presents

Towards The Global Airline

March 28 & 291988, The Brewery, Chiswell Street, London EC1

The most important issue in airline boardrooms around the world is the trend towards the global airline.
Cross-border mergers and equity stakes in foreign airlines, the vital importance of computer reservation systems, the reform
of bilateral agreements and how the rest of the world is to meet the challenge of the US mega-carriers—each of these topics taken singly is of crucial importance, and now for the first time, Airline Business is fusing these subjects into a single integrated theme. Senior airline executives, bankers, regulators, aviation lawyers and others interested in these important developments are invited to hear eminent speakers discuss the most compelling issues in the airline business industry today.

Conference Programme

Monda y 28 Marc h
KEYNOTE SPEECH

Sir Colin Marshall, Chief Executive, British Airways
ROL-E OF MEGA-CARRIERS

Wolfgang Wienert, Deputy Manager, Corporate Strategy, Lufthansa
REFORM OF BILATERAL AGREEMENTS

Jeffrey N. Shane, Deputy Assistant Secretary for Transportation Affairs, United States Department of State
LUNCHEON
LUNCH SPEAKER

Pieter Bouw, Managing Director, KLM
MANAGEMENT CHALLENGES

Richard O. Bond, Vice President, Cresap, McCormick & Paget Management Consultants
GLOBAL CRS STRATEGIES

Barry Kotar, President, Covia Corporation
CROSS-BORDER AIRLINE OWNERSHIP

Harvey Crush, Partner, Norton Rose Botterell & Roche,
London law firm

Tuesday 29 Marc h
KEYNOTE SPEECH
Norman Geary, Managing Director, Air New Zealand and President, IATA
MAINTAINING AIRLINE COMPETITION

Christopher Tugendhat, Chairman, UK Civil Aviation Authority MEGA-HUB STRATEGIES OUTSIDE USA

Wesley Kaldahl, Senior Vice President International, American Airlines
LUNCHEON
LUNCH SPEAKER
Umberto Nordio, Chairman, Alitalia
FINANCING THE GLOBAL CARRIER
John Sharman, Executive Director, Spectrum Capital
ROLE OF NICHE CARRIERS
Cathal Mullan, Assistant Chief Executive—Commercial,
Aer Lingus
FLEET PLANNING

Richard Albrecht, Executive Vice President, Boeing Commercial
Airplane Company

The delegate fee for the two days is £434 plus VAT @ 15%, and includes morning coffee, luncheon and afternoon tea on both days. Cocktails will also be served at the conclusion of each day's session so that speakers and delegates can discuss the day's topics in a pleasant and informal atmosphere.
Please complete the delegate booking form below to secure your place at this important conference or contact First Event direct—Tel: 01-222 0720, Fax: 01-222 2642, Telex: 9413609 PREM C. The full conference prospectus with booking form can also be obtained by returning the form below.

Towards The Global Airline

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