

IATA

AVIATION

DAY

MENA

Jeddah, Saudi Arabia
06 – 07 May 2025

PROGRAM



Saudia



#ADMENA

IATA AVIATION DAY MENA

Version as of 02 Apr. 2025

Shaping the Future through collaboration, innovation, and harmonization

Monday, 05 May

18:00-21:00 Registration

19:00-21:00 Welcome Reception

Tuesday, 06 May

08:00-09:00 Registration & Welcome Coffee



Sponsored by

09:00-10:00 Opening Keynote Speech

Keynote speeches by distinguished industry leaders.

- [Nick Careen](#), Senior Vice President Operations, Safety and Security - IATA
- [H.E Abdulaziz Al-Duailej](#), President - Saudi General Authority of Civil Aviation (GACA)

10:00-10:20 IATA Economic Outlook

An overview of the Aviation Industry's economic outlook at regional and global levels, with highlights of the current and forecasted trends impacting the industry's performance.

[Kamil Alawadhi](#), Regional Vice President, Africa and the Middle East - IATA

10:20-10:45 Saudi Vision 2030

Insights of Saudi Vision 2030 from an aviation perspective highlighting the aviation industry's role as an economical enabler and catalyst.

[Mohammed Alkhuraisi](#), Executive Vice President of Strategy & Business Intelligence - Saudi General Authority of Civil Aviation (GACA)

10:45-11:15 Networking Coffee Break

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Shaping the Future through collaboration, innovation, and harmonization

11:15-12:15

Shaping the Future through Collaboration, Innovation, and Harmonization

Aviation Industry's supply chain is as strong as its weakest link! Those links are not necessarily driven by the same motivation, however effective collaboration and coordination amongst them are crucial. This panel comprised of distinguished industry leaders shall explore challenges and opportunities across the aviation supply chain.

Moderator: [Kamil Alawadhi](#), Regional Vice President, Africa & the Middle East, IATA

Panelists:

- [H.E Abdulaziz Al-Duailej](#), President - Saudi General Authority of Civil Aviation
- [Omar Hariri](#), Chief Executive Officer - Saudi Logistics Services Company
- [Fahad Cynndy](#), Chief Executive Officer – Saudia Technic

12:15-12:45

Spotlight on Safety

A spotlight session on IATA's Safety Connect & Safety Issue Hub, which supports the delivery of IATA safety strategy, and an internationally recognized repository of aviation hazards and safety risks, to enable the prioritization and delivery of aviation safety improvement programs.

Moderator: [Dragos Munteanu](#), Head of Safety – IATA

Panelists:

- [Mohamed Dahduli](#), VP Safety & Aviation Security & Quality- Saudi Arabian Airlines
- [Ghassan Alkashgari](#), Director of Safety, Security & Compliance – Flyadeal

12:45-13:00

Saudi Ground Services Co. Interview

[Mohammad A. Mazi](#), Chief Executive Officer – Saudi Ground Services Co.

13:00-14:00

Lunch Break

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Shaping the Future through collaboration, innovation, and harmonization

14:00-14:45

The Future of Aviation Spectrum

The aviation spectrum is the backbone of the sustainable future of global connectivity. The journey forward presents several obstacles, including managing spectrum allocation, mitigating interference, and aligning global policies. This presentation will explore how the evolving spectrum landscape impacts aviation, focusing on future prospects, complexities and directions.

14:45-15:45

Airports of the Future

Inspired by the Kingdom of Saudi Arabia's ambitious plans for vision 2030 and with multi-billion-dollar investments in infrastructure and technology-based solutions, this panel session will examine how key players are changing the dynamics of the airports, airlines, and service sectors to be ready for the future and the anticipated growth.

Moderator: [Kashif Khalid](#), Director of Operations, Safety & Security – IATA

Panelists:

- [Mazen Johar](#), CEO – Jeddah Airport
- [Ayman Abu Abah](#), CEO – Riyadh Airports
- [Andre Martins](#), Partner – Oliver Wyman

15:45-16:15

Networking Coffee Break

16:15-16:30

Saudi Awwal Bank Panel Discussion

16:30-17:30

Aviation Sustainability; Progress towards Net-Zero in MENA

An intro by IATA on Net Zero Roadmaps, followed by a panel discussion that looks into how the region's strategic initiatives can propel the entire world toward a cleaner, more efficient aviation future charting a course for sustainable skies.

Moderator: [Farah Mismar](#), Regional Manager Sustainability, AME – IATA

Panelists:

- [Maryam Telmesani](#), VP Sustainability - Saudia Airlines
- [Emad Al-Harbi](#), Mobility Decarbonization Director - SWD Futures, Board Member and Treasurer, Saudi Space & Aviation Sciences Association (SSASA)
- [Andrew Sweeney](#), Regional Sustainability Lead (METACA) - Boeing



Shaping the Future through collaboration, innovation, and harmonization

Wednesday, 07 May

09:00 – 10:00 [MENA Aviation Horizon from Airlines CEO Perspective](#)

A panel of airline CEOs sharing their views on the evolving aviation landscape of the Middle East and North Africa region. They'll explore and discuss key opportunities and challenges facing the industry, including market expansion, sustainability initiatives, technological innovation, and enhancing customer experience. The session will provide valuable insights on navigating a dynamic and competitive sector, while crafting visions for the future that drive innovation and resilience.

Moderator: [Kamil Al Awadhi](#), Regional Vice President, Africa & the Middle East – IATA

10:00 – 11:00 [Breaking Barriers: Advancing Accessibility in Aviation](#)

This session will focus on eliminating barriers and improving accessibility in aviation. Presenters will discuss strategies to enhance the travel experience for passengers with disabilities and those with reduced mobility. They will also explore the benefits of collaboration across the industry and efforts to harmonize legislations.

Moderator: [Linda Ristagno](#), Assistant Director External Affairs – IATA

Panelists:

- [Daniela Bas](#), Expert on inclusive Tourism for Minister of Disability - Italy
- [Sahar Emam](#), General Manager Public Relations – Egypt Air
- [Mouza Saeed Rumaihi](#), Special Handling Manager – DNATA

11:00 – 11:30 [Networking Coffee Break](#)

11:30 – 12:30 [Airline Retailing: Enhancing Profitability Through Customer Centricity](#)

An interview highlighting how IATA and the Airline Retailing Consortium are supporting airlines throughout their modern retailing journey with a particular focus on Saudia's market progress and potential.

Interviewer: [Diala Halaseh](#), Regional Head of Distribution & Payment - IATA

Interviewees:

- [Arved Von Zur Muehlen](#), Chief Commercial Officer - Saudi Arabian Airline
- [Rogier Van Enk](#), Chief Commercial & Customer Officer, Flyadeal

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Followed by a panel of airlines and industry partners sharing their modern retailing experience, the benefits realized so far, opportunities that lie ahead, and the necessity of the collaboration across the supply chain with a commonly shared customer centricity objective.

Moderator: [Arved Von Zur Muehlen](#), Chief Commercial Officer - Saudi Arabian Airline

Panelists:

- [Rogier Van Enk](#), Chief Commercial & Customer Officer - Flyadeal
- [Tarique Khatri](#), Chief Commercial Officer - Almosafer
- [Christophe Roux](#), SVP Airlines Middle East, Türkiye and Africa - Amadeus

12:30 – 12:45 [Our Sponsor](#)

12:45 – 13:45 [Networking Lunch Break](#)

13:45-14:45 [Pivotal role of aviation in shaping the tourism sector](#)

Aviation and broader tourism sectors are interdependent and must collaborate to deliver significant social and economic benefits while ensuring the sustainability of the tourism industry. Air transport industry has a solid plan to become more environmentally and socially sustainable. This session will explore aviation's potential to stimulate growth of tourism industry and the practical steps to ensure that poli-cy efforts result in an improved industry reputation.

Moderator: [Rima Tayyah](#), Regional Director External Affairs MENA – IATA

Panelists:

- [H.E. Samer Al-Kharashi](#), Director of UN Tourism Regional Office for the Middle East – UN
- [Majid Khan](#), Chief Executive Officer - Air Connectivity Program (ACP), Saudi Arabia
- [Hala Alhuraibi](#), Director of Transportation and Logistics - Ministry of Investment

Shaping the Future through collaboration, innovation, and harmonization

14:45 – 15:30

Navigating Troubled Skies & Airspace Risk Management

A presentation and an interview addressing the safety and security challenges of managing airspace risks in civil aviation, particularly over or near conflict zones, and concludes with recommendations to enhance coordination and collaboration between all concerned parties.

- [Matthew Vaughn](#), Director Aviation Security – IATA
- [Hany Bakr](#) – Senior Vice President Aviation & Maritime Security – Medaire

15:30 – 15:45

Networking Coffee Break

15:45 – 16:30

Air Cargo Transformation – One Record & Insights from Cargo Leadership

The vision for ONE Record is an end-to-end digital transport supply chain where data is easily and transparently exchanged in a digital ecosystem of air cargo stakeholders, communities, and data platforms. This session brings together Air Cargo leaders and experts to provide highlights of IATA One Record and insights of cargo digitization.

Moderator: [Kashif Khalid](#), Director of Operations, Safety & Security – IATA

- [Loay Mashabi](#), Chief Executive Officer – Saudia Cargo

16:30-17:00

Attracting the Next Generation of Aviation Professionals

The aviation sector has a looming crisis that could truly jeopardize its growth forecast. The talent pipeline is running dry! Young people have lost interest in careers in aviation, and as a result, the data suggests that this will be a challenge for our industry in the years to come. This keynote will showcase how futuristic and data-driven solutions are tackling the global aviation talent shortage.

Keynote: [Mohammad Taher](#) "*The Airport Guy*"

17:00 – 17:15

Closing Remarks