



AIRCRAFT CABIN

Innovation Summit **EU 2023**

21 – 22 MARCH | Airbus Auditorium, Hamburg, Germany
23 MARCH 2023 | AIRBUS DAY

© AIRBUS

Hosted by: **AIRBUS**

SOME OF OUR PAST SPEAKERS AND GUESTS:



JAPAN AIRLINES



Partner: **SEKISUI** | **KYDEX**

Sponsor: **CTT** | **TAPIS** | **UF**
Global Aviation Partners



PriestmanGoode.



AIRCRAFT CABIN INNOVATION SUMMIT EU 2023

21 –22 March Airbus Auditorium, Hamburg, Germany | 23 March Airbus Day

On behalf of the entire Airbus Cabin community, I am delighted to welcome you to Airbus' facilities in Finkenwerder, Hamburg for the **RedCabin Aircraft Cabin Innovation Summit 2023**. We look forward to hosting you at our **cabin development centre**, where we will offer three days packed with industry leading experts, sharing latest insights as well as providing excellent opportunities for networking.

In the coming years we will see lots of opportunities to further innovate and bring the Passenger Experience to the next level, by using **digital enablers for**

more personalised services and latest technologies for **sustainable cabin solutions** – always driven by passengers' and airlines' needs.

This summit will be a great occasion to **explore and create** the next generation cabin experience together. We look forward to seeing you soon in Hamburg!

INGO WUGGETZER

VP Cabin Marketing

AIRBUS

CONFIRMED SPEAKERS AND GUESTS

INGO WUGGETZER **AIRBUS**
Vice President Cabin Marketing

MARIANA ZARPELAO
Aircraft Interior Marketing Manager

STAN SHPARBERG
SVP Marketing

ANDRÉ SCHNEIDER
VP C&C Programme

JOCHEN WERNER
Vice President, Head of Industrial Design

AXEL BECKER
Manager Trend Research & Market Intelligence

MAITE GONZALEZ EIZAGUIRRE
Sustainable Cabin & Cargo Innovation Stream Leader

PAUL EDWARDS
Head of Advanced Design

CHRISTOPH SPARGEL
Head of Widebody Cabin Customization

DAVID PADDOCK
Aircraft Interiors Marketing Director

ERIC EZELL
Head of Cabin and Cargo Innovation

AMALIA MARTINEZ-MARTIN
Aircraft Interiors Marketing Director

STEFAN LIST
Head of Cabin Market Insights
Airbus

CRISTIAN SUTTER
CEO
Avensis



GORDON RATTRAY
Programme Coordinator
European Disability Forum (EDF)



MICHELE ERWIN
Founder and President
All Wheels Up



ROSALYN GOUGH
Manager – Cabin and Ground Product
Norse Atlantic Airways



LOIC RIGAUD
Head of Sales
Partnership & communications
Stellantis Design Studio



ANTONIO ALBANESE
Head of Systems Engineering
Aegean Airlines



KARYN MCALPHIN **SEKISUI** **KYDEX**
Creative Design Lead

BEN SMALLEY
Director – Business Development
Sekisui Kydex

LOUISE GEAR
Director – Transport
Eleather



ANDRII KUSYI
Technical Manager
Wizz Air



Please contact: Andreas Wibowo, andreas.wibowo@redcabin.de | direct line: +49 30 99 40 489 11 | mobile: +49 162 256 738 2



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CONFIRMED SPEAKERS AND GUESTS

JAIME DÍAZ MENDOZA

Head of Fleet Projects
Avianca



SVEN ACHILLES

CEO
ZIM Aircraft Seating



MARKUS HÖLLERER

Head of Strategy & Products



AMAURY BARBEROT

CEO
Expliseat



WOLFGANG NICKEL

Team Lead Innovation &
Advanced Development
Recaro Aircraft Seating

MATTHEW NICHOLLS

Sales Director
Tapis Corporation



DANIEL BARON

Managing Director



FRANK EHLERMANN

CEO
Pace Aerospace



AARON YONG

Design Partner
LIFT Aero Design

MARTIN CHOU

Vice President
Procurement Div.
STARLUX AIRLINES



DANIEL MCINNES PriestmanGoode.

Director
PriestmanGoode

CARSTEN LAUFS

Senior Vice President
Product Innovation &
Digitalization
Diehl Aviation



MP SAJUMON

Head - CAMO & New Initiatives
AIX Connect
(Formerly AirAsia India Pvt Ltd)



JOY KELLY

Senior Vice President
Avolon



JOHANNES LAMPELA

Director, Design
BMW Designworks



THIERRY VINATIER

Head of Perceived Quality &
Style – Cabin Interior



FRÉDÉRIC RODRIGUEZ

HO R&T Materials & Process –
Cabin interior

LYDIE BLANQUÉ

Strategic Product Marketing Director –
Cabin Interior
STELIA Aerospace

CHRIS DE LA ROSA

Principal Cabin Product &
Experience Manager
Alaska Airlines



ANTHONY HARCUP

Senior Director



EDSON ALEXANDRINO

Creative Director

TAMAE SATSU

Senior Interior Designer
TEAGUE

PROF DR PETER VINK

Faculty of Industrial
Design Engineering
TU Delft



**LUCIANA RIBEIRO
MONTEIRO**

Industrial Design Engineering,
Emerging Materials
Embraer



MAKSIM JURKOV

Head of Design
J&C Aero



STEPHANIE FAULK

Director of Sales &
Marketing
Adient Aerospace



OLA HÄGGFELDT

Chief Commercial Officer (CCO)
CTT Systems AB



MARQUES TABB

Customer Products,
Cabin Design & Interiors



BEN HOTA

Manager, Cabin Interiors and Amenities
American Airlines

IRIS KOWEN

Customer Relation,
Accessibility Specialist
El Al Israel Airlines



Please contact: Andreas Wibowo, andreas.wibowo@redcabin.de | direct line: +49 30 99 40 489 11 | mobile: +49 162 256 738 2




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CONFIRMED SPEAKERS AND GUESTS



MILUTIN BOGDANOVIC  **Lufthansa**
Product Manager
Cabin Interior & Specification
Lufthansa

GLENN JOHNSON  **Collins Aerospace**
Tech. Fellow

JEFFEREY MCKEE
Director,
Customer Experience & Design
Collins Aerospace

WILLIAM HARKNESS  **BOEING**
Inclusive Systems |
Engineering Leader Head of
Accessibility | Engineering

BRENNA WYNHOF
BCA Marketing | Cabin, Features &
Experiential Marketing
Boeing

AIRLINE ATTENDEES

and more ...



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WHAT YOU WILL EXPERIENCE ON SITE

WHO IS WHO

Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

AUDIENCE Q&A

Interact with conference speakers and moderators to ensure all of your questions are answered during these sessions.

MEET AND GREET

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

INTERACTIVE WORKING GROUPS

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the, go-to' place for knowledge, best practice and credible solutions.

NETWORKING RECEPTION

Enjoy an informal evening get-together with speakers and peers to discuss the outcome of the first summit day and expand your network in a relaxed environment.



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PARTNER

SEKISUI | KYDEX SEKISUI KYDEX innovates and creates sustainable thermoplastic material solutions for the next generation of product design to help enhance the passenger experience.

The KYDEX® Thermoplastics Quick Response Manufacturing (QRM) business model of manufacturing bespoke materials with short lead times in small quantities expands beyond thermoplastic sheet. The fully compliant KYDEX® portfolio also includes injection molding resins, proprietary Infused Imaging™ technology, integral special effects, unique textures, antibacterial protection and custom products and design.

The SEKISUI KYDEX appLab™ and designLab® Innovation Centers are collaborative spaces for clients and customers to bring the supply chain together for rapid prototyping and design development. These spaces are the bridge between engineering and art.

MEDIAPARTNER



Aircraft Interiors International is celebrating its 20th Anniversary during 2018 and over the last 20 years it has grown to become the industry's premier publication.

With an ABC audited circulation of just short of 14,000 buyers and key decision makers, the hard copy format is extremely valued by readers for detailed content, sense of style and easy-to-read format, and appreciated by advertisers for consistently generating strong sales leads and wider brand recognition.

SPONSOR



Aerospace Technologies Group, Inc. (ATG) is the market leader in the design and production of state of the art electronically controlled aircraft cabin window shade systems. Since 1998, ATG has delivered over 100,000 aircraft window shade systems on more than 30 aircraft platforms of all sizes.

Today the company's products are standard equipment on the most popular business jets and in the premium cabin areas of the most discerning airlines. ATG's newest innovative is the aerBlade™ window shade. ATG's aerBlade™ is an electronically operated window shade system allowing passenger control from clear-to-sun blocking-to-full blackout with the touch of a button.

ATG is also introducing its NextGen electronic controls, for aerBlade™ and other window shade models, providing IoT functionality and connectivity to on-board maintenance and cabin management systems enabling the transfer of performance metrics, remote diagnostics, and programming updates without removing the shade from the aircraft. The advance electronic controls feature self-learning algorithms and sensor-less control to extend the shade life and provide the quietest operation.



Expliseat is the manufacturer of the lightest aircraft seat in the world: the TiSeat. With more than a decade of innovation, Expliseat provides the next generation of durable and lightweight seats to regional and single-aisle operators.

TiSeat ultralight frame technology, made of Carbon Fiber and Titanium, enables massive weight savings without any compromise on comfort or passenger experience. By flying lighter, we help our customers to reduce their fuel consumption and CO2 emissions while maximizing aircraft payload and performance. More than 10 000 TiSeat are flying worldwide, available on major OEM platforms: A320 Family, 737 Family, ATR, Dash 8, COMAC ARJ21, Dassault Jets.



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SPONSOR

CTT: CTT is a technology and market leader of systems for active humidity control in aircraft.

CTT dominates the market segment for humidifiers for large passenger aircraft. CTT is a pioneer when it comes to systems that actively tackle the root cause of condensation in aircraft. CTT's customers include most of the world's biggest airlines.

CTT's business concept involves the development, manufacture and supply of products that increase humidity to enhance well-being on board and reduce condensation for better reliability and reduced environmental impact.



Since 1977, Tapis Corporation and Ultrafabrics have collaborated to provide superior materials to the aviation industry, and continue to lead in innovation, design and customization.

We leverage the art of creativity with the most advanced technology, and it is that synergy between disciplines that is becoming indispensable.

Our work fuses creativity, instinct, imagination, rationality, and innovation, In other words – both sides of the brain working together. We often call it a “techno-creative” approach to maximizing passenger comfort, durability, weight savings and sustainability.



Founded in 1969 on family values and with multiple, strategically-located operations and customer support facilities around the world, Tulsa-based NORDAM is a leading independently owned aerospace company.

The firm designs, certifies and manufactures integrated propulsion systems, nacelles and thrust reversers for business jets; builds composite aircraft structures, interior shells, custom cabinetry and radomes; and manufactures aircraft transparencies, such as cabin windows, wing-tip lens assemblies and flight deck windows. NORDAM also is a major third-party provider of maintenance, repair and overhaul services to the military, commercial airline and air freight markets.



For more than 75 years, SCHROTH Safety Products has been a leading manufacturer of innovative occupant protection and restraint systems for customized applications in aerospace, defense, and motorsport.

The company develops advanced technical solutions for leading commercial aircraft manufacturers and operators in the field of seatbelts and restraint systems, airbag technology, and crash safety. SCHROTH Safety Products operates manufacturing and engineering facilities in Arnsberg/Germany and in Fort Lauderdale/Florida.



Rollon, a global company part of Timken Group, has over 45 years of experience in linear motion systems production and development with a strong focus on customized solutions.

Thanks to one of the largest selections of linear guides, telescopic rails, linear actuators and multi-axes system it is able to play a role in several industries. Since many years Rollon is a recognized player for linear motion components in aircraft interiors industry, supporting designers worldwide with high value dedicated solutions.



Driving innovation for almost 225 years: From a local ribbon manufacturer to a global technology leader in high-tech fastener systems: as a family-run, globally successful company, Binder Group offers technical fastening solutions for a wide range of industries like for example aircraft, automotive or personal care.

To build on our innovative edge, we place considerable emphasis on research and development as well as on collaborations with leading research institutes and universities. The result of this is numerous patents and new products of uncompromising quality and maximum reliability – properties that all our products have in common.



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ABC INTERNATIONAL is an EASA DOA company (EASA.21J.529), offering certification and modification services to the aviation industry players such as airlines, lessors, MROs and OEM's since 2009.

Just in the last 2 years we have delivered **over 250 projects** to major airlines, lessors in the field of aircraft cabin modification and upgrades. We can apply, certify, and approve **minor as well as major changes and STC** (Supplemental Type Certificate) for aircraft cabin by performing relevant design changes. We are equipped to supply turnkey solutions including approved engineering data and the installation kits with applicable release certificates throughout our sophisticated supply chain attitude and ability. Our packages are specifically designed to ease lessors' aircraft transitions workloads and support airline's interiors revamping project **in time and cost-effect**.



METZO – your partner for Aircraft cabin soft goods solutions. METZO is the Aviation specialist within THE VITA GROUP, one of the leading polyurethane foam manufacturers in the world.

METZO's Aviation portfolio contains a full range of soft furnishing goods for aircraft seats and crew compartments such as cushions, covers, toppers, paddings and mattresses to be supplied to all major seat manufacturers and airlines worldwide. This includes as well a comprehensive customer service from material selection, prototype construction and burn tests to series production, for both original equipment and spare parts. METZO's production facilities are located in Germany and Slovakia. Above that, METZO is part of the global THE VITA GROUP network.

PriestmanGoode. PriestmanGoode is an employee-owned design consultancy, specialising in transport design. As a collective of designers, creative thinkers, practical makers, strategists and trend forecasters, PriestmanGoode's purpose lies in designing a better, more sustainable future. People-centric to the core, the company has been improving and transforming everyday experiences for people around the world for over thirty years.



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WHAT OUR PAST DELEGATES EXPERIENCED

„From the very beginning to the end the summit was very illuminating and full of content. It was very good to see how the industry is recovering.“

Turkish Airlines

„Interesting topics and top speakers. Enough time for networking.“

FACC

„Great content, great participants, great location.“

Recaro Aircraft Seating

„RedCabin’s summits, panel discussions, and workshops stimulate new partnerships through collaboration and innovation while expanding industry education. Their model is positioned perfectly to keep the industry working together through these challenging times by pivoting to virtual collaboration, which resulted in an Aviation Hygiene Working Group. SEKISUI KYDEX is a proud partner of RedCabin and we are enthusiastically expanding our partnership into the Mass Transit Industry.“

SEKISUI KYDEX

„RedCabin is an amazing summit, where participants come from all over the world to collaborate & innovate in our industry!“

Delta Air Lines

„The RedCabin Innovation Summit uniquely provides an open, candid and collaborative forum where industry experts share their experience and ideas in a trusted and congenial environment for the benefit of the entire Cabin Interiors industry.“

DUNCAN AERO LTD

„Great conference and opportunity to meet with other airlines.“

Saudi Arabian Airlines

„At RedCabin we always meet fantastic new people, are exposed to a broad spectrum of experiences, projects and ideas, and have the chance to collaborate with each other in an open and inspiring way... and that is what our industry thrives on.“

Acumen Design Associates



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Summit Day 1 | Tuesday, 21 March 2023

8:45 am Welcome note by RedCabin CEO Monica Wick and summit chairmen Anthony Harcup, Senior Director, TEAGUE and Cristian Sutter, CEO, Avensis

9:00 am Welcome Keynote by AIRBUS

We pioneer sustainable aerospace for a safe and united world

Stan Shparberg – SVP Marketing, *Airbus*

9:30 am AA's new interiors: A 21st century classic

American Airlines and Teague take the stage to tell the story behind the design of AA's new & incredible B787-9 and A321XLR passenger experience. Our speakers will lift the lid on:

- From corporate to characterful – why & how the team brought AA's rich brand heritage to life in the cabin
- Empowerment & wellbeing – The core principles driving the service & feature design
- Cross fleet harmonization – How the team brought American's distinctive brand elements to life across widebody and narrowbody fleet types.

PRESENTED BY: **Ben Hota** – Manager, Cabin Interiors and Amenities, *American Airlines*

Anthony Harcup – Senior Director, *Teague*

10:00 am SPEEDNETWORKING

Break the ice and get to know your industry peers in these fast-paced, one-to-one meetings. Greet each attendee in a series of brief exchanges and share your professional background. Make sure you bring a whole stack of business cards with you!

10:30 am NETWORKING COFFEE BREAK

PANEL DISCUSSION

11:00 am Real Estate on an aircraft versus the cabin class offering versus profitability versus Sustainability

MODERATED BY: **Sven Achilles** – CEO, *ZIM Aircraft Seating*

PANELIST: **Milutin Bogdanovic** – Product Manager Cabin Interior & Specification, *Lufthansa*

Frank Ehlermann – CEO, *Pace*

Carsten Laufs – Senior Vice President, Product Innovation & Digitalization, *Diehl Aviation*

Jaime Díaz Mendoza – Head of Fleet Projects, *Avianca*



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Summit Day 1 | Tuesday, 21 March 2023

11:30 am Cabin Sustainability – The OEM view

- Overview of Cabin Program in Hamburg
- The opportunities & challenges
- ReThink
- RePair
- ReUse
- ReCycle

MODERATOR: **André Schneider** – VP C&C Programme, *Airbus*

PANELISTS: **Eric Ezell** – Head of Cabin and Cargo Innovation, *Airbus*

Paul Edwards – Head of Advanced Design, *Airbus*

Maite Gonzalez-Eizaguirre – Sustainable Cabin & Cargo Innovation Stream Leader, *Airbus*

Axel Becker – Manager Trend Research & Market Intelligence, *Airbus*

12:15 pm The Cabin Air we Breathe

Ola Häggfeldt – Chief Commercial Officer (CCO), *CTT Systems AB*

12:45 pm NETWORKING LUNCH BREAK

2:15 pm INTERACTIVE WORKING GROUPS

*The audience will be divided into three groups.
Each group will attend all three interactive working groups.*

WORKING GROUP – 1

2:15 pm Understand value chain of cabin interiors-how to approach decision makers

MODERATED BY: **Louise Gear** – Director – Transport, *Eleather*
Andrii Kusyi – Technical Manager, *Wizz Air*

WORKING GROUP – 2

2:15 pm Tomorrow's drivers for the future of business class seating by Stelia

Based on a small interactive game board, the aim is for participants to find the right balance between Sustainability and Perceived quality in order to define the future of the business class cabin. Each group will have to select criteria according to a persona with different expectations.

MODERATED BY: **Thierry Vinatier** – Head of Perceived Quality & Style – Cabin Interior, *STELIA Aerospace*



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Summit Day 1 | Tuesday, 21 March 2023

Frédéric Rodriguez – HO R&T Materials & Process – Cabin interior, *STELIA Aerospace*

Lydie Blanqué – Strategic Product Marketing Director – Cabin Interior, *STELIA Aerospace*

Edson Alexandrino – Creative Director, *Teague*

Tamae Satsu – Sr. Interior Designer, *Teague*

Jefferey McKee – Director, Customer Experience & Design, *Collins Aerospace*

WORKING GROUP – 3

2:15 pm **Designing Premium Results Through Collaboration**

In this first-of-its-kind, interactive working group session hosted by SEKISUI KYDEX, representatives from across the value chain will come together to address how American Airlines and its partners worked collaboratively to bring material and design innovations to the airline's new interiors while aligning the business class customer experience across the B787-9 and A321XLR fleet types. Attendees will have the opportunity to explore some of the challenges the team faced, learn how they overcame them, and apply some of these best collaborative practices to their own projects going forward.

MODERATED BY: **Karyn McAlphin** – Creative Design Lead, *SEKISUI KYDEX*

Stephanie Faulk – Director, Sales & Marketing, *Adient Aerospace*

Marques Tabb – Customer Products, Cabin Design and Interiors, *American Airlines*

4:15 pm NETWORKING COFFEE BREAK

4:45 pm CONTINUING WITH WORKING GROUP 1,2 & 3

5:45 pm RESULTS

Each moderator of the interactive working group is presenting the outcome of their Working Group.

6:00 pm CLOSING REMARKS BY SUMMIT CHAIRMEN

6:15 pm EVENING NETWORKING RECEPTION AT AIRBUS

END OF SUMMIT DAY 1



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Summit Day 2 | Wednesday, 22 March 2023

8:45 am An impressive Journey with STARLUX Airlines

You will learn how a startup airline moves forward with fleet planning and cabin design.

Martin Chou – VP of the procurement DIV, *Starlux Airlines*

Johannes Lampela – Director, Design, *BMW Designworks*

PANELIST: **Loic Pigaud** – Head of Sales, Partnership & communications, *Stellantis Design Studio*

Luciana Ribeiro Monteiro – Industrial Design Engineering, Emerging Materials, *Embraer*

MP Sajumon – Head – CAMO and New Initiatives, *AIX Connect (Formerly AirAsia India Pvt Ltd)*

PANEL DISCUSSION

9:10 am The Importance of “Thermal Comfort” in the overall passenger experience

MODERATED BY: **Matthew Nicholls** – Sales Director, *Tapis Corporation*

PANELISTS: **Rosalyn Gough** – Manager – Cabin and Ground Product, *Norse Atlantic Airways*

Chris De La Rosa – Principal Cabin Product & Experience Manager, *Alaska Airlines*

Brenna Wynhof – Regional Director, Cabin Marketing, *Boeing*

Prof Dr Peter Vink – Faculty of Industrial Design Engineering, *TU Delft*

9:40 am Sustainability from the view of a cabin supplier, design house and an airline, particularly on lightweight materials

MODERATED BY: **Amaury Barberot** – CEO, *Expliseat*

10:10 am NETWORKING COFFEE BREAK

10:40 am Panel Discussion on Accessibility

MODERATED BY: **Michele Erwin** – Founder and President, *All Wheels Up*

PANELIST: **Glenn Johnson** – Tech. Fellow, *Collins Aerospace*

William Harkness – Inclusive Systems Engineering Leader | Head of Accessibility | Engineering, *Boeing*

Gordon Rattray – Programme Coordinator, *European Disability Forum (EDF)*

Iris Kowen – Customer Relation, Accessibility Specialist, *El Al Israel Airlines*

Christoph Spargel – Head of Widebody Cabin Customization, *Airbus*



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Summit Day 2 | Wednesday, 22 March 2023

11:10 am Refurbishing with the refurbished: time and cost cut down with overhauled cabin elements. Collaboration between J&C Aero and Aegean Airlines

Overhauled and refurbished cabin elements, including seats, dividers and in-seat power, can allow airlines and lessors to cut costs on cabin refurbishment, as well as help OEMs themselves to streamline their refurbishment projects. A case study by J&C Aero and its customers-airlines

Antonio Albanese – Head of Systems Engineering, *Aegean Airlines*

Maksim Jurkov – Head of Design and Co-Founder, *J&C Aero*

11:40 am First things first: pushing the boundaries of privacy, premium experience and comfort in the air

- How we designed and launched a new Lufthansa Allegris First Class suite that represents a steep change in comfort, privacy and individual choices for current and future premium guests
- What we learned through collaboration and customer co-creation to develop the most comfortable, luxury space that makes you feel like being at home – at 30.000 feet up in the air
- Why First Class is and remains an important proposition today and in the future

Daniel MacInness – Director, *PriestmanGoode*

Kirstin Schwalbe – Head of Passenger Experience Design, *Lufthansa*

Glenn Johnson – Senior Technical Fellow, Industrial Design, *Collins Aerospace*

12:10 pm NETWORKING LUNCH BREAK

1:40 pm INTERACTIVE WORKING GROUPS

*The audience will be divided into three groups.
Each group will attend all three interactive working groups.*

WORKING GROUP – 1

1:40 pm The final frontier: value creation driven by configuration versatility

Covid reminded us that shifts in market demand can suddenly render a chunk of the cabin unprofitable. Greater flexibility in configuration is vital for mitigating risk and maximizing revenue generation. Taking a 360-degree view, we will explore opportunities to improve versatility in cabin hardware, which translates into long-term stability.

Daniel Baron – Managing Director, *Lift Aero Design*

Aaron Yong – Design Partner, *LIFT Aero Design*

Joy Kelly – Senior Vice President, *Avolon*



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Summit Day 2 | Wednesday, 22 March 2023

WORKING GROUP – 2

1:40 pm 1st Class as a differentiator

- Introduction of TrendSpace
- Identification of trends and needs for First Class travel
- Prioritisation of major premium elements
- Exploration of solutions and scenarios

HOSTED BY: **Stefan List** – Head of Cabin Market Insights, Airbus

Jochen Werner – Vice President, Head of Industrial Design, Airbus

Amalia Martinez-Martin – Aircraft Interiors Marketing Director, Airbus

David Paddock – Aircraft Interiors Marketing Director, Airbus

WORKING GROUP – 3

1:40 pm How is the quest for sustainability impacting the cabin product of the future?

Achieving sustainable aviation requires the introduction of new materials in different shapes, manufacturing methods, haptics and optics. Is the highly regulated aviation community ready for the change?

MODERATED BY: **Markus Höllerer** – Head of Strategy & Products, Recaro

Wolfgang Nickel – Team Leader Innovation & Advanced Development Recaro

3:40 pm NETWORKING COFFEE BREAK

4:10 pm CONTINUING WITH WORKING GROUP 1,2 & 3

5:10 pm RESULTS

Each moderator of the interactive working group is presenting the outcome of their Working Group.

5:30 pm CLOSING REMARKS BY SUMMIT CHAIRMEN

6:30 pm CDC TOUR (NO OEMS AND AIRLINES)

7:30 pm END OF SUMMIT DAY 2



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Summit Day 3 | Thursday, 23 March 2023

AIRBUS DAY

AIRBUS

8:45 am **FAL TOUR – Final Assembly Tour**

10:30 am **Innovation Marketplace: Airspace Explorer Innovations**

- Airspace Explorer: Pioneering the future flying experience
- TrendSpace: Trend & Customer research presentation

12:00 pm LUNCH AT THE ELBBLICK





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INVESTMENT PER DELEGATE

DATE	INVESTMENT
ORIGINAL INVESTMENT	3.195€ + VAT

For further information sponsorship or delegate registration please contact:

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Director Business Development

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