



CABIN INNOVATION & AIRCRAFT SEATING

ABU DHABI 2ND & 3RD MAY 2018
Etihad Innovation Centre

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SPEAKERS AND GUESTS:

BERNHARD RANDERATH
VP Design, Engineering and
Innovation



DR. KHALED ABDEL MOTAGALY
Manager, Innovation and Technology
Etihad Airways Engineering

AZMAN AHMAD
General Manager, Product
Management IFE and seat cabin interior
Saudi Arabian Airlines



DANIEL KERRISON
VP Inflight Product
flydubai



PETR AZZOUNI
Manager Guest
Experience – Cabin Interiors
Etihad



NIGEL GOODE
Director, PriestmanGoode



ANTHONY HARCUP
Associate Director
Acumen



GLENN JOHNSON
Design Director
Rockwell Collins



JEFF ROBERTS
Product Development Chief,
Cabin and Features Airplane
Product Development
Boeing Commercial Airplanes



NARENDRA MANSUKHANI
Head of Guest Experience
Jet Airways



ANA



NIGEL DUNCAN
CEO, STG Aerospace



ARIF ALI GEZMISOGLU
Customer Experience Manager



ARDA ENER
Customer Experience Specialist

BURAK CAKIR
Customer Experience Specialist,
Turkish Airlines

RENE DANKWERTH
Executive Vice President
Research & Development
RECARO Aircraft Seating



BEN BETTELL
Program Director
Aircraft Interiors
Counterpoint



GERHARD SEIZER
Creative Director, Teague



SARAH KELLY, SR.
Program Manager, Teague

RAKI ISLAM
Vice President, Airworthiness &
Compliance, Zodiac Seats



KENYA AIRWAYS



PRESIDENTIAL FLIGHT



JETBLUE



EMIRATES
Vivek Girdhar, Engineering Projects,
Emirates airline



AIR SERBIA



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Beadlight® Beadlight is a specialist and pioneer in LED in-seat reading lights. Beadlight design and manufacture their lights, working on the principles of safety, quality and design. Beadlight in-seat reading lights combine that certain design flair with patented diffusion technology where other lights just cannot compete. Beadlight works with international design houses and lighting consultants covering not only the world of premier aircraft seating but also those of Mega Yachts, Cruise Ships and World Class hotels. beadlight.com

RCO ENGINEERING For the past 45 years RCO Aerospace has brought our customer's ideas to market from concept through production. We design, build, test, and produce components with expertise, speed, and proven quality. Traditionally known as an automotive supplier, we've leveraged our years of expertise and extensive vertical integration to become a global leader in aerospace engineering and manufacturing. This breadth of experience gives us the ability to work through all phases of the product lifecycle. Family-owned and led, we are a trusted partner for the world's leading automotive, aerospace and defense industry brands. rcoeng.com

AIRBUS Interiors Services Dedicated to customers' specific needs, Airbus Interiors Services engineers and delivers unique solutions to enable Airlines to make a difference with their cabin. Combining the competitiveness and reliability of manufacturer-developed solutions with the agility of bespoke creations, Airbus Interiors Services delivers Upgrade Solutions and Tailored Equipment to Airbus standards. Airbus Interiors Services, a wholly-owned subsidiary of Airbus, builds on a legacy of bespoke cabin outfitting for private individuals and governments worldwide. Within the Services by Airbus team, its innovative spirit is now dedicated to supporting airlines with their cabin strategies, throughout the Airbus family.

 **INDUSTRIA Neotex™** INNOVATION • QUALITY • PROFESSIONALISM. Industrial Neotex, founded in 1987 by its current CEO, Ángel Hernanz Serradilla, has known how to expertly merge its tradition of family craftsmanship with breakthrough innovation. The company is backed by a long track record of over 25 years. Our experience underpins our current position as leaders in equipment for aircraft, trains and ships. Although we specialize in manufacturing textiles —both carpets and upholstery— we also complement our product portfolio with products such as cushions, fire barriers leather and galley equipment, among others. Our corporate "DNA" is based on three main pillars: Innovation, Quality and Professionalism and we are constantly involved in industry fairs and stay ahead of the curve with the latest developments to satisfy the specific needs of each of our clients. neotex.com



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MEDIA PARTNERS:



Aircraft Interiors International is celebrating its 20th Anniversary during 2018 and over the last 20 years it has grown to become the industry's premier publication. With an ABC audited circulation of just short of 14,000 buyers and key decision makers, the hard copy format is extremely valued by readers for detailed content, sense of style and easy-to-read format, and appreciated by advertisers for consistently generating strong sales leads and wider brand recognition. Industry news

is delivered through our weekly email service linked to our website aircraftinteriorsinternational.com. You are welcome to take a complimentary copy during the Conference.



Runway Girl Network is unlike any other aviation news service in the world. Representing a collective of talented aviation journalists, the award-winning outlet combines deep industry intelligence with first-hand knowledge

of the airline passenger experience to provide unrivaled news and insight to both industry stakeholders and the traveling public. An inherently social site Runway Girl Network is transforming the traditional aviation B2B trade news model to encompass a B2B2C model to consider passengers' needs and wants. Runway Girl Network also serves as a 'Lean Into Aviation' platform for highlighting the achievements of women in aviation, promotes equality, and celebrates culture, compassion and diversity. runwaygirlnetwork.com



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Demand of passenger and airlines for new products and a better flying experience continues –
make sure you are not left behind!

- **Meeting these demands** have proven to be challenging, even for the biggest industry players. These have led to calls for a structural change across the entire value and supply chains.
- Airlines and plane manufacturers are looking for inspirations particularly from **automotive industry** in addition to a **multitude of fresh ideas** from **innovative start-ups**.
- As the **aviation industry** is progressing, it will undergo **massive changes** and **face major influences** through **technology and data**. This holds **many opportunities** but also **the risk of disruption** as already observed in **parallel industries**.

What you will experience on site:

KEYNOTE SPEECH Get to know in-depth knowledge, listen and learn from industry experts, including Airlines, plane manufacturers, regulators, seat manufacturers, and materials suppliers.

INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A Interact with our panelists, and ensure that all of your questions are answered during these sessions.

INTERACTIVE WORKING GROUP Get an in depth approach to these hands- on themes. Discuss, brainstorm, elaborate and work together in this interactive session.

Tutorials and workshops are also an excellent chance to interact with other people in your area of interest.

SPEED NETWORKING Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

EVENING DINNER RedCabin invites you to a Dinner at Frankie's Italian Restaurant & Bar located in the Fairmont Hotel next to the conference venue. Take this opportunity to network and make new business contacts. Or just relax and round off your first conference day.

Meet the following industries:

Airlines | Aircraft OEMs | Suppliers | Tech Companies | Ex-StartUps | Interior Furnishing



CABIN INNOVATION & AIRCRAFT SEATING

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Conference Day One | Wednesday 2ND May 2018

08:00 Registration

08:45 RedCabin and chairman's welcome

Anthony Harcup – Associate Director, *Acumen*

Ben Bettell – Program Director Aircraft Interiors, *Counterpoint*

09:00 KEYNOTE SPEECH

Cabin Innovations, Products and Intelligence – The view from an Airline and MRO

Today's travelers are ever more discerning, and expectations of in-air experience are high:

- What are the latest trends in cabin technologies and cabin upgrades? Can an Airline and MRO satisfy these trends?
- What are the Common pitfalls and how to avoid them?
- What are the Airline and MRO implications to implement latest cabin technologies?
- How to share the cabin vision between OEM, Supplier, Airline, MRO and Regulations?

Bernhard Randerath – VP Design, Engineering and Innovation, *Etihad Airways Engineering*

09:45 SPEED NETWORKING

Get in touch with the other conference guests in quick paced 1-1 meetings – make sure you bring a stack of business cards. The session is followed by a short break.

10:20 *Networking break*

11:00 PRESENTATION AND INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A

Protecting big ideas in the aircraft interiors industry

Intellectual property rights can be minefield in any bid to bring cutting-edge cabin solutions to market and flying.

But it doesn't have to be like that. The global patent system can also be a win-win: protecting inventors and investors and granting airlines the freedom-to-operate with fresh and innovative ideas. So how do you make it happen? This presentation and panel discussion will provide the insights, including:

- The fascinating history behind some of the world's most influential patented innovations
- How patenting has enabled and fuelled the realization of some breakthrough airline programmes
- The positive effects of patenting in the aircraft interiors industry
- Where the system can break down – how to avoid stifling creativity

Moderator: Anthony Harcup – Associate Director, *Acumen*

Jeff Roberts – Product Development Chief, Cabin and Features Airplane Product Development, *Boeing Commercial Airplanes*

René Dankwerth – Executive Vice President Research & Development, *Recaro Aircraft Seating*

Andrew Litavis – Senior Analyst Product Development, *jetBlue*

Ian Dryburgh – CEO & Founder, *Acumen*

James Ford – Partner - Patent Attorney, *Abel & Imray*



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Conference Day One | Wednesday 2ND May 2018

12:00 Cabin and Seat Innovations- Influencing Factors, Development and Management

- Multi-dimensional innovation on seat CAFÉ (Comfort, Aesthetics, Functionality and Entertainment). Innovations that enhance more than one aspect.
- How regulations and regulators can contribute in the field of cabin and seating innovations.
- Time lag in adaptation of new technology in aviation
- New Material developments influence on seat weight , airplane performance and sustainability aspect
- Innovative Project Management

Vivek Girdhar – Engineering Projects, *Emirates airline*

12:45 *Networking Luncheon*

14:15 INTERACTIVE WORKING GROUP - 1

Can Business class improve its offer even further and how will this effect First class ?

We are now seeing a Business class market that has developed to such an extent that it challenges, if not surpasses traditional First Class products. This has driven Top tier airlines to elevate their First-Class products to the level of exclusive private suites/ cabins, the question is how far can this trend can go and is it really sustainable in a sector that is a loss leader?

- Looking at today's new Business and First class products have we reached a plateau or can the premium passenger expect to be offered even more space and features ?

- New Business and First class products are often developed from the stand point of adding new or improved features over competitors products. Is this the the best approach?
- In times of ,peak stuff', what more do passengers want? Is it product or service? How can we develop bespoke solutions for airlines within the catalogue-driven requirements of aircraft manufacturers?
- Alongside the improvements to the seating products what else can we do to enhance the Premium class cabin to create an holistic passenger experience ?

Nigel Goode – Director, *PriestmanGoode*

14:15 INTERACTIVE WORKING GROUP – 2

New approaches of space utilization in the cabin

- The space within the aircraft cabin is probably the most valuable piece of land in our world. Therefore it is the job of our industry to continuously improve the efficiency of using every available square inch while at the same time improving the passenger comfort.
- Flexible layouts and layouts using the third dimension seem to be one aspect to achieve this goal.
- Many solutions have been developed and discussed during the last years but only a few of them made the step into realization. We want to review and reflect some of these ideas and discuss the success factors how to make them fly.



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Conference Day One | Wednesday 2ND May 2018

Rene Dankwerth – Executive Vice President Research & Development, *Recaro Aircraft Seating*

14:15 INTERACTIVE WORKING GROUP – 3

Choosing and Developing a Relationship with your Aircraft Interior Supplier

- Development issues to avoid, and how the cycle might be more aligned to improve product team relationships.
- The excitement of the design concept and successful hand off to engineering, certification, manufacturing and delivery.
- Design and managed collaboration.

Glenn Johnson – Design Director, *Rockwell Collins*

15:45 *Networking coffee break*

16:30 CONTINUING WITH WORKING GROUPS 1, 2 AND 3

17:30 **Results**

Each moderator of the Interactive working group is presenting the outcomes of their session

18:15 **Closing remarks**

18:30 *Shuttle leaving for Evening Dinner*

19:00 **Evening Dinner**

RedCabin invites you to a Dinner at Frankie's Italian Restaurant & Bar located in the Fairmont Hotel next to the conference venue. Take this opportunity to network and make new business contacts. Or just relax and round off your first conference day.

Conference Day Two | Thursday 3RD May 2018

08:30 Registration

09:00 Chairman's welcome

Anthony Harcup – Associate Director, *Acumen*

Ben Bettell – Program Director Aircraft Interiors, *Counterpoint*

09:10 CABIN INNOVATION AND FUTURE DEMANDS FROM AIRLINES

- How are emerging business models challenging traditional aviation?
- The influence of innovation
- What might the future look like and why is the middle class so important?
- How will the travel industry endure future outlook?
- Do customers know what they want?
- How might airlines adapt to a changing world?

Peter Azzouni – Manager Guest Experience – Cabin Interiors, *Etihad Airways*

9:45 INSIGHT IN EACH INTERIORS SECTOR SHOWING SIZE, GROWTH AND TRENDS AND QUESTION ON MARKET SIZE SEATING TRENDS

- Aircraft OEM's – more consolidation, new entrants, should suppliers back new OE entrants?
- New aircraft programs



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Conference Day Two | Thursday 3RD May 2018

- Overall market growth aircraft civil and military versus cabin interior growth
- Cabin Interior market size, estimated growth by sector, sector sales (big topic)
- Market consolidation
- Seating trends (big topic)
- Conclusion

Ben Bettell – Program Director Aircraft Interiors, *Counterpoint*

10:30 INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A

Tension between product innovation and needs of the future traveler

- Will change be driven through innovation partnerships or human centered consumer needs?
- Will non-aviation businesses transform the airspace product and service landscape?
- What experiences will translate from 'on the ground' to 'in the air'?

Moderated by: Sarah Kelly – Sr. Program Manager, TEAGUE and **Gerhard Seizer** – Creative Director, *TEAGUE*

Narendra Mansukhani – Head of Guest Experience, *Jet Airways*

Azman Ahmad – General Manager, Product Management IFE and seat cabin interior, *Saudi Arabian Airlines*

Glenn Johnson – Design Director, *Rockwell Collins*

11:15 Networking coffee break

11:45 FROM SUBTLE TO CRITICAL, GETTING CABIN LIGHT RIGHT

- How to use light effectively to change passenger perception / Less is more when creating a positive human centric environment
- Light as the product. It's not about tubes, bulbs or LEDs - it's about quality, quantity, intensity and saturation.
- How many colours are really needed to make the light right? Less is more to make cabins beautiful and passengers relax
- Over 300 individual light sources are fitted in a 737 cabin - how do you harmonise to provide benefits for both cabin and crew?

Nigel Duncan – CEO, *STG Aerospace*

12:30 INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A

Innovation Vs Passenger Safety & Regulatory Compliance

- There is a perspective within our industry that passenger safety and regulatory considerations are hindering innovation.
- Let's look at some recent innovations and their impact on passenger safety. How our designs are saving lives. Open discussion on above topics

Moderated by: Raki Islam – Vice President, Airworthiness & Compliance, *Zodiac Seats*

Jeff Roberts – Product Development Chief, Cabin and Features Airplane Product Development, *Boeing Commercial Airplanes*

Vivek Girdhar – Engineering Projects, Emirates airline

Ahmad Rajei – Senior Manager Design, Etihad Airways Engineering



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Conference Day Two | Thursday 3RD May 2018

13:15 *Networking Luncheon*

14:45 INTERACTIVE WORKING GROUP – 1

Partnering for future success.

Participants will actively test drive new working partnerships, while exploring the landscape of future traveling consumers. Cross pollination of the diverse backgrounds and industries, will contribute to co-author a clear picture of what innovations will drive multi sensorial experiences on the journey.

Sarah Kelly – Sr. Program Manager, *TEAGUE*

Gerhard Seizer – Creative Director, *TEAGUE*

14:45 INTERACTIVE WORKING GROUP – 2

Cabin of the future – Impact of Innovation and new technologies

In this working group, the group will discuss the cabin of the future addressing the new trends and impact of new innovations and technologies could have on how the cabin of the future will look. The innovations to be covered include:

- Additive Manufacturing
- Big data and predictive analytics
- Machine learning/AI
- Next gen Connectivity
- VR/AR
- Blockchain
- General Consumer new innovations

Dr. Khaled Abdel Motagaly – Manager, Innovation and Technology, *Etihad Airways Engineering*

14:45 INTERACTIVE WORKING GROUP – 3

Innovation Vs Passenger Safety & Regulatory Compliance

There is a perspective within our industry that passenger safety and regulatory considerations are hindering innovation. How could we make passenger safety considerations part of the innovation process?

Raki Islam – Vice President, Airworthiness & Compliance, *Zodiac Seats*

16:15 *Networking coffee break*

16:45 CONTINUING WITH WORKING GROUPS 1, 2 AND 3

17:30 Results

Each moderator of the Interactive working group is presenting the outcomes of their session

18:00 Closing remarks by RedCabin and conference chairman

18:15 Tour of the Etihad Innovation Center

The Innovation Centre is a research center of excellence, where fresh ideas are brought to life as unique products and remarkable experiences. Facilitating this, is a product concept room where early thinking can be quickly roughed out from scratch. The Etihad Airways Innovation Centre is home to a walk-through reconstruction of the new A380 and B787 aircraft cabins, including real life mock-ups of The Residence by Etihad and the new First Apartments and First Suites. The walk-through also features Business Class cabins on the A380 and B787, with the airline's new Business Studio, as well as Economy Class cabins with the Economy Smart Seat.