

Incheon 2011

Routes Asia. South Korea.
27-29 March 2011



The route development forum for Asia



“Incheon is fast becoming one of Northeast Asia’s most important cities, and it is a key destination for businesses seeking to expand into Asia, including the ever-valuable Chinese and Korean markets.”

Jae-Geun Choi
President of Incheon Tourism Organisation & Songdo Convensia

Routes Asia is the only network planning forum for Asia and the event where serious business takes place.



Routes Asia comes to South Korea

Now in its 9th year, Routes Asia is the region's annual air service development forum and in 2011 will be held in Incheon, South Korea, the event will take place 27-29 March 2011 and is hosted by Incheon International Airport Corporation.

Hosting Routes Asia is an example of the airport's growing role and importance in Northeast Asia. Moreover, holding the event in Incheon also reflects Korea's increased willingness and potential as a major business and tourist destination.

The Asia-Pacific region is leading the recovery in global air passenger and cargo traffic. Incheon International Airport is now one of the most important gateways to the region and one of the leading global international hubs. Incheon International Airport Corporation is a market leader in terms of airport design, build, facilities and air service development and this has been achieved in only 10 years, with the airport celebrating its 10th Anniversary in March 2011.

Incheon has also established itself as a major business and tourism destination in the Asia-Pacific region. It has become an Asian powerhouse attracting investment from around the globe.

We hope you will join us at **Routes Asia 2011** the airline and airport networking forum for the whole of Asia.

Incheon is South Korea's third largest metropolitan city with a population of more than 2.7 million. Located on the west coast close to Seoul, the capital city of Korea, it was the largest seaport and is home to the country's international airport. A total of 2 billion people, or 32 percent of world's population, live within a three and a half hour's distance from Incheon by air.

Incheon is viewed as a hub for the automobile and machinery industries. It was also officially designated as a free economic zone by the government of Korea in August 2003. The Incheon Free Economic Zone (IFEZ) is structured to become a complete business district that will encompass air and sea transportation, logistic complex, international business centre, financial services, residences, schools, hospitals, shopping and entertainment centres.

Incheon is well known for its various tourist attractions such as various festivals, sports, and cultural facilities. A fascinating and rich heritage have made the city a popular place among tourists. Numerous islands around the city offer an exotic experience to visitors as quite a few of them still retain their primitive ways. With lush, beautiful beaches, these islands offer many beach activities. A number of hills also rise from these islands, offering tourists exciting hiking or gliding trails. To find out more about Incheon, please visit www.incheon.go.kr

“I believe there was value in a number of the meetings that we held at Routes Asia and would be supportive of further attendance at events.”

Robert Wood, Manager Airport Authorities, Commercial Airport Infrastructure & Services, **Qantas Airways Limited**

Who is Routes Asia for?

Airlines

Airline and Tour Operator attendees at Routes Asia should have a responsibility for the development of new routes to, from and within Asia. They will be open to discussing new market opportunities with airports and be prepared to advise those airports on what support and market information may be required.

It is vital that an airline is able to discuss its existing air service within the region, devising strategies to maintain and improve them with the appropriate airports.

Please contact us for further information:

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Tourism Authorities

Tourism Authorities and Economic Development Agencies attend Routes Asia in order to support their airports in the one-to-one meetings with airlines, as well as increasing the overall profile of the destination to be served. The airlines not only welcome, but prefer this team approach when evaluating new routes.

Please contact us for further information:

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Airports

Attendees should have responsibility for business development within their airport, especially for their airline route network (its performance and its expansion). They are able to discuss the market potential of their airport and be able to promote any proposed new route, with bespoke data and analysis.

At these meetings you can;

- Share market information
- Plan & implement new air services
- Discuss recovery strategies for poor performing routes
- Improve the economics of established air services
- Update your industry contacts

For Airport delegates we will build a diary of pre-scheduled one-to-one meetings with the airlines you request.

Please contact us for further information:

South East Asia Pacific, Alexandra Lai
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Routes Asia connecting with the right people

Routes Asia is the annual gathering of air service decision makers for Asia and has four key elements:

1. Meetings

Airlines, airports and tourism authorities from Asia meet privately to discuss new market opportunities and route performance at pre-scheduled face-to-face meetings.

They are arranged prior to the event, based as far as possible on delegate requests, and a Personal Diary is issued on arrival. At Routes Asia you will meet delegates who are there to do business. It is the quality of our attendees and our attention to the one-to-one meetings which makes Routes Asia the place to do business.

2. Networking

Routes Asia encourages all delegates to network as much as possible. This is facilitated through:

- An Extra Meetings System that allows all delegates, during the event itself, to request meetings with any other delegate.
- The Hospitality Programme, which includes the Welcome Reception, the Gala Dinner, the Lunches and the Refreshment Breaks during the working days.

3. Routes Asia Strategy Forum

As usual Routes Asia will host a high profile conference on the Sunday afternoon which will address topical air service development issues affecting Asia.

4. Route Exchange

The new Route Exchange is the online bidding platform where airport and airlines are able to trade for new routes. With over 140 airlines, and now over 120 airports listed in the Route Exchange.

Route Exchange allows listed airports unique access to airline capacity. With daily information added by carriers on Route Exchange, airports are able to bid for airline capacity for current and future planning cycles, whilst being updated on airline requirements.

Visit www.routesonline.com for further information

“At Routes Asia in Adelaide we identified at least two new routes for Air India Express, based on our meetings there.”

Tara Naidu, Chief of Commercial, **Air India Express**



Incheon International Airport (ICN)

your host for 2011



Celebrating its 10th year anniversary, Incheon International Airport will host the 9th Routes Asia in Incheon in 2011.

Incheon International Airport (ICN) is the premier gateway to Northeast Asia and a major hub for both Korean Air and Asiana Airlines. Incheon has also won a number of prestigious awards including 'Best Airport Worldwide' by ACI for five straight years and 2009 'World's Best Airport' by Skytrax.

Through its cutting-edge facilities and luxurious amenities, Incheon processes nearly 30 million passengers and 3 million metric tons of cargo a year providing high-quality services to customers. Currently 70 airlines are serving Incheon linking 170 destinations worldwide.

Incheon plans to develop 'Air City', a multi-dimensional concept that comprises venues for business, shopping, leisure and entertainment. Once completed, Air City will attract an additional 10 million visitors per year, offering a whole new level of excitement and convenience. In addition, Incheon plans on the 3rd phase of construction to be completed by 2015. It will boost the airport's annual passenger handling capacity from 44 million to 62 million, and cargo-handling capacity from 4.5 million to 5.8 million tons per year.

Official Carrier



Korean Air, a founding Member airline of SkyTeam, is a leading international airline headquartered in Seoul, flying to more than 116 destinations in over 39 countries.

Since privatisation in 1969, Korean Air has expanded its operations in terms of both quality and quantity. Its advanced management system and innovative customer satisfaction policies have enabled the airline to achieve remarkable results. Korean Air has the largest transpacific passenger carrier out of Los Angeles and flies from more cities in the Americas to more cities in Asia than any other airline in the world. According to the statistics released by the International Air Transport Association, Korean Air is also the world's largest commercial airline cargo operator, and has been since 2004.

With a fleet of 130 modern airplanes and more than 19,000 professional employees, Korean Air provides customers with the ultimate in safety, convenience and comfort. Keeping with its vision "To Be a Respected Leader in the World Airline Community", Korean Air is firmly committed to providing service that exceeds expectations, products the customers can value and trust, and a corporate culture that encourages innovation.

Please visit www.routesonline.com for further information.



About Incheon

Incheon is a highlight of South Korea's tourism product. Nestled by the Yellow Sea, the city offers some exquisite locations and thus attracts a number of tourists to experience its charm. This city, in the western coast of South Korea, harbors a major port which further facilitates tourism in the region.

Incheon possesses a picturesque coastline which has gifted the region with some of the best beaches and islands in the country. The region around Incheon is dotted with exotic areas like Wolmido. In fact, this island is a key attraction for tourists. The 'Street of Culture,' on the island is a fascinating zone which is busy with tourists. The Yeonan Pier, a bustling harbor is home to numerous passenger and fishing boats, and is another attraction for tourists. Another highlight in Incheon is its fresh seafood, the stalls lining the city serve delicious fish and shellfish, drawing tourists for an authentic meal.

The rich history of Incheon dates back to the 18th century BC, adding a quaint touch to the city. The remnants of its glorious past now stand as major tourist attractions, contributing to the city's tourism.

The year round pleasant climate of Incheon is another factor contributing to its growth in tourism, with a mild climate all year round, tourists are able to savour its many attractions any time of the year.

“Routes Asia provides us with a rare opportunity to meet face-to-face with the decision-makers from many of the region's major airlines. At the same time it offers us the opportunity to show off what we consider to be one of the world's most innovative and modern terminals.”

Mr. C.W. Lee
President & CEO of Incheon International Airport Corporation



Sponsorship & Exhibitions*

We are delighted to present the sponsorship opportunities for Routes Asia 2011. These packages will allow you to increase your organisation's profile at Routes Asia and raise market awareness for your company within Asia. To find out more about sponsorship or to reserve one of the limited number of exhibition spaces at Routes Asia 2011, please contact:







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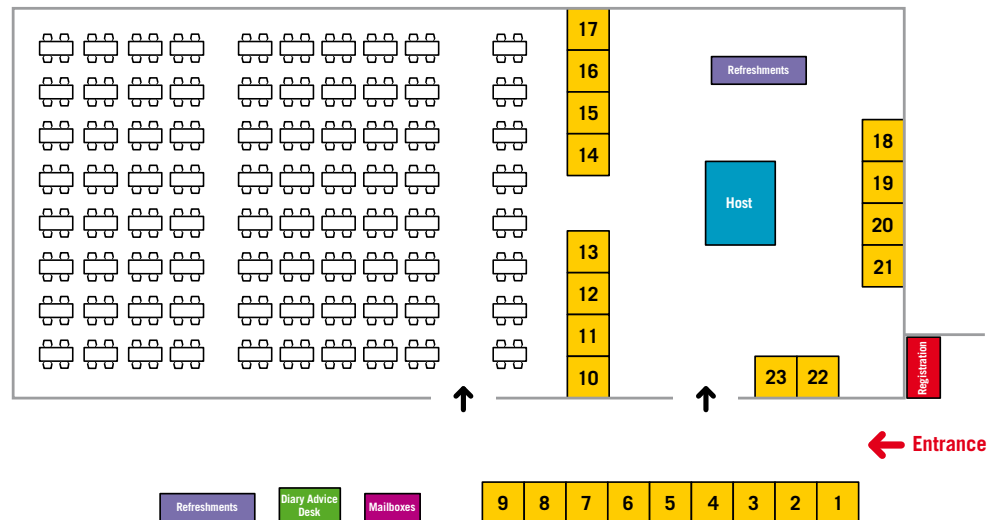
Sponsorship

- | | |
|-------------------------|-------------|
| • Lunch Day One | Available |
| • Lunch Day Two | Reserved |
| • Airline Meeting Hall | Under Offer |
| • Registration | Available |
| • Business Card Holders | Available |
| • Daily Coffee Breaks | Reserved |
| • Delegate Bags | Available |
| • Delegate Folders | Available |
| • Delegate Bag Insert | Under Offer |
| • Meeting System | Available |
| • Memory Sticks | Available |

Event Floorplan*

KEY

-  Stands (Shell Schemes 3m x 3m)
-  Registration
-  Diary Advice Desk
-  Mailboxes
-  Host
-  Refreshments



*Correct at time of printing, September 2010. Please visit www.routesonline.com for regular updates.

Hotel & Venue

The Sheraton Incheon Hotel is located in Korea's newest major development, Songdo City and is adjacent to Songdo ConvensiA, a new Convention Centre and Trade Tower, which is the venue for Routes Asia 2011. The Sheraton Incheon Hotel is the first non-smoking, LEED rated hotel in Korea and the hotel boasts 319 guest rooms.



A preferential rate for Routes Asia delegates is available for a limited period, and, therefore we recommend you book as soon as possible. As well as convenience, the Sheraton Incheon Hotel promises both informal and formal networking.

To book your accommodation visit www.routesonline.com



The Songdo ConvensiA located in Korea's first Free Economic Zone, has all the required features of a world-class convention complex, including easy accessibility (Just 15 minutes from the airport), ample tourism resources, luxurious hotels and restaurants, and an active support network consisting of both public and private organizations. It features multiple exhibition halls (90,600 square feet), luxurious grand ballroom (18,470 square feet) and 23 diverse-sized meeting rooms.

Contact our Routes Asia team

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Please visit www.routesonline.com and follow links for further information

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Event Programme 2011*

Saturday 26th March

- 13:00-17:00 Complimentary City Tours
departing from event hotel
- 19:00-21:00 The Saturday Reception

Sunday 27th March

- 09:00-13:00 Complimentary City Tours
- 09:45 Golf day pick up from entrance of event hotel
- 13:00 Registration, Diary Advice Desk
and Networking Areas open
- 14:30-17:35 Routes Asia Strategy Forum
- 17:30 Golf day drop off at event hotel
- 18:30-20:30 Welcome Reception
hosted by Incheon International Airport

Monday 28th March

- 08:00 Registration, Diary Advice Desk
and Networking Areas open
- 09:30-10:00 Press Conference
- 09:20-10:55 One-to-One Meetings
- 11:00-11:20 Refreshment Break
hosted by Incheon International Airport
- 11:25-12:35 One-to-One Meetings
- 12:40-13:40 Networking Lunch
- 13:45-15:20 One-to-One Meetings
- 15:25-15:45 Refreshment Break
- 15:50-17:25 One-to-One Meetings
- 19:00-19:30 Transfers to Gala Evening
- 19:30-22:30 Gala Evening
hosted by Incheon International Airport
- 22:30 Transfers from Gala Evening to Event hotels

Tuesday 29th March

- 09:00 Registration, Diary Advice Desk
and Networking Areas open
- 09:20-10:55 One-to-One Meetings
- 11:00-11:20 Refreshment Break
- 11:25-12:35 One-to-One Meetings
- 12:40-13:55 Networking Lunch
sponsored by Routes Asia Host 2012
- 14:00-16:00 One-to-One Meetings
- 16:00 Final Meetings end

*This event programme is subject to change at any time at the discretion of the organiser. Please check the website and follow the links for regular updates to this programme. Correct at time of printing, September 2010.

“For us Routes Asia was certainly very productive as we came into contact, face to face, with existing and new airports and government organisations. All this was achieved in a couple of days which certainly saves a lot of time in the future.”

Prekshak Gour, International Business Analyst,
Network Planning, **Virgin Blue Airlines**

Event Supporter



Media Partners

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