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MRO

SOUTHEAST ASIA

6-7 MARCH 2019

INTERCONTINENTAL KUALA LUMPUR, MALAYSIA

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DEVELOPING CAPABILITIES AND MRO TO ALIGN WITH REGIONAL GROWTH IN SOUTHEAST ASIA



HEAR FROM SPEAKERS INCLUDING:



Amartya De

Management Consultant - Public
Sector, Aviation, Defence,
Security, **Frost and Sullivan**



Martin Eran-Tasker

Technical Director
**Association of Asia Pacific
Airlines (AAPA)**



Sunmuga Kanaratnam

Head of Engineering Department
Air Asia India



Chung Mak

Aviation Advisor to President and
Vice Commanding Officer
S.F. Express



Eke Nazri

Head of Airline Engineering
Malaysia Airlines



Devan Ramasamy

Senior Technical Advisor
**Civil Aviation Authority (CAA)
International**



Pierre Reville

CEO
Sepang Aircraft Engineering



Derwin B. Sandoval

Director – Engineering
& Maintenance
Bassaka Air

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MRO SOUTHEAST ASIA

6 - 7 MARCH 2019

On the 6-7 March 2019, Aviation Week Network will bring MRO Southeast Asia to Kuala Lumpur, Malaysia after two hugely successful shows in Seoul and Hanoi.

Asia-Pacific is currently the key market driving the development of the aviation industry globally. Fleet orders have spurred a parallel interest and investment in MRO facilities and the supply chain but while demand and growth are high, there is a gap between demand and local capabilities. A key focus area addressed during this conference will be how the regional MRO industry needs to evolve to support this growth.

“It was really a good experience learning from other MROs on how they handle new start-up MROs. In addition, for engine MROs I have learnt how they would apply such management on the engines to optimize the engine life and cost.”

Renz Kristian Inocencio

Deputy Manager, Engine Team Leader
Vietjet Air

DON'T MISS: MEET THE BUYERS:

'Meet the Buyers' is our signature networking session, providing a platform for attendees to meet with airline buyers, face to face, in 10 minute meetings slots.

Exclusively available to delegates at MRO Southeast Asia, each supplier will get to choose from a list of available buyers on the day of the conference, with meetings taking place at 4pm on 6 March 2019.

FREE PLACES FOR AIRLINE OPERATORS

We work closely with airlines to overcome their toughest challenges and address their core issues, and their presence at our conferences is integral to our success. Therefore, we warmly invite all airline operators to attend MRO Southeast Asia **free of charge***. That means free attendance for the duration of our interactive and informative conference sessions and a chance to meet and network with suppliers, industry leaders and peers at our exclusive networking functions and during the Meet The Buyers session.

For further details please contact Juliet Trew:
T: +44 (0) 207 017 7175
E: juliet.trew@aviationweek.co.uk

* Qualifying airline representatives must hold a job function within the areas of purchasing, maintenance, overhaul, engineering, supply chain or technology. Representatives in sales/business development/marketing/customer service roles or from third party maintenance affiliates do not qualify for a free place. Qualifying procurement and purchasing representatives must take part in Meet The Buyers in order to obtain a complimentary place.

Visit mroeastasia.aviationweek.com/register

Tuesday 5 March 2019

18:00 - 20:00

Welcome Reception 

Sponsored by
AJW

Day One – Wednesday 6 March 2019

8:30 **Registration and Refreshments**

9:30 **Opening Remarks**

Hannah Bonnett, Senior Conference Producer, **Aviation Week Network**

9:35 **Welcome from the Host**

Pierre Reville, CEO, **Sepang Aircraft Engineering**

9:45 **Aftermarket Industry Analysis**

- An overview of the current state of the region's fleet
- The impact of fleet developments
- M&A and vertical integration
- Market growth predictions

Adam Cowburn, Managing Director, **Alton Aviation Consultancy**

10:15 **PANEL DISCUSSION: The Challenges of Growth, Expansion and Competition**

- Consolidation continues as partnerships and joint ventures are put in place and numerous initiatives take place across the region, how will all this regrouping impact the market?
- What will it mean for new entrants and competition as consolidation improves the cost base for existing players and makes the market less accessible?
- To be more competitive, costs need to be reduced and new processes applied for faster and better conditions – how do we manage the ongoing challenge to continually deliver cheaper?
- What expansion of capacities and capabilities have been implemented to cope with growth and what other strategies need to be considered and prepared to manage this ongoing challenge? What concerns are there for capacity and slots in the SEA region?
- What influences are affecting the region: Considering the possible impact of trade war and tariffs; exchange rate fluctuation and influences from the political side

Herve Alexandre, Director of Business Development, **Air France Industries KLM Engineering & Maintenance**

Chung Mak, Aviation Advisor to President and Vice Commanding Officer, **S.F. Express**

11:00 **Morning Coffee Break** 

11:30 **A Workforce Ready for Growth?**

- As demand continues to grow in the region, strategies to tackle the manpower challenge include salary increases,
- Government programmes for young technicians, internships and numerous other retention plans. Who is having success and what strategies can be learnt from other market players?
- What support does each country's Aviation Ministry or Government agency give to the MRO or Operators that has proven effective?
- Considering labour rates: Who is most competitive in SE Asia and how does this match up against China rates?
- Are Singapore productive enough to be worth the price? How far can new technology such as AI support the industry and mitigate any issues?
- What forward-thinking and collaboration is needed to address this problem and close the gap between demand and current workforce numbers?

Amrul Zeflin Anim, Manager Maintenance Technical Training, **Dilog Training & Services**

12:15 **PANEL DISCUSSION: Competing in the Aftermarket**

- OEMs are becoming more entrenched and invested in the aftermarket and providing very competitive prices in the process.
- There is also a moving trend of big MROs to the Asia region and competition will increase among regional players.
- The IATA – CFM agreement will increase competition in the market: Are OEMs open to competitive aftermarket support?
- What opportunity is there for small MROs and how can they compete in the market?
- Is there overcapacity in this region for MRO? What are the OEM aftermarket strategies and the impacts of their deeper involvement in the aftermarket on the rest of the stakeholders?

Tom DeGeytere, Chief Sales Officer, **AJW**

Terry Lim, Regional Director, Business Development – Asia, **Triumph Group**

13:00

Networking Lunch 

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**INVEST
SELANGOR**
THE SUCCESS STORY OF MALAYSIA

- 14:00 **Big Data and Predictive Maintenance: Tools for Success**
- Software that can analyse big data from aircraft and daily operations to enable it to be a powerful tool for predictive maintenance is critical to success in an increasingly competitive market.
 - A number of digital tools and IT systems have been rolled out by the manufacturers to optimise maintenance and improve supply chain.
 - Are these tools delivering as promised and what is adding real value and ROI? How have they improved predictive maintenance and are they revolutionizing operations as expected?
 - What has been the impact on MRO of these digital platforms offered by the market and what will be their influence in the future?
 - What else is needed by these tools that isn't currently being achieved?

- 14:45 **PANEL DISCUSSION: The Operator Perspective**
- What are the primary concerns and expectations of the airlines and what are they looking for from the market to fulfil their needs and requirements?
 - How do the needs of low cost carriers differentiate from those of legacy carriers and how are their needs being catered for?
 - What are they looking for from partners to enable them to operate at an optimal level?
 - What opportunities can they see in the MRO sphere?
 - How are operating patterns changing and what challenges are they preparing for in the months to come?

Sunmuga Kanaratnam, Head of Engineering Department, **Air Asia India**
Derwin B. Sandoval, Director – Engineering & Maintenance, **Bassaka Air**

- 15:30 **PANEL DISCUSSION: Role of Innovation to Increase Efficiency and Competitiveness**
- What challenges exist for market players and what technology and innovation exists that can respond to those demands?
 - VR and AR, robotics, blockchain, 3D printing, additive manufacturing: What has already effected real change in MRO and can demonstrate success stories and added value?
 - How are new technologies improving productivity and efficiency and lowering the operations cost?
 - How could AI and related technologies help with the labour shortfall and cover the shortages?

Alain Dupuis, VP Industrial Development, **Unabiz**

16:00 Coffee Break and Meet the Buyers

An opportunity for both airlines and suppliers to meet face to face in 10-minute sessions. Airlines are invited to take their seats, saving time and effort by conducting a series of meetings with suppliers who can help them achieve greater efficiencies. Attendees are able to pre-book sessions from a list of available buyers on the day whilst onsite.

17:00 - 19:00

Networking Reception

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Day Two – Thursday 7 March 2019

- 8:30 **Registration and Refreshments**
- 9:30 **Opening Remarks**
Paul Burton, MD Asia Pacific Region, **Aviation Week Network**
- 9:40 **Assessing the Impact of Rising Fuel Prices on Regional MRO**
- With fierce competition and rising fuel prices, what will be the impact on capacity and the supply chain?
 - Will yields improve to compensate the increase and what will be the effect on the end customer?
 - Will higher fuel prices lead to the demise of inefficient carriers and prevent new entrants from coming into the market?
 - Are there alternatives to offset the rise? How can we guarantee financial stability, efficiency and our place in the market and what will be the impact of rising fuel prices on capacity/supply chain?
- Amartya De**, Management Consultant - Public Sector, Aviation, Defence, Security, **Frost & Sullivan**

10:10 **PANEL DISCUSSION: Considering Regulatory Practices and Procedures in South East Asia and the Impact on the MRO Business**

- Since different countries have their own internal markets, regulations and discrepancies, how can SEA countries get aligned and become more harmonious in approach?
- Many Asian national airworthiness authorities have their own rules, discrepancies and multiple countries, internal markets and local approval authorities can cause issues.
- Is there a need for an Asian equivalent of the FAA/EASA? What would be required of this regulator?
- As Part M is rolled out across South East Asia countries we look at the state of compliance and coordination.
- What queries and challenges remain on the OEM, MRO and authority side? Where do responsibilities lie and who has ownership?
- What support is needed from a Governing body to allow for development and growth among stakeholders?
- Assessing the impact of the Chinese market and a strong local presence of OEMs in Singapore on South East Asia countries and MRO.

Moderator: **Martin Eran-Tasker**, Technical Director, **Association of Asia Pacific Airlines (AAPA)**
Devan Ramasamy, Senior Technical Advisor, **Civil Aviation Authority (CAA) International**

10:45 Morning Coffee Break

11:15 **An Operator Update from Malaysia Airlines**

Eke Nazri, Head of Airline Engineering, **Malaysia Airlines**

11:45 **PANEL DISCUSSION: Fleet and Leasing Choices in the Region: What is the Future?**

- There is a large fleet of narrowbody aircraft in the South East Asia region and this looks set to continue. The model of sale and lease-back continues to gain majority share in the aircraft leasing and purchasing business.
- Assessing dry lease v wet lease: Which model is the best choice for start-up airlines?
- Is the sale and lease-back method the right choice for ULCC and LCC airlines that are dominant in the region and what can influence this choice?
- Domination of PBH; increasing numbers of business jets in Vietnam: What trends are we seeing and what is in the pipeline?
- Small OEMs are being merged into larger OEMs to explore the bigger market and to optimize the operation costs, what will this mean for MRO?
- What trends do we expect to see change, and what will continue for regional market players?

Trinh Quoc Cuong, Commercial Director, **Vietstar Aero Engineering Co.**

12:30 **Conclusion of Conference and Networking Lunch**

13:30 **Depart for Sepang Aircraft Engineering Facility Tour**



Sepang Aircraft Engineering exclusively invites MRO Southeast Asia attendees on a tour of their modern, fully equipped facility located at Kuala Lumpur International Airport (KLIA). Spanning 50,000 square-meters of 2 separate hangars, discover why Sepang Aircraft Engineering is known to be at the forefront of aircraft maintenance in the Asia-Pacific region.

Find out more at mroeastasia.aviationweek.com/tour

16:00 **Return to Conference Venue or Airport**

CONFIRMED SPEAKERS:



Hervé Alexandre
Director of Business
Development
AFI KLM E&M



Amrul Zeflin Anim
Director & Accountable
Manager
**Dilog Training &
Services**



Paul Burton
Managing Director,
Asia-Pacific
Aviation Week Network



Adam Cowburn
Managing Director
**Alton Aviation
Consultancy**



Amartya De
Management Consultant
- Public Sector, Aviation,
Defence, Security
Frost & Sullivan



Tom DeGeytere
Chief Sales Officer
AJW



Alain Dupuis
VP Industrial Development
Unabiz



Martin Eran-Tasker
Technical Director
**Association of Asia
Pacific Airlines (AAPA)**



Sunmuga Kanaratnam
Head of Engineering
Department
Air Asia India



Terry Lim
Regional Director, Business
Development – Asia
Triumph Group



Chung Mak
Aviation Advisor to
President and Vice
Commanding Officer
S.F. Express



Eke Nazri
Head of Airline
Engineering
Malaysia Airlines



Trinh Quoc Cuong
Commercial Director
**Vietstar Aero
Engineering Co.**



Devan Ramasamy
Senior Technical Advisor
**Civil Aviation Authority
(CAA) International**



Pierre Reville
CEO
**Sepang Aircraft
Engineering**



Derwin B. Sandoval
Director – Engineering
& Maintenance
Bassaka Air

For a full list of speakers, visit: mroeastasia.aviationweek.com/speakers

HEAR FROM OUR 2018 ATTENDEES:

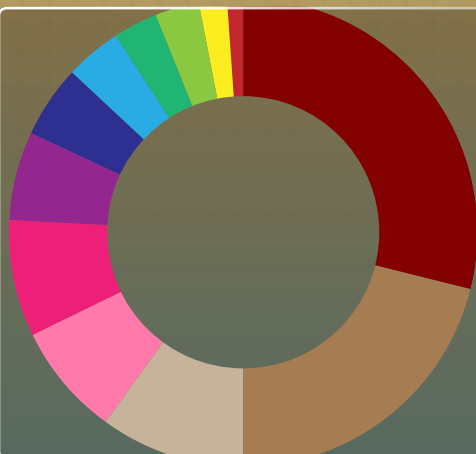
“The outcome of this conference was very fruitful and beneficial. It helped us to understand more about the MROs who had been providing services for us. We gained more insight into the MRO trends and interests, especially on learning latest technology of data analytics.”

Siti Humaira Idrus, Executive Finance, Malaysia Airlines Berhad

“It was our first time and we were very pleasantly surprised. It is big enough to be relevant, yet small enough to be very useful, and superb for networking.”

Brian Price, Project Manager, Spire Flight Solutions

2018 ATTENDEE BREAKDOWN:



● Airline Operator	29%
● MRO	21%
● Components/Rotables	10%
● Other	8%
● Engines/Propulsion/APUs.....	8%
● Supply Chain	6%
● OEM	5%
● Consulting Services	4%
● Leasing/Finance	3%
● Engineering.....	3%
● Logistics/Freight Forwarding	2%
● Ground Support Equipment.....	1%

THE REGION IN NUMBERS

Southeast Asia's commercial fleet in 2018 consists of almost **2,150 aircraft**, generating **\$5.8 billion** in MRO demand

APAC region is estimated to account for **\$7.7 billion of MRO demand over the next decade**

The Malaysia market alone generated **\$1 billion of MRO demand in 2018**

*Source: Aviation Week Fleet & MRO Forecasts

SPONSORSHIP OPPORTUNITIES:

As a sponsor, your organisation will gain a competitive advantage by engaging directly with your target audience in an intimate environment, maximizing your return on investment.

Benefits of sponsoring:

- Heighten your brand exposure in a rapidly expanding region
- Demonstrate your commitment to the region
- Drive new business
- Confirm your place as a market leader
- Forge new relationships in an environment perfectly suited for business

SHOWCASE – TABLE TOP PACKAGE:

The MRO Southeast Asia Showcase will enable you to display your products and services to the 200+ senior level attendees throughout both days of the conference. The intimate setting allows for superb networking, giving you time to explain, demo and create long lasting business relationships.

To discuss sponsorship or exhibition opportunities contact Victoria Keeble:

T: +44 (0) 207 017 7148

E: victoria.keeble@aviationweek.co.uk

Visit mroeastasia.aviationweek.com/register

MRO SOUTHEAST ASIA

6-7 MARCH 2019 / INTERCONTINENTAL KUALA LUMPUR, MALAYSIA

BOOKING RATES

NON AIRLINE OPERATOR BOOKING RATES

EARLY BIRD CONFERENCE RATE Up to and including 23 January 2019	<input type="checkbox"/> \$1,399
STANDARD CONFERENCE RATE Book after 23 January 2019	<input type="checkbox"/> \$1,599

All prices are subject to applicable VAT.
*Saving on individually booking the conference at standard rate

AIRLINE OPERATOR BOOKING RATES

Conference only	Please register <input type="checkbox"/> delegate(s) for a FREE PLACE*
* Qualifying airline representatives must hold a job function within the areas of purchasing, maintenance, overhaul, engineering, supply chain or technology and agree to take part in our Meet The Buyers session.	

For general assistance with registration please call +44 (0)207 017 7714 or email events@aviationweek.co.uk

GROUP BOOKING DISCOUNTS

For information on discounts available when you book a team of 3 or more call us on +44(0) 20 7017 7714

*Non sales representatives from airline operators will qualify for a free place provided that they do not offer 3rd party services.

VENUE & ACCOMMODATION:

MRO Southeast Asia 2019 takes place at the InterContinental Kuala Lumpur, 165, Jalan Ampang, Kuala Lumpur, 50450, Malaysia.

We have secured an exclusive hotel room rate at the InterContinental Kuala Lumpur of MYR 491 (USD \$121) inclusive of buffet breakfast and wifi (and exclusive of government taxes). The rate is valid from the 2 - 7 March 2019, subject to availability. All rooms are allocated on a first come first served basis so please make your reservation as early as possible to secure a room at this rate. For more information and details on how to book please visit: mroeastasia.aviationweek.com/venue

DELEGATE DETAILS (FOR EASE, PLEASE ATTACH YOUR BUSINESS CARD) – PLEASE PHOTOCOPY FOR ADDITIONAL BOOKINGS

Title	First name	Family name
Company name	Nature of business	
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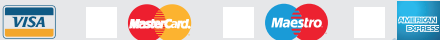
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1. The Conference is organised by MRO Exhibitions Limited (the "Organiser"), whose office is at 240 Blackfriars Road, London, SE1 8BF, UK

2. You apply for a ticket to the Conference by completing this Order Form. The Organiser may at its absolute discretion accept or refuse your application. A binding contract will be formed only when the Organiser provides you with its written acceptance of your application.

3. By purchasing a ticket to the Conference, you agree to: comply with any joining instructions in respect of the Conference; and comply with the health and safety provisions and other rules put in place by the Conference venue.

4. The Organiser reserves the right, due to unforeseen circumstances, to alter the: content; location; timetable; speakers; venue; and/or other technical or administrative details in respect of the Conference.
- The Organiser will endeavour to provide you with notice of any such alterations.

5. You may transfer your ticket to another individual within the same company or group of companies PROVIDED that the recipient of the ticket would have been eligible to purchase the ticket at the price that you paid for it.

6. You may cancel your ticket to attend the Conference if you provide written notice to the Organiser which we receive at least 30 days' prior to the commencement of the Conference and the Organiser provides written acknowledgement of such notice. If you provide notice in this way, you will be refunded if you have already paid for your ticket.

7. If you fail to provide us with written notice which is acknowledged by the Organiser in accordance with section 6, you will be required to pay the full cost of your ticket. If you have already paid for your ticket, no refund will be given.
8. The Organiser's liability for any losses you may suffer as a result of us breaching these terms and conditions or for any breach of any statutory duty or negligence or otherwise is strictly limited to the total purchase price of the Conference ticket or (if liability occurs in respect of more than one ticket) those relevant Conference tickets.

9. To the maximum extent permitted by law, neither the Organiser nor any of its directors, employees or other representatives will be liable for any of the following losses or damage (howsoever arising and whether such losses were foreseeable or not): loss of profit; loss of revenue; loss of business or opportunity; loss of reputation or goodwill; and/or any indirect, consequential or special loss; whether arising in connection with the Conference or the provision of our services to you.

10. Nothing in these terms and conditions shall exclude the Organiser's liability for (i) death or personal injury as a result of its negligence; (ii) fraud or fraudulent misrepresentation; or (iii) any liability that cannot be limited or excluded by law.
11. These terms and conditions and any dispute or claim arising out of or in connection with them or their subject matter, shall be subject to English law and the exclusive jurisdiction of the English courts.

12. All bookings made within 30 days of the conference must be paid by credit card only.

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