



Mr. James Fong

Assistant Director, Airline Development Division,
Changi Airport Group (Singapore) PTE Ltd

James joined the Civil Aviation Authority of Singapore (CAAS) as a Civil Aviation Officer in 2006 and was posted to the Airport Transport Division (now called Airline Development Division). He is currently responsible for managing key accounts like Singapore Airlines, SilkAir, Qantas and Jetstar Group as well as carriers from the North Asia, South Asia, Southwest Pacific and Africa regions. His key achievement was securing Jetstar Group's commitment to use Changi as their largest hub in Asia and for medium/long haul operations.



Mr. Joseph W. Lopano

Executive Vice President, Marketing & Terminal Management,
Dallas/Fort Worth International Airport

Joseph W. Lopano, Executive Vice President, Marketing & Terminal Management for Dallas/Fort Worth International Airport, is an airline veteran and has been with the Airport since January of 1997. Mr. Lopano joined DFW from Lufthansa German Airlines in New York where he was the head of U.S. Marketing. Prior to that, he was with Continental Airlines in Houston as Senior Director of Marketing and Advertising. Mr. Lopano began his career in 1978 in New York with Pan American World Airways.



Mr. Peter Hoslin

Head of Airline Marketing, Abu Dhabi Airports Company

Peter Hoslin has over 20 years experience in airlines and airports from around the world, commencing his career with Laker Airways in the UK. He has worked with airlines in Canada, Nigeria, Syria and Europe, before moving to Australia, where, after many operational and commercial roles he led the route development for Sydney Airport. Peter is responsible for the marketing and route development of the airports of the Emirate of Abu Dhabi, the capital of the United Arab Emirates.



Mr. Mayur (Mac) Patel

Business Analyst - Business Intelligence Services, IATA

Mr. Mayur (Mac) Patel is currently the Business Analyst - Business Intelligence Services with IATA based in Singapore. He is responsible for IATA business intelligence services portfolio for the Asia Pacific region.

Mr. Patel graduated from the University of Technology, Sydney (UTS) with a Bachelor of Business in Tourism Management. He has been involved in the aviation industry for more than 12 years and has worked for airlines such as Qantas Airways, Air New Zealand and Ansett Australia. In 2005, he joined IATA in Montreal responsible for the product development and commercialisation of IATA market intelligence services.



Mr. Senthil Balan

Head of Route Planning & Regulatory Affairs, Air Asia X

Senthil is presently the Head of Route Planning & Regulatory Affairs at AirAsia X, the world's first long haul low cost carrier. Senthil was in the pioneer team that established the airline in 2007. AirAsia X has invested in over 40 long haul aircraft, and plans to operate into 30 destinations from Kuala Lumpur over the next 5 years. Prior to AirAsia X, Senthil was with Malaysia Airlines, assisting with the corporate turnaround program between 2004 and 2006, and before that was with ASTRO ALL ASIA NETWORKS plc, assisting with listing the company on Bursa Malaysia in 2003.



Mr. Hans Mitterlechner

Head of Aviation Business Development, Sydney Airport Corporation Ltd

Mr. Hans Mitterlechner joined Sydney Airport Corporation Limited (SACL) in November 2006 and was appointed to his current role in December 2008. Hans is responsible for airline marketing, network development, traffic forecasting and reporting as well as for airline relationship management at Australia's and the Southern Hemisphere's largest airport. Prior to this, Mr. Mitterlechner was Associate Director for Macquarie Airports (MAp) and had ten years of airline strategy, network planning and alliance experience with United Airways, Lufthansa, British Airways, and Qantas.



Mr. Phil Baker

Managing Director, Adelaide Airport Ltd

Phil's career in aviation dates back 41 years to 1966 when he left school. His first job was with the airline that later became British Caledonian Airways. His career has taken him to all parts of the world and he has worked in airlines, handling companies and latterly airports – initially Manchester Airport plc and since 1998 Adelaide Airport Ltd, where he is Managing Director. Phil has recently held Directorships with Queensland Airports Ltd, Tourism Task Force and the Australian British Chamber of Commerce (SA). He is Chairman of Adelaide Convention and Tourism Authority.



Mr. Chris Flynn

Regional Director - Pacific, Pacific Asia Travel Association (PATA)

Chris is Regional Director-Pacific for the Pacific Asia Travel Association (PATA) and responsible for industry development and liaison within the public and private tourism sectors. He has 27 years experience in international and domestic tourism having held senior appointments within the airline, deluxe hotel, and high profile entertainment industries. After studying tourism in the United Kingdom, Mr. Flynn worked with both British Airways and Qantas Airways before moving to Australia to take up a position with Ansett Australia.

Complete biographies of our speakers are available on www.routesonline.com

Please note, as with all conferences, the programme and speakers are subject to change without prior notice.

Adelaide 2010

Routes Asia Strategy Forum

Riverside Rooms 1 & 2, Adelaide Convention Centre
18 April 2010

The route development forum for the Asia Pacific region



Routes Asia Strategy Forum

Adelaide Convention Centre, 18 April 2010

Forum Moderators: **Mr. Gordon Bevan** - Vice President Consulting Asia Pacific, Airport Strategy & Marketing (ASM)
Mr. Nigel Mayes - Managing Director, Routes

14.00 – 14.05 **Opening Remarks - PATA**
Mr. Chris Flynn - Regional Director - Pacific, Pacific Asia Travel Association, PATA

14.05 – 14.30 **Keynote Address and Q&A**
Mr. Brett Godfrey - Chief Executive Officer, Virgin Blue Airlines Limited

14.35 – 15.15 **Session 1 – “The Asian Consolidation Model”**
Can the model work in Asia as it has in the US and Europe and who will be the major players?
Mr. Germal Singh Khera - General Manager Government & International Relations, Malaysia Airlines
Mr. Ole Wieth Christensen - Director of Route Development & Airline Sales, Copenhagen Airports A/S (CPH)
Mr. Mohamed Sallauddin Mat Sah - General Manager Marketing, Malaysia Airports
Mr. Peter Wiesner - Senior Vice President, Network Management, Bangkok Airways

15.15 – 16.00 **Session 2 – “Winning the Airlines”**
What are the major influences in the airline decision making process and who wins, the tourism or the business market?
Professor David Timothy Duval - Associate Professor, University of Otago
Mr. John Korenic - Director Aviation Marketing, Vancouver Airport Authority
Mr. George Karamanos - Vice President Corporate Marketing & Communications, Abu Dhabi Airports Co
Mr. James Fong - Assistant Director, Airline Development Division, Changi Airport Group (Singapore) PTE Ltd
Mr. Joseph W. Lopano - Executive Vice President, Marketing & Terminal Management, Dallas/Fort Worth International Airport

16.00 – 16.20 **Refreshment Break**

16.20 – 17.00 **Session 3 – “The Recovery Road”**
Who will ‘bounce back’ first, low cost or full service?
Mr. Peter Hoslin - Head of Airline Marketing, Abu Dhabi Airports Company
Mr. Mayur Patel - Business Analyst - Business Intelligence Services, IATA
Mr. Senthil Balan - Head of Route Planning & Regulatory Affairs, Air Asia X
Mr. Hans Mitterlechner - Head of Aviation Business Development, Sydney Airport Corporation Ltd
Mr. Phil Baker - Managing Director, Adelaide Airport Ltd

17.00 – 17.05 **Forum Closing Remarks**
Mr. Gordon Bevan - Vice President Consulting Asia Pacific, Airport Strategy & Marketing (ASM)

17.05 – 17.35 **Presentation by PATA**
Mr. Chris Flynn - Regional Director - Pacific, Pacific Asia Travel Association, PATA

18.00 **Welcome Reception in Routes Asia Networking Village**

Biographies



Mr. Gordon Bevan - Moderator
Vice President Consulting Asia Pacific, Airport Strategy & Marketing (ASM)

Gordon is Vice President, Consulting Asia Pacific for ASM and has worked on projects in Europe, Africa, the Middle East, Asia, America and Australasia. He was responsible for the setting up ASM’s Airline Relations Department and was instrumental in the development of the ASM training programmes. Gordon joined ASM in 1998 from Manchester airport where he worked on passenger and cargo route development. Gordon is now based in Wellington, New Zealand.



Mr. Nigel Mayes - Moderator
Managing Director, Routes

Nigel Mayes, with over 10 years experience in the aviation industry, is currently Managing Director of Routes. Previously Nigel spent six years with ASM and led on a number of Route Development Projects across the globe. Prior to ASM Nigel worked at Birmingham International Airport, where he was responsible for long haul aviation business development.



Mr. Brett Godfrey
Chief Executive Officer, Virgin Blue Airlines Limited

Mr Brett Godfrey 46, is the Chief Executive and co-founder of Virgin Blue Airlines Limited and is also a Director of the Board of WestJet. Prior to conceptualising and launching Australia’s Virgin Blue Airlines in August 2000, Brett had a 12 year career in aviation and finance which included appointments as Chief Financial Officer of Virgin Express; Finance Manager of Virgin Atlantic based in London and Group Financial Controller of Sherrard/National Jet, in Melbourne. He started his career as a Chartered Accountant with accountancy firm Touche Ross.



Mr. Germal Singh Khera
General Manager Government & International Relations, Malaysia Airlines

Germal joined Malaysia Airlines in November 1979 and has held a number of posts in marketing and international relations. In April 2006, he became General Manager Government & Industry Relations. He is the Malaysia Airlines’ representative at the Air Services negotiations conducted by the Government of Malaysia and sits on the Industry Affairs Committee of IATA and AAPA. He is also the Chairman of the Board of Airline Representatives in Malaysia.



Mr. Ole Wieth Christensen
Director of Route Development & Airline Sales, Copenhagen Airports A/S (CPH)

Ole joined CPH seven years ago and is Director of Route Development and Airline Sales. He holds an MBA in International Management from Monterey Institute of International Studies in California (2001) and an M.Sc. in International Business from Copenhagen Business School in Denmark (2002) where he wrote his Master Thesis on the Low Cost Threat facing SAS on the Scandinavian Capital Triangle.



Mr. Mohamed Sallauddin Mat Sah
General Manager Marketing, Malaysia Airports

Mohamed Sallauddin Mat Sah is the General Manager of Marketing, Malaysia Airports. He started his career in aviation in 1986 as a Management Trainee with Malaysia Airlines (MAS). He left MAS in 1997 to join an aerospace Company; Composite Technology Research Malaysia (CTRM) Sdn. Bhd. He then joined Malaysia Airports in 2001. His notable accomplishments included the branding the group’s flagship airport, KLIA and hosting the 14th World Route Development Forum or Routes KL 2008.



Mr. Peter Wiesner
Senior Vice President - Network Management, Bangkok Airways

Peter is currently Senior Vice President - Network Management at Bangkok Airways. He has over forty years experience in the aviation industry and began work with Natural Ltd in 1960. He moved to Lep Transport in Manchester and then to Swissair where he held a number of positions in General Management and Cargo Management across different regions. Moving to Bangkok Airways in 2000 as Senior Vice President - Marketing, he has held the position of Senior Vice President-Network Management since January 2010.



Professor David Timothy Duval
Associate Professor of Air Transport Policy, School of Business, University of Otago

David is Associate Professor of Air Transport Policy in the School of Business at the University of Otago. He holds a PhD from York University (Canada) and spent several years working as a consultant in the areas of destination marketing, visitor profiling and measuring the efficiency of tourism advertising and promotion. David currently heads a team of researchers on a three-year, \$700K research project that investigates the linkages between tourism and aviation in New Zealand.



Mr. John Korenic
Director Aviation Marketing, Vancouver Airport Authority

John Korenic is the Director, Aviation Marketing for the Vancouver Airport Authority. He joined the Airport Authority in 1999. Prior to this John spent 13 years with Wardair and Canadian Airlines. John is a Past Chair, Marketing and Communications Steering Group of ACI-North America, and the Past Chair of the Air Policy and Facilitation Committee of the Canadian Airports Council. He has been a Board member of Tourism Vancouver and Tourism British Columbia. Currently he is on the Board of the PATA.



Mr. George Karamanos
Vice President Corporate Marketing and Communications, Abu Dhabi Airports Company

George joined Abu Dhabi Airports Company in October 2009 as the Vice-President Corporate Marketing & Communications. Previously he had spent nine years at Athens International Airport S.A. He started his career in 1992 as a consultant with Speedwing/ORCO and joined Virgin Atlantic in Athens in 1995, moving to Hong Kong in 1999 as Virgin’s Business Development Manager for Asia.