



# CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018, Hamburg  
Germany, ZAL TECH CENTER

Hosted by

**DIEHL & AIRBUS**  
Aviation

Early Confirmed Airlines:



jetBlue

AIRFRANCE  
INDUSTRIES



Lufthansa

Partner: **SEKISUI** | **SPI**



Sponsors:





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## EARLY CONFIRMED SPEAKERS AND GUESTS:

**KRZYSZTOF MOCZULSKI**  
Director of Product Department  
LOT Polish Airlines



**DEBBIE COQUIA-CUYEGKENG**  
Assistant Vice President,  
Product Research and  
Development  
Philippine Airlines



**KATSUNORI MAKI**  
Manager Products & Services  
Strategy, CS&Products Services  
All Nippon Airways (ANA)



**ANDRII KUSYI**  
Technical Manager  
Cabin Operations  
Wizz Air



**PETER AZZOUNI**  
Senior Manager Guest  
Experience – Cabin Interiors



**BERNHARD RANDERATH**  
Vice President Design,  
Engineering & Innovation  
Etihad Airways Aviation Group

**ANDREW LITAVIS**  
Senior Analyst Product Development  
jetBlue



**DR. HELGE SACHS**  
Senior Vice President  
Product Innovation  
Diehl Aviation



**CHRISTIANE GRUDE**  **Lufthansa Technik**  
Head of Product, Process  
and Knowledge Management,  
PD Original Equipment Innovation  
Lufthansa Technik

**ANTHONY HARCUP**  
Associate Director  
Acumen



**CATHERINE BARBER**  
CMF Consultant and Director  
of Studio Catherine Barber Ltd.  
Acumen Design Associates

**BEN BETTEL**  
Program Director Aircraft Interiors  
Counterpoint



**GARY SENECHAL**  
Vice President, Sales & Marketing  
Adient Aerospace



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



**JOCHEN LOHRMANN**  
Head of Innovation & Advanced  
Development  
RECARO Aircraft Seating GmbH & Co. KG



**RAKI ISLAM**  
Vice President,  
Airworthiness & Compliance  
Zodiac Seats



**RUTH WILLIAMS**  
Head of Marketing  
STG Aerospace



**LAURENT STRITTER**  
VP Aerospace  
**ROMAIN CHAREYRE**  
VP Design  
Style & Design



**SAM CHUI**  
The world's most followed  
Aviation Blogger and Reviewer  
Aviation and Travel



**DANIEL BARON**  
Managing Director  
LIFT Strategic Design



**PROF. PETER VINK**  
Faculty of Industrial Design  
Engineering  
TU Delft



**ALEX POZZI**  
Vice President of Seating R&D  
**GLENN JOHNSON**  
Design Director  
Rockwell Collins



**MARCO TONUCCI**  
CCO, Optimares



**ALEXANDRA COLLINS**  
Managing Director  
Designinvestment



**NICOLAS TSCHECHNE**  
Manager Trend Research,  
Airbus Cabin Market Insights



**KAREN APITZSCH**  
Aircraft Interiors Marketing Manager  
**CLEMENT BUFFLE**  
Designer  
**TOBIAS SCHMIDT-SCHÄFFER**  
Designer, Airbus

**JOHN SCHOENBECK**  
Director of Strategic Partnering,  
Designworks, A BMW Group Company



**THOMAS OHNIMUS**  
Senior Expert Cabin Safety,  
European Aviation Safety Agency  
EASA



**SWOOP**



**AIR FRANCE KLM**



**TURKISH AIRLINES**



**MIRUS**



**BANGKOK AIRWAYS**



**MATT ROUND**  
Chief Creative Officer, tangerine



**CRISTIAN SUTTER**  
Lead Cabin Development A350, A380 & B787 Programs



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## PARTNER:



SEKISUI SPI's KYDEX® Thermoplastics brand is recognized by designers, engineers, and OEMs as a leader in specialty polymers for aviation interiors.

From flight deck to tail, this complete portfolio provides fully-compliant materials with excellent mechanical properties and

a refined degree of integral finish and color for an enhanced passenger experience. [www.sekisui-spi.com](http://www.sekisui-spi.com)



Established in 1977 by Karen Caputo, Tapis Corporation is a market leader in aircraft interior seating and vertical surface soft goods. Tapis Corporation

industries is a preferred supplier to all of the world's major OEM seating manufacturers and is offerable with Recaro seating, Rockwell Collins and Zodiac seating. Based in Armonk, New York, USA, Tapis Corporation supplies synthetic leather, synthetic suede and other high-performance fabrics for commercial and business jet interiors. [www.tapiscorp.com](http://www.tapiscorp.com)

## SPONSORS:



STG Aerospace develops innovative and cost-effective lighting solutions for the aviation industry. Established in 1995, STG Aerospace understands the challenges faced by today's leading airlines, MROs and OEMs and continues to push the boundaries in technology and product applications to meet their needs. STG Aerospace leads the development of photoluminescence in aviation and continues to innovate in other specialist lighting applications including LED cabin mood lighting and signage; providing easy-to-install, reliable products that save weight which reduces operational and maintenance costs.

[www.stgaerospace.com](http://www.stgaerospace.com), [sales@stgaerospace.com](mailto:sales@stgaerospace.com)



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. [www.beadlight.com](http://www.beadlight.com)



Pexco Aerospace is the world's leading extruder and fabricator of Aerospace grade resins for commercial interior applications, including seat track covers, wire management, structural support, edge protection, bump strips, and lighting lenses. Constantly focused on innovation, Pexco provides products used throughout the aircraft and has developed capabilities that allow for basic extrusions to be crafted into complex shapes to enhance the design aesthetic of any cabin while oftentimes reducing cost and taking weight out of the cabin.

Visit [www.pexcoaerospace.com](http://www.pexcoaerospace.com) for more information.



Reell Precision Manufacturing provides high-quality innovative solutions to transmit torque, control angular position and protect delicate components from excessive force. Combining the world's most precisely controlled torque technology with the industry's most experienced engineering team provides a perfect product fit in customer applications. Reell's patented technology is widely used in the consumer electronics, automotive, aircraft interiors, medical technology, workstation furniture, kiosk/data terminal, and architectural lighting industries. Reell offers transportation seating solutions for positioning headrests, armrests, leg rests, and entertainment components such as video screens and meal trays for both seat-back mounting and in-arm storage. For seating comfort you can rely on Reell Precision technology, which is used in premium automotive and aviation solutions worldwide for many years. For more information about any of Reell's products and services, please contact Reell or visit [www.reell.com](http://www.reell.com).

## MEDIA PARTNER:



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 [www.aircraftinteriorsinternational.com](http://www.aircraftinteriorsinternational.com). You are welcome to take a complimentary copy during the Conference.





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## WHAT OUR PAST DELEGATES EXPERIENCED

*„For airline it was great opportunity to listen to top airline cabin development presentations.“*

Manager Products & Serv. Strategy, CS & Products Services, ANA

*„Very constructive atmosphere, good presentations, very good level of discussions and participants, speednetworking is a good idea and workshops a good alternative to presentations only.“*

Director Liaison Office Abu Dhabi, Diehl Aerospace Abu Dhabi

*„Great content, great participants, great location.“*

Executive Vice President Res. & Dev., Recaro Aircraft Seating

*„Got to be the best event I have attended. Personal, open, great group willing to discuss and share common experiences/challenges and opportunities.“*

Design Director, Factory Design

*„Versatile program with speeches and interactive modules. International/interdisciplinary audience.“*

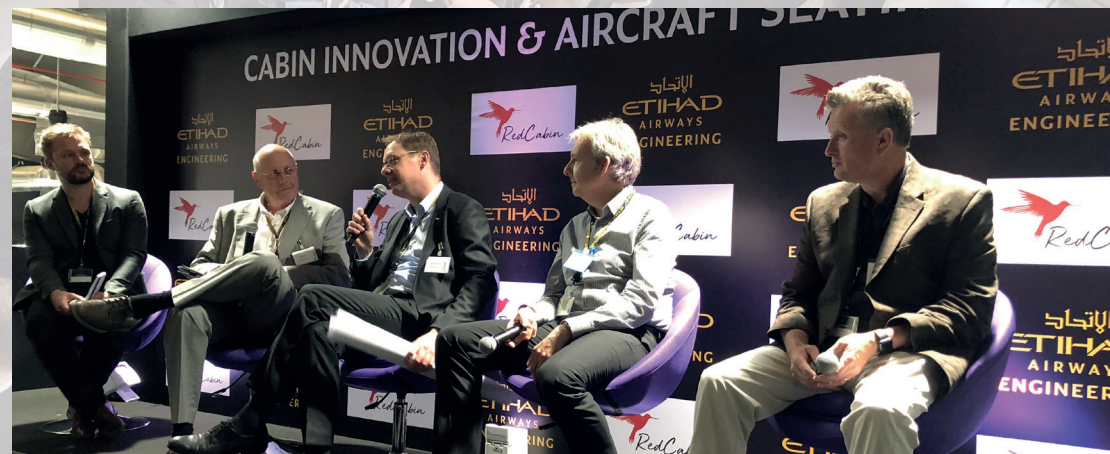
Director Strategic Partnering, BMW Design Works

*„Fantastic conference. Very effective to meet with existing relations and meet new ones. Well organized. Good topics for workshops. Very friendly atmosphere from everybody. Very honest and open discussions.“*

General Manager, ADSE

*„Different approach, more practically than other conferences. Better direct contacts with participants and airlines. Workshops good. More open discussion. Good organisation, hospitality.“*

Business Development Director, Metzeler Schau





# CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018 | Hamburg, Germany, ZAL TECH CENTER

Conference Day One | Tuesday, 4 December 2018 | Conference venue: ZAL TECH CENTER

08:00 Registration

08:30 RedCabin and chairman's welcome

**Monica Wick** – Founder & CEO, RedCabin

**Anthony Harcup** – Associate Director, Acumen

**Roland Gerhards** – Managing Director & CEO, ZAL Tech Center

**Ben Bettell** – Program Director Aircraft Interiors, Counterpoint

## INDUSTRY OVERVIEW

### 08:45 State of the nation type industry overview

- The interiors industry size
- The supplier base is expanding
- Changes in the Premium seating
- The business outlook

**Ben Bettell** – Program Director Aircraft Interiors, Counterpoint

### 09:15 Improving cabin aesthetics without compromising passenger safety

How do you balance photo luminescent safety requirements with modern cabin design?

Can we create cabin lighting harmonisation that includes emergency floor path lighting and still meet regulatory requirements?

Yes is the answer, but we need to work together, designers, marketers, OEM's, innovators alike to ensure we have all the component parts to balance aesthetics with safety.

Join in our straight-talking session to look our minds work in emergency conditions and discover the 10 rules of using photo luminescent products in the cabin.

**Ruth Williams** – Customer Experience, Head of Marketing, STG Aerospace

## 09:45 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.

Make sure you bring a whole stack of business cards with you!

10:15 Networking Coffee Break

## EXECUTIVE KEYNOTE SPEECH

### 10:45 From a country vision to a product vision

Follow Bernhard Randerath, as he takes you on a interesting journey from the United Arab Emirates' Vision 2030 to Etihad Airways' exceptional aircraft cabin experience and Etihad Engineering's Product Innovation portfolio.

**Bernhard Randerath** – Vice President Design, Engineering & Innovation, Etihad Airways Aviation Group



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## 11:15 Is Perceived Quality the next paradigm shift in the cabin ? STYLE & DESIGN takes a stance on this topic...

- Introduction of STYLE & DESIGN
- What is at stake in the cabin?
- Definition of Perceived Quality
- The proposed methodology
- BenchmarQ : The power of digitalization

**Laurent Stritter** – VP Aerospace, *Style & Design*

**Romain Chareyre** – VP Design, *Style & Design*

## 11:45 AIRLINE PANEL DISCUSSION

### YC seats and improving the accommodation in this class

**Debbie Coquia-Cuyegkeng** – Assistant Vice President, Product Research and Development, *Philippine Airlines*

**Katsunori Maki** – Manager Products & Services Strategy, CS&Products Services, *All Nippon Airways (ANA)*

**Andrii Kusyi** – Technical Manager Cabin Operations, *Wizz Air*

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

**Alex Pozzi** – Vice President of Seating R&D, *Rockwell Collins*

**Moderators: Sam Chui** – The world's most followed Aviation Blogger and Reviewer, *Aviation and Travel*

**Daniel Baron** – Managing Director, *LIFT Strategic Design*

12:15 *Networking Luncheon*

## INTERACTIVE WORKING GROUPS

The audience will be divided into 3 groups. Each group will attend all 3 interactive workshops.

### 13:30 WORKING GROUP 1

#### **The hidden comfort metric – perceived comfort, what is it and how do you measure it? Is it real or just a cheap jedi mind trick?**

What are the key aspects to feel comfortable in an aircraft cabin environment?

To what extent can comfort be explained in the retical models?

How to measure comfort?

Which tools are existing?

How do they work?

Visual comfort – the influence of design.

Against the background of this understanding of comfort, how are current developments in the cabin to be assessed?

**Jochen Lohrmann** – Head of Innovation & Advanced Development, *RECARO Aircraft Seating GmbH & Co. KG*

**Oliver Forgatsch** – Head of Design, Ergonomics & Prototyping, *RECARO Aircraft Seating GmbH & Co. KG*

### 13:30 WORKING GROUP 2

**„Continued product segmentation“** – on twin-aisle, FC is disappearing, BC is moving forward in the cabin, PEC is segmented in to two products (a de ned PEC product and EC with pitch, leg rest and amenities etc.).





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Is there another niche product to develop here? EC is segmenting with Basic Economy across a number of airlines. Will a new product type emerge?

**Gary Senechal** – Vice President, Sales & Marketing,  
*Adient Aerospace*

## 13:30 WORKING GROUP 3

### Using research data and comfort research to design a seat

- Explanation of the process: first design based on available data and then test it
- Design based on an overview of scientific data relevant for seat design, like
- Human sensitivity data of back and buttock
- Ideal pressure distribution
- Variation in posture
- Back rest curve

**Prof. Peter Vink** – Faculty of Industrial Design Engineering, *TU Delft*

## 13:30 WORKING GROUP 4

### Trend Insights & Future Cabin Experiences

**Nicolas Tschechne** – Manager Trend Research, Airbus Cabin Market Insights, *Airbus*

**Karen Apitzsch** – Aircraft Interiors Marketing Manager, *Airbus*

15:30 *Networking Coffee Break*

## 16:00 CONTINUING WITH WORKING GROUPS 1, 2, 3 AND 4

### 18:00 Results

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

18:30 *Closing remarks*

### 19:00 Evening Dinner

RedCabin invites you to an exclusive Dinner - cruising on a ship with panoramic views on the Hamburg harbour. Take this opportunity to network and make new business contacts. Or just relax and round off your first conference day.





# CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018 | Hamburg, Germany, ZAL TECH CENTER

Conference Day Two | Wednesday, 5 December 2018

08:00 Registration

## NEW TECHNOLOGIES

### 08:30 Physical and digital harmony

The whole world is talking about disruption, as the future, and the ultimate way to achieve progress. Disruption for the sake of disruption...

There is an apparent need to achieve a situation of ‚breakage‘ or ‚failure‘ in order to progress... Instead however, we are interested in integrating multiple experience aspects into one harmonized singular experience - shouldn't we be looking to „understand the system“ not just disrupt it?

The automotive world is a key example of this, and how developments and advancements from physical to digital demonstrate how new technology can bring new life to existing systems – to enrich and enhance existing experiences, and where physical and digital can in fact work together seamlessly to provide one overarching, positive experience.

**John Schoenbeck** – Director of Strategic Partnering,  
*Designworks, A BMW Group Company*

### 09:00 Airline Case Study: The Digital Cabin

What is really in it? The bottom line?

Applications of the IoT technology for Crew, Maintenance and Guests – examples how this is already being deployed in operation

**Andrew Litavis** – Senior Analyst Product Development, *jetBlue*

### 09:30 Airline casestudy

The Philippine Airlines A350 features unique, first-in-the-world mood lighting scenes designed around brand, country and culture. Using photos and video, we will explain why they were developed, and how PAL is leveraging them as a point of differentiation. We will explore:

- Mood lighting integrated as brand experience
- Translating culture into „emotional touchpoints“
- Big picture context: how the colors work with other CMF elements
- Opportunities for ancillary revenue generation

**Debbie COQUIA-CUYEGKENG** – Assistant Vice President  
Product Research and Development, *Philippine Airlines*

**Daniel Baron** – Managing Director, *Lift Strategic Design*

10:00 Networking coffee break

## 10:30 PANEL DISCUSSION

### Collaborative Craftmanship

- Rate-of-change and rapid innovation is changing the landscape across most industries. At the same time, consumers (passengers) expect high levels of craftsmanship in the products that they interact with daily – from automotive interiors to consumer electronics.
- In what ways can the aircraft interior supply chain collaborate more effectively to deliver innovative and flight-ready products that deliver or exceed this expectation of quality craftsmanship?





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Conference Day Two | Wednesday, 5 December 2018 | Conference venue: ZAL TECH CENTER

**Alexandra Collins** – Managing Director, *Designinvestment*

**Glenn Johnson** – Design Director, *Rockwell Collins*

**Laurent Stritter** – VP Aerospace, *Style & Design*

Moderated by: **Ronn Cort** – President & COO, *SEKISUI SPI*

## 11:00 Accessibility on Aircraft

- The Bigger picture
- How might accessibility be improved
- Concepts discussion

**Glenn Johnson** – Design Director, *Rockwell Collins*

## CERTIFICATION REGULATORS IN THE FOCUS

### 11:30 PANEL DISCUSSION

#### **Innovation Vs Passenger Safety & Regulatory Compliance**

- There is a perspective within our industry that passenger safety and regulatory considerations are hindering innovation
- How FAA and EASA can help industry to certify new ideas and innovations within reasonable time frame

**Thomas Ohnimus** – Senior Expert Cabin Safety, European Aviation Safety Agency, *EASA*

**Matt Round** – Chief Creative Officer, *tangerine*

**Cristian Sutter** – Lead Cabin Development A350, A380 & B787 Programs

**Sebastian Tivig** – Certification and verification engineer (CVE) for Cabin Safety and Senior Cabin Integrator, *Diehl Aviation*

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

## 12:15 Networking Luncheon

## INTERACTIVE WORKING GROUPS

The audience will be divided into 3 groups. Each group will attend all 3 interactive workshops.

## 13:45 WORKING GROUP 1

### **Colour, Materials and Finishes (CMF)**

How is it done? Why does it matter? What does it do for a brand? Does it really add to the customer experience? Should OEMs be building in more flexibility? How does it impact your business and how can we work together to meet the needs of program engineers, and marketing and product development teams, who frequently seem to have opposite expectations?

Join us to explore the possibilities and experiences of CMF development from a short lead time program to the luxury of the new Super First cabin environments.

**Anthony Harcup** – Associate Director, *Acumen*

**Catherine Barber** – CMF Consultant and Director of Studio Catherine Barber Ltd., *Acumen Design Associates*



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Conference Day Two | Wednesday, 5 December 2018 | Conference venue: ZAL TECH CENTER

## 13:45 WORKING GROUP 2

### High Performance Materials

What are they, what does the future hold and where is current research and development taking us? (covers all materials incl. fabrics, leathers, synthetic leathers, petri dish grown leathers, trends in plastics chemistry and more). Crystal ball gazing for materials science.

**Matthew Nicholls** – Sales Director, *Tapis Corporation*

**Cristian Sutter** – Lead Cabin Development A350, A380 & B787 Programs

## 13:45 WORKING GROUP 3

### The Race for Data and new models for collaboration – how do OEMs, MROs and Airlines crack the nut?

Big Data and Predictive Analytics have emerged as 'the next big thing' across industries over the past two years – the "Digital Revolution" is in full swing, Industry 4.0 is under construction and it will rely heavily on Artificial Intelligence, Machine Learning and new software applications.

The trend is now gripping the Aviation Industry, where exciting possibilities face a challenging framework of regulations.

OEMs have taken the challenge, with Engine OEMs in the lead - new business models and service concepts have arisen and Operational Data have emerged as "the new gold".

What does this all mean for airplane cabins, crew efficiency and the passenger experience?

What are the opportunities and key challenges? As an industry, what needs to change to ensure value added use cases? What roles need to change to enable success?

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

**Marc Launer** – Director, Advanced Research & Product Concepts, *BGS Research & Rapid Development*

15:45 *Networking coffee break*

## 16:15 CONTINUING WITH WORKING GROUPS 1, 2 AND 3

### 17:15 Results

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

17:45 *Closing remarks by RedCabin and conference chairman*



# CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018 | Hamburg, Germany, ZAL TECH CENTER

Workshop Day Three | Thursday, 6 December 2018 | Workshop venue: The Rilano Hotel Hamburg

07:45 Registration

10:00 Networking coffee break

## 08:00 WORKSHOP 1

### Health Management Systems

Within this workshop we will give an overview of state-of-the-art health management approaches used in a variety of aeronautic applications. There are implementation costs as well as verifiable benefits for the stake-holders. They need to be understood in order to study the value chain of health management in the cabin area. From detecting an event to closure of the issue the chain will be derived before jumping into further discussion on how to handle questions such as:

How many events do we have in the cabin?

How are they documented?

Which events are causing large disruptions?

Is it possible to prevent the event?

How reliable must the prediction be to justify a preventive maintenance action?

We will categorize the efforts addressing different links of the chain from a technology and added value standpoint as well as developing more detailed insights on example solutions and possible applications. The workshop should provide the participants with a more comprehensive view on the importance of health management in the cabin, possible solutions and total financial impact.

**Dr. Helge Sachs** – Senior Vice President Product Innovation,  
*Diehl Aviation*

## 10:30 WORKSHOP 2

### Fostering innovation in large Company Environments - A method for staying in the driver seat for your cabin innovation

Especially in large companies it is essential to keep up to speed with faster than ever changing environments and customer expectations.

What can large companies do to support innovation and intrapreneurship with the right processes, methods and the right culture?

How can the potentials of employees, external founders and other stakeholders such as the management be activated in all stages of innovation?

Discuss with and learn from the experience of colleagues of Lufthansa Technik's Product Division "Original Equipment Innovation".

The product division's approach will be explained along a most recent practical cabin innovation that Lufthansa Technik AG has brought to market.

**Christiane Grude** – Head of Product, Process and Knowledge Management, PD Original Equipment Innovation,  
*Lufthansa Technik*

12:30 Networking Luncheon



# CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018 | Hamburg, Germany, ZAL TECH CENTER

Workshop Day Three | Thursday, 6 December 2018 | Workshop venue: The Rilano Hotel Hamburg

## 13:30 WORKSHOP 3

### Comfort Science

Is there such a thing as Comfort Science and if so what are its scientific and engineering principles?

**Glenn Johnson** – Design Director, *Rockwell Collins*

15:30 *Networking coffee break*

## 16:00 WORKSHOP 4

### Future Cabin for the Asian Market (FUCAM) – What could be the differentiator?

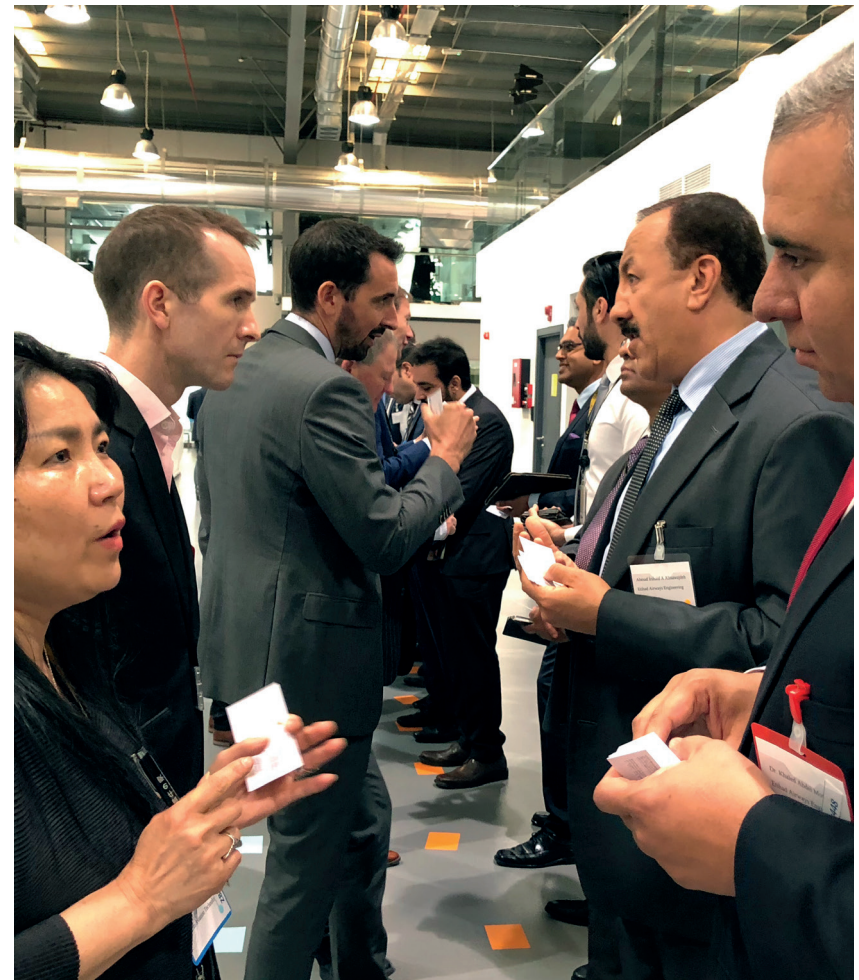
The attendees will get an insight into the EU/Japan FUCAM project, the findings and design ideas elaborated in the last 3 years and will discuss on potential application scenarios.

- FUCAM project overview and motivation
- Concepts and Design Ideas
- Attendees feedback and workshop on further application scenarios beyond the frame of the FUCAM project

**Tobias Schmidt-Schäffer** – Designer, Expert Cabin Customization, *Airbus*

**Clement Buffle** – Designer, *Airbus*

18:00 *End of Workshop Day*







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## CONFERENCE AND WORKSHOP VENUE

ZAL TECH CENTER  
Hein-Sass-Weg 22  
21129 Hamburg  
Germany

WORKSHOP ON DAY 3 (6TH DEC 2018)  
The Rilano Hotel Hamburg  
Hein-Sass-Weg 40  
21129 Hamburg  
Germany

## ACCOMODATION

The Rilano Hotel Hamburg  
Hein-Sass-Weg 40  
21129 Hamburg  
Germany

**For further information or registration please call: +49 30 99 40 489 11 and +49 30 9940 489 10**  
**online: [www.redcabin.de](http://www.redcabin.de) | email: [info@redcabin.de](mailto:info@redcabin.de)**