“Airlines and MRO’s will be doing themselves an injustice not to attend this event”

Cathay Pacific Airways
WHY ATTEND AS A DELEGATE
The Airline & Aerospace MRO and Operations IT Conference - APAC returns to Bangkok for 2014 bigger and better than before with: 35+ of the world’s leading IT & hardware Vendors exhibiting their solutions; also - Listen to keynote presentations and case studies; take part in interactive workshop sessions; and attend the new Vendor showcase sessions.

It is the only event in the world that provides airlines, aircraft operators, MROs and OEMs with a one-stop shop to be able to review and demo the latest cutting edge technology, designed to streamline and increase aircraft maintenance and flight operations efficiency, as well as reduce costs dramatically. From the latest iPad/Tablet solutions for the Flight Deck or Hangar to a complex maintenance management system.

CONFERENCE OVERVIEW
The conference provides a number of superb opportunities:

✈️ A two day agenda of presentations, case studies and interactive workshops given by industry experts and the airline/MRO IT users themselves, discuss the latest trends and innovations in this rapidly developing sector of the industry. New for 2014! EFB, Fuel Efficiency and MRO/M&E Software Vendor Showcases. See pages 4-10 for the full conference agenda.
✈️ A large exhibition area allows airlines, aircraft operators, OEMs and MROs the opportunity to try out the major software and hardware IT systems from 35+ the world’s leading vendors. See over the page for a full list of vendors exhibiting their solutions and learn more about the software and hardware you will see.
✈️ Network with your peers from other airlines and MROs from across the APAC region. Learn from their experiences, recommendations and exchange ideas. 400+ delegates will be in attendance.
LIVE SOFTWARE DEMONSTRATIONS:
One of the key benefits of this event is that it allows airlines, aircraft operators, MROs and OEMs with an excellent chance to review and demo all the major software and hardware solutions in one place, in 2 days. Extended refreshment breaks during the presentation programme allows lots of time to browse the exhibiton area, and:

- Try out all the major MRO/M&E Software and Hardware solutions from the world's leading vendors and see how they can benefit your company
- Discuss with the vendors best practice and how to overcome any problems you may be having with your current systems
- Try out all the latest upgrades and add-ons to compliment your current systems

MRO /M&E Software available to demo includes:
- Fully Integrated End-to-End MRO/M&E Solutions
- Supply Chain Solutions Software
- Digital Documentation Mangement Solutions/CMS
- MRO Solutions Linked to Enterprise Wide Software (ERP etc)
- Paperless Maintenance Solutions, inc: e-Signatures
- iPad/Tablet Solutions for the Hangar and Line Maintenance

Conference Floor Plan

MRO /M&E Software available to demo includes:
- Fully Integrated End-to-End MRO/M&E Solutions
- Supply Chain Solutions Software
- Digital Documentation Mangement Solutions/CMS
- MRO Solutions Linked to Enterprise Wide Software (ERP etc)
- Paperless Maintenance Solutions, inc: e-Signatures
- iPad/Tablet Solutions for the Hangar and Line Maintenance
CONFERENCE AGENDA

The conference agenda is currently being finalised. The agenda includes keynote presentations, case studies, interactive workshops and IT Vendor Showcases all delivered by airlines, MROs, Consultants, OEMs, Regulators and IT Vendors to provide delegates with varied and interesting insights into the key topics in the constantly evolving aviation sector.

Look out for the new EFB, Fuel Efficiency and MRO/M&E IT Vendor Showcase Sessions!
Speakers Include: Boeing, Qantas, Bangkok Airways, Delta TechOps, Air Works India, TAP Maintenance & Engineering, Airbus, Flatirons Solutions, MJets, Closed Loop Consulting, Snecma, GE, Lufthansa, plus lots more..

Icons explained:

✈ - Flight Operations IT track

🛠️ - MRO /M&E IT track

✉️ - Interactive Sessions - Delegate participation encouraged

For Further information: stephen@aircraft-commerce.com

+44 1403 230 888
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08.00 - 08.55</td>
<td>BREAKFAST - DELEGATE REGISTRATION - SOFTWARE DEMONSTRATIONS</td>
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<tr>
<td>08.55 - 09.00</td>
<td>CHAIRMANS OPENING REMARKS</td>
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</table>
| 09.00 - 09.30 | NextGen Aircraft and the future of IT How ‘big data’ and advanced connectivity can be used by both Flight Operations and Maintenance to drive huge efficiencies.  
**Tim Anstey, Associate Technical Fellow, Boeing** |
| 09.30 - 10.00 | OEM Innovations Case Study: A look at Airbus Smarter Fleet powered by IBM: See how Airbus and IBM utilize big data management to bring to the market new innovative, integrated IT-solutions. Here Airbus introduce the Smarter Fleet for Tail Allocation and Smarter Fleet for Maintenance Mobility solutions, both designed to optimise dispatch and overall availability of the aircraft, streamline line maintenance and reduce maintenance and fuel costs.  
**Vikram Singh, Sales Manager Airline Applications, Airbus  
David Aline, Associate Partner, IBM** |
| 10.00 - 10.30 | MRO Keynote Presentation: MRO and the Network of Everything (NoE): MRO business networks need standardized MRO IT networks. Next-gen, technology-enabled mobility, eManuals, eTaskCards, and eRecords, seamlessly integrated across data standardized Product and Service Lifecycles (PLM/SLM) are on the verge of delivering billions of dollars or value to the aviation industry. The future is now - are you ready?  
**Michael Wm. Denis, Vice President Strategy & Marketing, Flatirons Solutions** |
<p>| 10.30 - 11.20 | REFRESHMENTS - SOFTWARE DEMONSTRATIONS                                  |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>MRO / M&amp;E IT TRACK (Main Conference Hall)</th>
<th>FLIGHT OPERATIONS IT TRACK</th>
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| 11.20 - 11.50 | **Paperless Maintenance Case Study:** Hear how Delta TechOps are moving forward with completely paperless environments for Base Maintenance and Line Maintenance. Including: paperless routines, non-routines, reference manuals, e-signatures etc. The project challenges and enormous benefits are discussed  
  
  **Don Heaver, Duty Manager Base Maintenance, Delta TechOps** | **11.20 - 12.50**  
  
  **Fuel Efficiency / Management Software Vendor Showcase:** Your chance to quickly find out about all the major Fuel Efficiency / Management Software Solutions on the market. Each Vendor will provide a brief 10 minute showcase of their solutions including: Fuel Efficiency / Management product overview, new customers, latest developments, 2014/2015 outlook.  
  
  Vendors taking part include: |
| 11.50 - 12.20 | **Airline Paperless Maintenance Case Study:** Cathay Pacific explain how technology strategies are enabling the paradigm shift for paperless maintenance and operation for Airline Engineering and MROs.  
  
  **Lily Lai, Manager IT Solutions - Airline Operations and Cargo, Cathay Pacific Airways** | |
| 12.20 - 12.50 | **Airline & OEM Case Study:** Join Qantas and Boeing to experience the journey to implementing Airplane Health Management on the next-Generation 737 fleet. During the case study, Qantas will outline the business case illustrated with real examples of minimizing the impact of exceedances and obtaining operational benefits.  
  
  **Dave Kelly, Manager Maintenance Operations, Qantas**  
  
  **Steve Jaffe, Marketing Manager, Airplane Health Management, Boeing** | |
| 12.50 - 14.00 | **REFRESHMENTS - SOFTWARE DEMONSTRATIONS**                                                                 | |
### MRO / M&E IT TRACK (Main Conference Hall)

<table>
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<tr>
<th>Time</th>
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| 14.00 - 14.30 | **Case Study: Why CAMO needs eTechLog:** Operator and CAMO provider MJets explain the problems in keeping track of aircraft technical records information which can lead to operators records getting behind for weeks or months for both flying hours and defect/Out of Phase maintenance compliance. Real-time tech logs can be achieved via an eTechLog device transmitting to Maintrol for CAMO oversight resulting in CAMO's are up to date and legal and can ensure the operator remains compliant with regulations.  
*Roger Hobson, Director of Airworthiness, MJets*
*Richard Voria, Managing Director, Global Tech Group Pty* |
| 14.30 - 15.00 | **M&E RFID Case Study:** Hear how TAP Maintenance and Engineering have developed the world's first fully integrated operational RFID solution linked to Maintenance Information Systems (MIS) and how it aligns the system to meet the demands of Next Generation Aircraft such as the A350 XWB.  
*Fernando Ferreira Matos, Head of IT, TAP Maintenance & Engineering*
*Carlos Quinta, RFID Centre Co-ordinator, TAP Maintenance & Engineering* |
| 15.00 - 16.00 | **REFRESHMENTS - SOFTWARE DEMONSTRATIONS**                                               |
| 16.00 - 16.30 | **MRO Technology Innovations Keynote:** Hear how major MRO Air Works India meet the technology challenges borne by the rapid growth in aviation MRO in emerging economies. The presentation includes: hangar structure; regulation of network; processes; hardware; networks.  
*Ravinder Pal Singh, CIO, Air Works India* |

### FLIGHT OPERATIONS IT TRACK

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
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</table>
| 14.00 - 15.00 | **Electronic Flight Bag (EFB), Connected Aircraft & eEnabled Aircraft Strategy Masterclass:**  
This interactive workshop session will look at how to think about the EFB as part of an organizational strategy, rather than just another technology project with a focus on certain applications. We will discuss why developing this strategy first, will support a business plan for a more eEnabled airline, and how the EFB fits into that overarching eEnabled strategy. Rather than technology for technology sake, introducing the process for developing a sound business case and strategy will be the subject of this workshop. You are encouraged to send in your questions about EFB & eEnabled aircraft strategy prior to the session to be further discussed.  
*Workshop hosted by:*  
*Capt. Michael A. Bryan, Principal and CEO, Closed Loop* |
| 16.00 - 17.30 | **Electronic Flight Bag (EFB) Vendor Showcase:** Continued from above - your chance to meet with the major EFB vendors on the market. Each Vendor will have the floor to showcase their: EFB product overview, new customers, latest developments, 2014/2015 outlook |

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**CONFERENCE AGENDA OF PRESENTATIONS**

**AIRLINE & AEROSPACE MRO & OPERATIONS IT CONFERENCE APAC**

**29th & 30th October, Amari Watergate Hotel, Bangkok, Thailand**
**DAY ONE - WEDNESDAY 29th October 2014**

16.30 - 17.00  
**Aircraft Parts Case Study.** Optimizing your service parts network to reduce costs and increase aircraft availability. This case study presentation will introduce you to SPM Planning Software - the benefits include increased availability and decreased cost, improve aircraft availability up to 5%, increase part availability up to 30%, reduce inventory up to 20%, reduce cancellations, delays and AOGs and increase service level agreement compliance.

*Bob Merrifield, SLM Business Development Director, PTC*

17.00 - 17.30  
**China Airlines MRO IT Implementation Case Study:** As the largest airline in Taiwan and one of Southeast Asia’s fastest growing operators, China Airlines has developed a strong reputation for promoting innovative, high-quality passenger services. In this session Mxi Technologies will detail how China Airlines’ commitment to standardized MRO practices, underpinned by the use of the Maintenix software across its maintenance operations, has enabled a “best in class” maintenance organization that is driving significant performance returns.

*Stephen Chow, Director of Services Asia-Pacific, Mxi Technologies*

18.00 - 20.00  
**COCKTAIL RECEPTION - SOFTWARE DEMONSTRATIONS**
## CONFERENCE AGENDA OF PRESENTATIONS

### AIRCRAFT COMMERCE 2014

**CONFERENCE AGENDA OF PRESENTATIONS**

**DAY TWO - THURSDAY 30th October 2014**

<table>
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<tr>
<th>Time</th>
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<tr>
<td>08.00 - 09.00</td>
<td><strong>BREAKFAST - DELEGATE REGISTRATION - SOFTWARE DEMONSTRATION</strong></td>
</tr>
<tr>
<td>09.00 - 10.30</td>
<td><strong>FLIGHT OPERATIONS IT TRACK</strong> (Main Conference Hall)</td>
</tr>
</tbody>
</table>
| 09.00 - 09.30 | **EFB Keynote.** The change in EFB Classification away from Class 1, 2, & 3 to classless classification. What does this involve and how will it affect the industry.  
*Capt. Michael A. Bryan, Principal & CEO, Closed Loop* |
| 09.30 - 10.00 | **Airline Mobility Flight Operations Case Study:** An overview of the Philippine Airlines Mobile project for Flight Operations, including EFB. This case study focuses on the challenges of Enterprise Mobility Management strategies and how PAL are embracing the next generation of mobility within aviation and how they are utilizing mobility to solve the unique challenges of using mobile devices within aviation.  
*Jennifer Cruz, Systems Analyst, Philippine Airlines  
Michael Petit, Account Executive, AirWatch* |
| 10.00 - 10.30 | **Aircraft eEnablement Keynote:** Extending the horizon from an eEnabled pilot to the eEnabled Airline.  
*Declan Boland, Senior Director eEnablement Aircraft Solutions, Rockwell Collins* |
<p>| 09.00 - 10.30 | <strong>MRO/M&amp;E IT TRACK</strong>                                                                 |
| 09.00 - 10.30 | <strong>MRO/M&amp;E IT Vendor Showcase:</strong> Your chance to meet with the major end-to-end MRO/M&amp;E vendors on the market. Each Vendor will have the floor for 8 minutes to showcase their: MRO/M&amp;E IT product overview, new customers, latest developments, 2014/2015 outlook. |
| 10.30 - 11.30 | <strong>REFRESHMENTS BREAK - SOFTWARE DEMONSTRATIONS</strong>                                                   |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Flight Operations IT Track</th>
<th>MRO/M&amp;E IT Track</th>
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</table>
| 11.30 - 12.00 | **AirAsia Operational Efficiency Case Study:** Aviation is a symbol of the modern, global economy, enabling millions of people to travel round the world for business and pleasure. Yet, with the rising cost of fuel and increasing awareness of climate change, the sector has to become more efficient to maintain its competitiveness and accessibility for customers. Data-driven services and proprietary technologies are being harnessed to identify ways to reduce operating costs, increase aircraft utilization and achieve significant savings throughout the AirAsia network: Targeting bottom line operational savings in the order of $30-50MM over a five year term. 
*Jonathan Sanjay, Group Director Fuel Efficiency, AirAsia* |
|            | **Optimize your future MRO business the Digital Way Masterclass** | Transformational Migration, Big Data, Mobility and more. The workshop on “Optimize your Future MRO Business – The Digital Way” will provide insights on what will be future state of Airline MRO and features how Hexaware is gearing it up leveraging following key elements as a part of its HMRO Suite of offerings, to help Airlines with Futuristic MRO Services and Solutions: |
|            | **Andrew Jones, Airline Partner - Flight Operational Efficiencies, GE Aviation** | • Mobility  
• Big Data  
• Migration & Testing  
• Integration |
| 12.00 - 12.30 | **Airline Case Study: IT Systems for Aviation Safety:** Safety management has too often in the past been reactive to failures rather than proactive in building in safety throughout the airline or operations. Bangkok Airways explain how via clever use of IT systems and data interpretation they can predict and prevent problems from occuring. 
*Ping Na Thalang, Vice President - Corporate Safety Department and Chief Strategy Advisor, Bangkok Airways* | **Key Takeaways from Workshop** |
| 12.30 - 14.00 | **LUNCH - SOFTWARE DEMONSTRATIONS** | **Understand the business benefits of digital transformation of MRO organizations** |
| 14.00 - 14.30 | **Latest Flight Deck Innovations Keynote:** En-Route Flight Profile Optimization - Introducing advanced economic decision support to the Flight Deck. See how by using EFB technology combined with live aircraft and weather data airlines can determine in real time the most cost-efficient flight trajectory for the remaining route to destination. 
*Dr. Oliver Spaeth, Director Sales, Aircraft Performance Products and Solutions, PACE* | **14.00 - 15.00: Soup to Nuts: Best Practice Selection, Implementation & Upgrade of MRO solutions:** |
|            | **MRO/M&E IT TRACK** | • How to start a Programme of Selection, Implementation or Upgrade  
• Key Pitfalls  
• Dealing with Vendors when things go wrong  
• Avoiding critical mistakes  
• How to maintain a focus on ROI  
• Helping your organisation accept change |
|            | **Session hosted by: Sharhabeel Lone, Global Partner, SAKS Consulting** | **Session hosted by: Sharhabeel Lone, Global Partner, SAKS Consulting** |
### OEM Fuel Efficiency Keynote: An introduction to the joint Sagem and Snecma Fuel Efficiency service - SFCO2.

Based on advanced Flight Data Analysis, SFCO2 is designed to reduce fuel consumption and CO2 emissions in order to deliver significant savings and therefore to reduce global cost.

**Capt. Max Moutoussamy, Head of Fuel Efficiency Services, Snecma**

#### 15.00 - 16.00

**REFRESHMENTS BREAK - SOFTWARE DEMONSTRATIONS**

#### 16.00 - 16.30

**Operational Efficiency Keynote:** Performance Optimization through Variance Analysis. During this presentation you will hear how by understanding the causes behind variances of actual vs planned flights through the analysis of operational data you can determine new opportunities for operational efficiency gains.

**Siow Lititngtung, Consultant, Controls and Data Services**

#### 16.30 - 17.00

**EFB & eEnabled Aircraft Keynote:** EFB and the eEnabled Aircraft. How to optimise your return and generate huge increases in efficiency.

**Oliver Plogmann, Senior Consultant Aircraft Services, SITA**

#### 17.00

**END OF CONFERENCE**

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“The event was perfect. Providing information and updates for airlines on technology that is currently being developed. Good job!”

**Garuda Indonesia**
### VIP Option 1

VIP Option 1 includes 2 nights accommodation at the Amari Watergate (Conference Venue)

I wish to register: [ ] MRO VIP Delegates @ MRO VIP Delegate Rate of $315 TOTAL USD $

Please mark which two nights accommodation you require: [ ] 28th Oct [ ] 29th Oct [ ] 30th Oct

Aircraft Commerce will book your selected dates & send you confirmation. This MRO rate includes 2 nights accommodation. If you require additional nights, we can book these for you @ USD $118 (room only), payable by you at checkout. Please send your additional requirements to edwina@aircraft-commerce.com

### VIP Option 2

VIP Offer 2 does NOT include accommodation

I wish to register: [ ] MRO VIP Delegates @ MRO VIP Delegate Rate of USD $95 TOTAL USD $

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<th>DELEGATE 1</th>
<th>Company:</th>
<th>Name:</th>
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<tbody>
<tr>
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</table>

<table>
<thead>
<tr>
<th>DELEGATE 2</th>
<th>Company:</th>
<th>Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Title:</td>
<td>Email:</td>
<td>Tel:</td>
</tr>
</tbody>
</table>

*Please Complete additional registration forms to book further delegates.*

- [ ] Invoice me
- [ ] Cheque enclosed (payable to NIMROD PUBLICATIONS LTD.)
- [ ] Visa
- [ ] Master

Address for invoice: ......................................................

Cardholder’s name: ......................................................

Card No: ......................................................

Company VAT No. (essential if applicable): ......................................................

Expiry Date: ...................................................... Security Code: ......................................................

For our CANCELLATION & REFUND policy please view our Terms & Conditions at www.aircraft-commerce.com/conferences

By registering using this form, it is assumed that you accept these Terms & Conditions.
The Amari Watergate Bangkok
847 Petchburi Road, Pratunam, Rajthevi, Bangkok 10400, Thailand
Tel: (66-2) 653 9000 Fax: (66-2) 653 9045
Email: kanokwan.t@amari.com

“Airline & Aerospace MRO & Operations IT Conference”
29th & 30th October 2014,
Amari Watergate Hotel, Bangkok, Thailand

RESERVATION FORM

Dr./ Mr./ Ms./ Mrs.
Surname: ________________________________

First Name: ______________________________

Address: ________________________________

Email: ________________________________

Arrive On: __________________Flight/Time: __________________

Depart On: __________________Flight/Time: __________________

Room Categories

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Room rate per room per night including internet Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Room</td>
<td>THB 3,800.-net</td>
</tr>
<tr>
<td>Double/Twin room</td>
<td>THB 4,000.-net</td>
</tr>
<tr>
<td>Deluxe Room</td>
<td>THB 4,500.-net</td>
</tr>
<tr>
<td>Grand Deluxe Room</td>
<td>THB 5,500.-net</td>
</tr>
<tr>
<td>Executive Room</td>
<td>THB 6,500.-net</td>
</tr>
</tbody>
</table>

The above room rates are inclusive with 10% service charge applicable tax. (Currently 7%)

I would like to guarantee my reservation by:

Credit Card Type: ________________________________
Credit Card number: ________________________________
Expiry Date: ________________________________
Cardholder's Signature: ________________________________

Remark: Please kindly advise either your cancellation or your amendment of your reservation at least 24 hours prior to arrival; otherwise, a one-night room charge will be levied.

Please arrange the limousine service: (Please check)

<table>
<thead>
<tr>
<th>Limousine Service</th>
<th>Cost per One Way</th>
<th>Arrival</th>
<th>Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Camry</td>
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<tr>
<td>BMW series 5</td>
<td>Bht. 2,354.-net</td>
<td></td>
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<tr>
<td>BMW series 7</td>
<td>Bht. 2,900.-net</td>
<td></td>
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<tr>
<td>Van</td>
<td>Bht. 2,675.-net</td>
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</table>

To guarantee your room, please send your reservation to:

The Amari Watergate Bangkok
Fax # (66 -2) 653 9045

Contact person: Ms. Kanokwan Tangkiaattrakul (Director, MICE)
Reservation E-mail: kanokwan.t@amari.com
“The conference was a great opportunity for industry technology professionals to touch base on important matters in the aviation industry”. Director, Information Technology, JorAMCo

“An excellent, well managed and highly informative event”, General Manager IT, Bhoja Air

“We had a good opportunity to meet and talk with all vendors and to get a better understanding of the products” Orient Thai Airlines

“A one-stop-center for airlines and IT software vendors for MRO & EFB technologies”, Manager Business Solution Group, Malaysia Airlines

“Excellent and very relevant” TRC Digital Data Officer, Emirates

“You did a really good job. Thank you for giving me the opportunity to meet so many vendors at one place” Lead Specialist Flight Operations Engineering, MIAT Mongolian Airlines

“A great event can’t wait for next year” AirAsia

“It’s great to get information about MRO System Providers”, GMF AeroAsia

“The event was perfect. Providing information and updates for airlines on technology that is currently being developed. Good job!”, Operation Performance Analyst, Garuda Indonesia

“You cannot afford to miss this type of conference otherwise you will miss out on learning about the latest advances in technology”, Kuwait Airways

“Very good - a nice balance between workshops, case studies and vendor sales activities. Also a very useful networking opportunity. I feel I learned about the vendors current software solutions and common issues problems in the MRO world”. Virgin Atlantic Airways

For Further information: stephen@aircraft-commerce.com +44 1403 230 888