

Agenda

Day 1 | December 5, 2016

Time	Agenda	Speaker
08:30	Registration and coffee	Main pre-function area
09:00 – 09:15	Welcome note from the Arab Aviation Summit Chairperson	<ul style="list-style-type: none"> Mr. Adel Al. Ali, <i>Group Chief Executive Officer – Air Arabia</i>
09:15 – 09:30	Opening Key Remarks	<ul style="list-style-type: none"> Her Excellency Lina Annab, <i>Minister of Tourism and Antiques - Kingdom of Jordan</i>
09:30 – 09:45	Keynote Remarks	<ul style="list-style-type: none"> H.E Dr. Bandar Fahad Al Fehaid, <i>President, Arab Tourism Organization of the Arab League</i>
10:00 – 10:30	<p>CNBC Arabia Interview Panel Why Arab Travel and Tourism is a vital economic and cultural driver?</p> <p><i>Aviation & Tourism is the major, non-oil, contributor to the ongoing development of Arab economies. There are over 150,000 new rooms under construction in the Middle East and the Arab aviation sector alone requires more than 70,000 skilled people in the next decade – yet, unemployment rate in the Arab world is on the rise. Is there a misbalance between the economic growth and the social development needs in the Arab economy world?</i></p>	<ul style="list-style-type: none"> H.E Shaikh Khaled Bin Humood Al Khalifa, <i>Chief Executive Officer, Bahrain Tourism & Exhibition Authority</i> Mr. Abdel Wahab Teffaha, <i>Secretary General, Arab Air Carriers Organization (AACO)</i> <p>Moderated by Osayed Khreisat <i>Osayed is a financial analyst and report at CNBC Arabia TV with years of experience in financial markets analysis and coverage.</i></p>
10:30 – 10:45	Inauguration of ‘The Little Engineer’ Workshop	<p><i>The Little Engineer is an award winning initiative dedicated to educating young minds and increasing public understanding and appreciation of science, technology, engineering and mathematics through interactive tailored programs. The Arab Aviation Summit supports this initiative and it has become an accompanying workshop in every edition hosting more than 50 children from local schools of the hosting country. This year’s workshop will include over 50 Jordanian students for two days workshop.</i></p>

10:45 – 11:00	Coffee Break	
11:00 - 11:15	Keynote Presentation Introduction to Jordan tourism legacy	<ul style="list-style-type: none"> ▪ H.E Aqel Biltaji, <i>Mayor of Amman, Kingdom of Jordan</i>
11:15 - 12:00	Host Country panel So you think you know Jordan? <i>Jordan has been playing a major role in developing the modern Arab aviation and tourism scene and is a major hub for cultural tourism, destination tourism, aviation and MRO. The Jordan experience in developing its travel and tourism industry is one to learn from and also to debate, especially under the current challenges that the region is going through.</i>	<ul style="list-style-type: none"> ▪ Mr. Osama Fattaleh, <i>Chief Executive Officer, jorAMCo</i> ▪ Dr. Abed Al Razzaq Issam Arabiyat, <i>Managing Director of Jordan Tourism Board (JTB)</i> ▪ Mr. Michael Nazzal, <i>Chairman of the Jordan Federation for Tourism Associations</i> <p>Moderated by Richard Dean <i>Richard is an experienced business journalist who spent the past decade as a reporter and editor covering the Middle East for some of the world's leading media outlets, including the Financial Times, The Economist and Reuters.</i></p>
12:00 – 12:15	Keynote Presentation Travel & Cross-Border Trends - Insights into Global and MENA travel markets How leading cities of the world are defining ever changing travel trends and habits? How the global industry is shaped by travel and tourism spend and how the MENA region is leading some of these trends?	<ul style="list-style-type: none"> ▪ Mr. Nabil Tabbara – <i>General Manager – Levant at Visa</i>
12:15 – 13:00	Interactive Panel The role of private sector in developing Arab aviation and tourism <i>Arab travel and tourism sector is among the fastest growing in the world. There are few bold private sector investments made across the region; however, this sector remains highly driven by government funding. Matching the growth of the industry, there is a need for a much more involvement from the private sector and FDI influx to sustainably develop this industry. So what is holding successful private entities from investing?</i>	<ul style="list-style-type: none"> ▪ H.E Marwan Bin Jassim Al Sarkal- <i>CEO of Sharjah Investment and Development Authority (Shurooq)</i> ▪ Mr. Fouad Attar, <i>Managing Director, Airbus Middle East</i> ▪ Mr. Atieh Hamarneh, <i>Area General Manager, Rotana Hotels</i> <p>Moderated by Richard Dean <i>Richard is an experienced business journalist who spent the past decade as a reporter and editor covering the Middle East for some of the world's leading media outlets, including the Financial Times, The Economist and Reuters.</i></p>
13:00 - 14:00	Networking Lunch	Al-Mashrabiya Restaurant

14:00 – 14:45	<p>Interactive Panel Putting Arab Aviation and Tourism policies under review - expanding economic opportunities</p> <p><i>Travel and tourism is a strong contributor to Arab national GDPs. Yet, arguably, the sector is still in its infancy. Many obstacles remain undealt with and most of it is regulatory and government policies such as the lack of full open sky, secondary airports, airspace congestion,. Do we need to put the policies under review in order to unlock the full potential of the sector?</i></p>	<ul style="list-style-type: none"> ▪ Mr. Rabih Saab, <i>President & Managing Director EMEA & South Asia, Travelport</i> ▪ Mr. Hussein Dabbas, <i>Regional Vice President MENA, International Air Transport Association (IATA)</i> ▪ Mr. Haitham Mattar, <i>CEO of Ras Al Khaimah Tourism & Development Authority (RAK TDA)</i> <p>Moderated by Richard Dean <i>Richard is an experienced business journalist who spent the past decade as a reporter and editor covering the Middle East for some of the world's leading media outlets, including the Financial Times, The Economist and Reuters.</i></p>
14:45 - 15:15	<p>Interviews Coffee with the press</p> <p><i>Over 100 senior editors from Arab media attend the Arab Aviation Summit every year. This session is dedicated to press from all over the Arab world to engage 1:1 with all speakers and attendees of this summit. It could be for a casual chat or interview, the floor is open.</i></p>	
15:15 – 16:00	<p>Bloggers closing panel Uncovering the future of destinations and travelers</p> <p><i>Who is the future traveler and where will they be travelling to? How technology is shaping the future of aviation and tourism? With more 3.5 billion people traveling every year - the fast changing travel habits influenced by social media and technology are evolving and so is the future of the industry. Let's find out how?</i></p>	<ul style="list-style-type: none"> ▪ Haifa Baseisso, <i>Blogger and Social Media influencer (UAE)</i> ▪ Mr. Max Stanton (Max of Arabia), <i>Blogger and Social Media influencer (UAE)</i> ▪ Mr. Faisal Sheraiff, <i>Blogger and Social Media influencer (KSA)</i> <p>Moderated by Richard Dean <i>Richard is an experienced business journalist who spent the past decade as a reporter and editor covering the Middle East for some of the world's leading media outlets, including the Financial Times, The Economist and Reuters.</i></p>
16:00	Closing Remarks	
19:30 – 23:30	Arab Aviation Summit gala dinner hosted by the Jordan Tourism Board	

Day 2 | December 6, 2016

Time	Agenda	Notes
09:30	Hotel check out	
10:00 – 14:00	Amman City tour – Optional tour provided for all media and participants to discover Amman urban downtown and tourist attractions.	Busses will be available at hotel upon check out.
14:00 – 15:30	Lunch hosted by Amman Rotana Hotel at ThreeSixty restaurant - international cuisine in a lively and stylish setting with a 360 city view over Amman.	<i>Located in the central business, social and residential destination, Amman's new downtown, Al Abdali, Amman Rotana offers business travellers and holiday makers alike the serenity and warmth of home as well as the splendour and modern extravagance that can only be offered at Rotana.</i>
15:00 – 18:00	Airport drop off	Busses and cars will drop off guests to the airport.