



## **The Amsterdam Air Transport Industry Seminar**

The new Air Transport Industry Seminar has been launched to meet a strong and growing demand from industry professionals for a programme that provides an up-to-date, strategic overview of the industry. It will be held between 28 June and 30 June 2005 at the Radisson SAS Hotel, close to Schiphol Airport Amsterdam.

The Seminar will be presented by the Airline Consulting Group-UK (ACG-UK). It will draw on their practical knowledge of the industry and their wide experience of working at the highest levels of airlines, airports, aircraft leasing companies, financial institutions and government agencies.

Amsterdam has been chosen as the location for the Seminar because it has a large air transport and aerospace community. It also offers easy connections from all the key centres of Europe, excellent accommodation and a business-friendly environment.

The Air Transport Industry Seminar will examine the most important issues now facing the key players in the business – airlines, airports, air traffic management service providers, aerospace companies and the financial institutions. It will take a market-orientated approach and examine the changing wants and needs of airline and airport customers, and other industry users. It will examine the fundamentals of airline and aircraft economics, regulation and deregulation, demand analysis, traffic forecasting, airline financing, aircraft leasing, recent developments amongst the low cost carriers and their impact on the wider industry, airline alliances and the challenges facing the industry.

ACG-UK has teamed with Amsterdam-based Aerospace Industry Marketing & Sales Support (AIM-SS) to facilitate arrangements and simplify the booking process.

### **This three-day Seminar will cover:**

- The characteristics of the international airline industry
- The industry's regulatory framework and the effects of deregulation
- Airline and aircraft economics
- The nature of air transport demand
- The air passenger business
- The air cargo business
- The airport business
- The challenges facing the air traffic management industry
- Traffic forecasting
- Recent developments from the aerospace manufacturers and in airline fleets
- Sources of funds for airlines
- The low cost carrier business model
- Technical operations and the market for maintenance repair and overhaul
- Understanding the trend towards airline alliances
- Future prospects

The timetable will include presentation sessions and case studies and will allow time for discussions and an exchange of views within a neutral, non-competitive environment. By the end of the Seminar, delegates will have acquired a comprehensive, up-to-date overview of the industry. Delegates will receive a complete documentation package, which will provide a valuable source of reference material.

Because the Seminar will involve workshop and discussion sessions, delegate numbers will be limited to a maximum of 25.

## **Delegates**

The Seminar has been designed to attract a wide cross section of airline, airport and aerospace industry middle and senior managers and will be valuable for delegates from a number of organizations including:

- Airlines concerned about changes in the competitive environment
- Airports having to make long-term plans for the future taking into account changes in the expectations of passengers and cargo shippers and developments in airline networks, alliances and the growth of low cost carriers
- Aerospace manufacturers and other suppliers which need to understand their customers' requirements and sell their products to airlines and airports
- Maintenance, repair and overhaul organizations
- Financial institutions and aircraft leasing organizations which have to evaluate airline business plans and make decisions about airline valuations and creditworthiness
- Government departments and agencies concerned with transport policy and airline regulation

## **Seminar Presenters**

The two primary presenters will be Andy Hofton and Peter Obeysekere, from ACG-UK. Both have extensive experience of presenting management seminars and working on consultancy projects in Europe, Asia, Africa and other parts of the World.

**Andy Hofton** is a former head of the Department of Air Transport at Cranfield University in the UK, and is now a leading international aviation consultant specializing in industry trend analysis, forecasting and planning issues.

**Peter Obeysekere** is a former vice-president Asia-Pacific for Embraer Aircraft who has held senior positions both at BAE Systems in the UK and Fokker Aircraft in the Netherlands. He is a specialist in fleet planning, aircraft evaluation and aircraft finance.

Guest speakers will include representatives from the airline, airport and air traffic management sectors of the industry.

**Dick van den Berg**, Senior Business Analyst, KLM Cargo

**Robert Makkelië**, Director of Aircraft Sales, KLM

**Alexander ter Kuile**, Secretary General, CANSO, the Civil Air Navigation Services Organisation

**Ton Sledsens**, Netherlands Society for Nature and Environment, V-P of the European Federation for Transport and Environment

## **General Information**

In addition to the documentation package, the Seminar fees will include morning and afternoon tea/coffee and lunch each day. The Seminar will be held at the Radisson SAS Hotel, Schiphol Airport, a location which is easily reached by bus, taxi or car. The hotel offers a free service by shuttle bus from and to the airport and the airport train station and has good car parking facilities.

Fees do not include accommodation, although the organizers will be pleased to provide a list of suggested hotels.

## **Seminar Fees**

The course fees of Euro 1350/= per delegate (plus BTW tax) are payable in advance and include course materials, lunch, morning and afternoon refreshments, but exclude accommodation. Multiple bookings of three or more delegates from the same organization will enjoy a 10% discount on the Seminar fees. Cancellation and a return of fees is possible up until 1 May 2005. After this date the substitution of an alternative name is possible, but refunds will be limited to 50% of the Seminar fees.

## **How to Register**

The Registration Form included in this brochure should be completed and returned by fax or email to the address below. Alternatively, a Registration Form can be downloaded from the ACG-UK website at [www.acguk.net](http://www.acguk.net)

When the Registration Form has been received, an invoice will then be sent by the organizers to the delegate. Late registrations may be accepted, subject to availability of places on the Seminar, but early booking is advisable.

## **For additional information, please contact:**

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## Registration Form

<b>Air Transport Industry Seminar</b>	<b>28-30 June 2005</b>
Name:	
Job title:	
Organisation/Company:	
Address for invoice:	
City:	
Country:	
Post code/Zip code:	
Telephone:	
Fax:	
Email:	
Website:	
Payment method:	

**Email or Fax this Registration Form, one for each delegate, to:**

**Aerospace Industry Marketing & Sales Support (AIM-SS)**

**Email: [rdekroon@dds.nl](mailto:rdekroon@dds.nl)**

**Fax: +31 20 4031122**