

## DRAFT PROGRAMME INCLUDING PROPOSED SPEAKERS AS OF 4<sup>TH</sup> AUGUST 2016

- 0900-0920 Registration – Tea and Coffee  
0920-0930 Opening Comments & Introduction
- 0930-0945 **LIVE CASE STUDY** - Airport seeks air service to China  
*Interview with Jasper Spruit, Vice President Traffic Development, Avinor*
- SESSION 1: CHINA'S AIR TRAVEL MARKET**  
09:45-10:05 State of the Industry – supply & demand profile  
*John Grant - Director, Midas Aviation*  
10:05-10:25 China's New Silk Road & what it means for aviation  
*Zheng Lei, Director Centre for Aviation Research, University of Surrey*  
10:25-10:30 Q&A
- 10:30-11:00 **Coffee Break**
- SESSION 2: IN IT FOR THE LONG HAUL - MAKING NEW SERVICES WORK**  
11:00-11:50 Lessons Learned  
*Finnair, Mikko Turtiainen VP Global Sales*  
11:50-12:15 The Need for Partnerships  
*Kari Savolainen, CEO, Finavia*  
12:15-12:45 *Panel Discussion*
- 12:45-14:00 **Interactive lunch** - Speakers will be allocated to tables where delegates can join them to discuss specific topics and ask questions  
Hosted by 80:20 Communications - Includes *Stephen Wang, President Spring Airlines*
- SESSION 3: WHAT SUCCESS LOOKS LIKE**  
14:00-14:20 Winning Service – How the Northern Powerhouse won service to the world's largest market  
*Rhys Whalley, Exec Dir, Manchester-China Forum*  
14:20-14:40 Where next? Deciding where to fly  
*Jianfeng Sun, President, Hainan Airlines*  
14:40-15:00 Market entry – What's different about China  
*Hugh Aitken, Director Business Development, SkyScanner*  
15:00-15:20 Panel Discussion including Tiejing Zhou, UK General Manager China Southern and UK General Managers from Air China and China Eastern  
*Mr Guoxiang Wu, SVP China Southern*
- 15:20-15:40 **Coffee Break**
- SESSION 4: SPEAKING CHINESE**  
15:40-16:00 The Chinese Traveller  
*Patricia Yates, Director Strategy & Communications, Visit Britain*  
16:00-16:20 Connecting Brands to a Chinese Audience  
*Matt McDougall, CEO Digital Jungle*  
16:20-1630 Q&A with Speakers
- 1630:-1700 **LIVE CASE STUDY & FINAL PANEL DISCUSSION**  
Observations & Lessons from the day – *Jasper Spruit, Avinor*  
  
Final Panel and Closing Remarks – All Speakers - *Chaired by Midas Aviation*
- 17:00-19:00 Networking reception