



2018 IAR China–Europe Aviation Summit

Winning through Co-operation

23-25 May 2018, Hilton Beijing Capital Airport

2018 中欧航空高端对话会

主题：创新 合作 共赢

2018年5月23日-25日 北京首都机场希尔顿酒店

SCHEDULE

活动安排

2018年5月23日 周三 Wednesday 23 May 2018

10:00 Conference Registration (all day)
嘉宾报到 (全天)

19:00 VIP Cocktail Reception (by invitation only)
VIP 欢迎酒会 (仅限受邀嘉宾)



CONFERENCE AGENDA

会议议程

2018年5月24日 周四 Thursday 24 May 2018

上午 Morning

08:00 Conference registration & Refreshments

会议签到及迎宾咖啡

Chaired by: XIE Changqing, Vice President, CAAC News

主持人：中国民航报社谢长庆副社长

08:30 Chairman's opening remarks: MA Songwei, President, CAAC News

大会主席致开幕词 - 中国民航报社社长马松伟

08:40 **Keynote address: Development and prospects for the China-Europe aviation market**

主旨演讲：中欧航空市场的现状与前景

- What is the Chinese Government's aviation policy? Is it pro open skies?
中国航空政策解读 / 中国民航对航空市场自由化的看法
- What are the key consideration for CAAC in allocating traffic rights and airport slots?
中国民航时刻分配与国际航权分配政策解读
- What can the Chinese Government resolve the issue of air space congestion? Support for international airlines to operate secondary cities?
政府如何解决空域资源紧缺问题？是否支持国外航空公司开通中国二线机场航线？
- What will be the biggest change in aviation in China in the next 5 years and why?
未来五年中国航空市场变革与展望

Senior Official from Department of Transport, CAAC (confirmed)

中国民航局运输司 主管领导

09:00 **Keynote address: Beijing's new airport : Implications for Beijing and the China-Europe aviation market**

主旨演讲：北京新机场对北京市场及中欧航空市场的潜在影响

- Securing slots at PEK is difficult for overseas airlines. How will the opening of the new hub airport in Beijing change that situation?
北京新机场能否改变国外航空公司难以获得首都机场时刻的困境？
- From a competitive perspective, what differences will the new airport make? Will there be any change of "one route, one airline" policy?
北京新机场将带来怎样的竞争新格局？“一条远程航线一家中国航空公司”的规律是否会被打破？



- Can overseas airlines operate to the new airport and if so will they have a choice or be instructed?
国外航空公司能否进入北京新机场？是国外航空公司自主选择还是由政府安排？
- What are the cost differences of operations at the new airport as opposed to Beijing Capital International Airport?
航空公司在北京新机场运营与在首都机场运营是否存在成本差异？差异有多大？
- What are the implications for the China-Europe aviation market?
北京新机场的启用将对中欧航空市场带来何种影响？

Senior Executive, Capital Airport Holding Company (confirmed and speaker TBA)
首都机场集团 主要领导

第一场：中欧市场主要机遇与挑战

Session One: Major Opportunities and Challenges in the China-Europe Aviation Market

09:20 Air China's views on the China-Europe aviation market

从国航角度解析欧中航空市场

Senior Executive, Air China (confirmed, speaker TBA)

中国国际航空公司 主要领导

09:35 China Southern's Strategy in the China-Europe Aviation Market

南航在中欧航空市场的战略

HAN Wensheng, EVP, China Southern Airlines (confirmed)

韩文胜 中国南方航空公司 副总经理

09:50 Capitalising on the Capital Location – The Brussels European Union Advantage

充分利用布鲁塞尔欧盟总部区位优势拓展中欧航线

Leon Verhallen, Senior Vice President, Brussels Airport (confirmed)

Leon Verhallen 布鲁塞尔机场 高级副总裁

10:05 Connecting China to European Hub Airports – The Dutch Way

连接中国至欧洲枢纽机场——荷兰方式

Wilco Sweijen, Senior Director Business Development, Amsterdam Schiphol (confirmed)

Wilco Sweijen 荷兰阿姆斯特丹史基辅机场 商务拓展高级总监

10:20 Panel Discussion

Following their presentations, our keynote speakers will join a panel discussion, where they will debate some of the biggest challenges facing China-Europe aviation market.

Key issues they will address include:

演讲之后，嘉宾就以下热点问题展开讨论并与观众进行互动讨论

Topics:



- Is Europe a mature market for Air China? If not what are the criteria for new market selection by Air China?
欧洲是否已是国航的成熟市场？国航开通新航点的选择标准有哪些？
- China Southern has indicated it will deploy much of its capacity at Beijing's new airport and develop it into a major hub. What are the implications for the Canton routes? How will China Southern coordinate long haul flights between Beijing and Guangzhou?
南航表示将在北京新机场部署大量运力以将其打造为主要枢纽，这对南航正在打造的广州之路有何影响？南航如何分配及协调从北京与广州始发的远程国际航班？
- Are regional financial subsidies for long haul flights sustainable? There appear to be a number of incentive programmes being offered by regional authorities in China; has this led to airlines launching services that could not be sustained? Are these incentive programmes creating a false market which will like a bubble burst at some point?
地方政府国际航线补贴是否能够持续？若地方政府补贴是航空公司国际开航的原因，那么这些国际航线是否能够持续运营？地方补贴是否造成国际航线市场泡沫？
- Is the strategy more codeshares to smaller European markets or to operate on their own metal?
中国航空公司进入欧洲二三线市场的策略是更多采用代码共享还是使用自己的品牌？
- What more could European airports be doing to make their markets more attractive to Chinese airlines?
欧洲机场能够通过何种方式进一步提升对中国航空公司的吸引力？

Moderator: Dr FU Xiaowen, VP Research, Institute for Aviation Research (UK) / Associate Professor, University of Sydney

讨论主持人：符啸文博士 国际航空研究院（英国）副院长 / 悉尼大学副教授

Panelists 讨论嘉宾：

Senior Executive, Air China

中国国际航空公司 主要领导

HAN Wensheng, EVP, China Southern Airlines

韩文胜 中国南方航空公司 副总经理

Leon Verhallen, Senior Vice President, Brussels Airport

Leon Verhallen 布鲁塞尔机场 高级副总裁

Wilco Sweijen, Senior Director Business Development, Amsterdam Schiphol

Wilco Sweijen 荷兰阿姆斯特丹史基辅机场 商务拓展高级总监

10:40 Refreshments

茶歇



第二场：中欧航线市场开发

Session Two: Air Service Development between China and Europe

- 11:00 **Hainan Airlines strategy in the China-Europe market : primary to second hubs**
海航中欧市场运营策略
Sun Jianfeng, President, Hainan Airlines (confirmed)
孙剑锋 海南航空股份有限公司 总裁
- 11:15 **Opportunities for secondary hubs in the China-Europe market through competition and Service differentiation**
中型枢纽在中欧市场的机遇:竞争与差异化服务
Guy Stephenson, Chief Commercial Officer, Gatwick Airport (confirmed)
Guy Stephenson 英国盖特威克机场 首席商务官
- 11:30 **Developing a new generation hub airport at Chongqing**
打造新型航空枢纽
HUANG Wei, Chairman of Board of Supervisors, Chongqing Airport (confirmed)
黄伟 重庆机场集团监事会 主席
- 11:45 **Connectivity analysis of Top 100 global airports**
决胜中转市场 - 全球前 100 机场联通性分析
Prof LEI Zheng, President, Institute for Aviation Research (UK) / Professor, Swinburne University of Technology, Melbourne (confirmed)
雷铮 国际航空研究院（英国）院长 / 澳大利亚斯威本科技大学教授
- 12:00 **Is there a future for a medium-sized network carrier in the China-Europe market?**
中型网络型航空公司在中欧航空市场的生存之道
Mikko Turtiainen, Vice President, Finnair (confirmed)
Mikko Turtiainen 芬兰航空公司 副总裁

12 :15 Panel Discussion

Following their presentations, our speakers will join a panel discussion, where they will debate some of the biggest challenges facing air service development in the China-Europe aviation market. Key issues they will address include:

演讲之后，嘉宾就以下热点问题展开讨论并与观众进行互动讨论

Topics:

- Point-to-point operations in the China-Europe market : are the local markets large enough for such services? or is it hub-and-spoke more of future for the China-Europe market?
中欧点对点航线：本地市场是否足以支撑此类航线模式运营？亦或国际枢纽轮辐式网络仍是中欧市场未来的主流？



- What are the impacts of emerging hubs on traditional hubs in the China-Europe market?
新兴航空枢纽的出现对中欧市场传统枢纽有怎样的影响？
- How important is connecting traffic? and how can that be developed further?
中转旅客对中欧市场枢纽机场有多重要？如何才能吸引更多中转旅客？
- How can airports help airlines be successful in market entry, core processes, surface access, connectivity and operational support?
在市场进入、航线开发、旅客中转、流程设计、地面服务、运营保障等方面，机场如何能助力航空公司做得更好？
- What are the opportunities for medium-sized airports and airlines in the China-Europe market?
中型航空公司与新兴航空枢纽在中欧市场的发展机遇

Moderator: Prof LEI Zheng, President, Institute for Aviation Research (UK) / Professor, Swinburne University of Technology, Melbourne (confirmed)

讨论主持人：雷铮教授 国际航空研究院（英国）院长 / 澳大利亚斯威本科技大学教授

Panelists 讨论嘉宾：

Sun Jianfeng, President, Hainan Airlines

孙剑锋 海南航空股份有限公司 总裁

Guy Stephenson, Chief Commercial Officer, Gatwick Airport

Guy Stephenson 英国盖特威克机场 首席商务官

HUANG Wei, Chairman of Board of Supervisors, Chongqing Airport

黄伟 重庆机场集团监事会 主席

Mikko Turtiainen, Vice President, Finnair

Mikko Turtiainen 芬兰航空公司 副总裁

12:45 Lunch

午餐



下午 Afternoon

Chaired by: ZHANG Xuerui, General Manager, Dept. of Sales & Marketing, CAAC News

主持人：中国民航报社市场销售部 张学瑞总经理

第三场：辅营收益、忠诚度计划与航旅生态圈打造

Session Three: Ancillary Revenue, Loyalty Programme and Travel eco-system

13:45 Spring Airlines: gaining synergies between aviation and tourism

春秋航空：航旅结合协同发展的商业模式

Stephen WANG, Chairman, Spring Airlines (confirmed)

王煜 春秋航空股份有限公司 董事长

14:00 Aviation data ecosystem: creating value through cooperation

航空数据生态圈：合作创造价值

Jesus Rubio, Director of Data and Digital Content , IATA (confirmed)

Jesus Rubio 国际航协 数据总监

14:15 Hong Kong Express: driving ancillary growth through leading e-Commerce strategy

香港快运：建立适合低成本航空公司的航旅生态圈

LI Dianchun, CEO, Hong Kong Express (confirmed)

李殿春 香港快运 CEO

14:30 AirAsia: using digital innovation, partnerships and personalisation to increase engagement

亚航：如何通过创新、个性化服务及寻找正确合作伙伴来更好与顾客互动

Paul Carroll, VP Network Planning and Revenue Management, AirAsia (confirmed)

Paul Carroll 亚洲航空 副总裁

14:45 How can airlines and airports improve engagement and customer loyalty through online travel platform

航空公司与机场如何通过打造网上平台为旅客提供优质服务及增强顾客忠诚度

Jerry Hu, Vice President, Alibaba Group (confirmed)

胡臣杰 阿里巴巴 副总裁

15:00 Leveraging big data and AI to develop travel eco-system

大数据与人工智能助力航旅生态圈建设

Dr LAU Kimnan, VP Innovation, Institute for Aviation Research (UK) / Professor, Chinese University of Hong Kong (confirmed)

刘建南博士 国际航空研究院（英国）副院长 / 香港中文大学教授

15 :15 Panel Discussion



Following their presentations, our speakers will join a panel discussion, where they will debate some of the biggest challenges facing ancillary revenue, loyalty programme and travel eco-system. Key issues they will address include:

演讲之后，嘉宾就以下热点问题展开讨论并与观众进行互动讨论

Topics :

- What are the key challenges the industry faces in extracting value from data?
通过数据挖掘获取价值时，航空业面临着哪些主要挑战？
- “Big data”: Is it just a buzzword?
“大数据”：是否仅仅只是个流行词汇？
- How should the industry focus on data analytics, mobile technology and passenger experience to enhance revenue opportunities and deliver excellence throughout the end to end customer journey?
在助力旅客打造完美旅程的过程中，航空业如何通过数据分析和移动技术来增加收益及提升顾客体验？
- How to develop a travel eco-system for low-cost carriers?
低成本航空公司如何打造商业生态圈以提高辅营收益？
- How to use data to increase customer engagement and create loyalty?
如何通过数据与旅客互动及增加忠诚度？
- How can carriers integrate loyalty and social as part of an effective marketing strategy that improve the brand and drives sales?
航空公司如何将忠诚度计划及社交手段融入更有效的市场营销策略以提升品牌美誉度及销售额？
- How can airlines/airports create a connected digital ecosystem to offer a personalised and connected end-to-end passenger experience?
航空公司及机场如何通过打造连通的数字商务生态圈为旅客提供贯穿全旅程的个性化服务？

Moderator: Dr YAN Jia, Senior Fellow, **Institute for Aviation Research (UK)** / Associate Professor, **Washington State University**

讨论主持人：严佳博士 国际航空研究院（英国）研究员 / 华盛顿州立大学副教授

Panelists 讨论嘉宾:

Stephen WANG, Chairman, **Spring Airlines**

王煜 春秋航空股份有限公司 董事长

Jesus Rubio, Director of Data and Digital Content, **IATA**

Jesus Rubio 国际航协 数据总监

LI Dianchun, CEO, **Hong Kong Express**

李殿春 香港快运 CEO

Paul Carroll, VP Network Planning and Revenue Management, **AirAsia**

Paul Carroll 亚洲航空 副总裁

Jerry Hu, Vice President, **Alibaba Group**



胡臣杰 阿里巴巴 副总裁

Prof LI Yanhua, Associate Dean, School of Economics & Business, Civil Aviation University of China

李艳华教授 中国民航大学经管学院副院长

Dr Lau Kimnan, VP Innovation, Institute for Aviation Research (UK) / Professor, Chinese University of Hong Kong

刘建南博士 国际航空研究院（英国）副院长 / 香港中文大学教授

15:45 Refreshments

茶歇

第四场：航班准点率与运行效率提升

Session Four: On-time Performance and Efficiency

16:15 Hong Kong Airlines' strategy for improving both on-time performance and profitability

香港航空提升准点率与盈利的策略

WANG Liya, President, Hong Kong Airlines (confirmed)

王利亚 香港航空 总裁

16:30 Policy priority and strategic plan for improving Chinese aviation industry's on-time Performance

如何通过有效政策提升中国民航航班准点率

Senior Official from CAAC (to be confirmed)

中国民航局运输司 主管领导

16:45 On-time performance analysis and economic implications

中国航空市场准点率分析及影响

Dr FU Xiaowen, VP Research, Institute for Aviation Research (UK) / Associate Professor, University of Sydney (confirmed)

符啸文博士 国际航空研究院（英国）副院长 / 悉尼大学副教授

17 :00 Artificial Intelligence for Disruption Management : Experiences from Lufthansa

汉莎提高准点率的策略：基于人工智能的航班不正常管理

Natascha Mägdefessel, Lead Data Scientist, zeroG GmbH, Lufthansa Group (confirmed)

Natascha Mägdefessel 汉莎集团 zeroG GmbH 公司 首席数据科学家

17:15 Measuring On-Time Performance and its increasing commercial use

OAG 准点率排名：数据与洞察

John Grant, Senior Consultant, OAG (confirmed)

John Grant OAG 资深分析师

17 :30 Panel Discussion

Following their presentations, our speakers will join a panel discussion, where they will debate some of the biggest challenges facing on time performance and efficiency. Key issues they will address include:

演讲之后，嘉宾就以下热点问题展开讨论并与观众进行互动讨论



Topics:

- How to redesigning business strategies to balance on time performance and profitability?
如何从商业策略入手同时提高航班准点率与盈利能力?
- What are the causes of major disruption and delays at airports? Are dominant airlines performing better at their hubs?
导致航班延误与不正常的主要原因是什么? 占主导地位基地航空公司是否在减少延误方面比其他航空公司更有优势?
- What are the costs and impacts of congestion and delays to airlines, airports and travellers, and government policy priorities?
机场拥堵和延误对航空公司、机场和旅客造成了多大的影响及损失? 政府如何通过的政策导向提升准点率?
- What is the effective disruption management in the wake of delay?
航班非正常情况下如何提升服务质量?

Moderator: Prof LIU Shaoxuan, Director, Ningbo Supply Chain Innovation Institute, China, MIT SCALE Network

讨论主持人: 刘少轩教授 宁波(中国)供应链创新学院院长

Panelists 讨论嘉宾:

WANG Liya, President, Hong Kong Airlines

王利亚 香港航空 总裁

Senior Official from CAAC

中国民航局运输司 主管领导

Natascha Mägdefessel, Lead Data Scientist, zeroG GmbH, Lufthansa Group

Natascha Mägdefessel 汉莎集团 zeroG GmbH 公司 首席数据科学家

John Grant, Senior Consultant, OAG

John Grant OAG 资深分析师

Dr FU Xiaowen, VP Research, Institute for Aviation Research (UK) / Associate Professor, University of Sydney

符啸文博士 国际航空研究院(英国)副院长 / 悉尼大学副教授

18.00 **Chairman's closing remarks**

大会主席致闭幕辞

18:30 **Gala Dinner**

晚餐

21:00 **End of Day 2 conference**

第二天会议结束



2018 年 5 月 25 日 周五 Friday 25 May 2018

09:30 **Discussions between European delegates and China Southern Airlines
(by invitation only)**

南方航空公司与欧洲代表高层对话会（仅限受邀嘉宾）

12:30 **Networking Lunch**

午餐

14:00 **Discussions between European delegates and HNA airlines
(by invitation only)**

海航系航空公司与欧洲代表高层对话会（仅限受邀嘉宾）

17:00 **Refreshments**

茶歇

17:30 **End of the 2018 IAR China-Europe Aviation Summit**

会议闭幕