, meeting room TOLIMA

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