



ACI WORLD & AFRICA CONFERENCE & EXHIBITION

Marrakech, Morocco 2011

OCTOBER 31 – NOVEMBER 2

Organized by



Hosted by



Internet café sponsor

SITA

Gold sponsor



Official carrier



royal air maroc
الخطوط الملكية المغربية

Exhibition
Organized by

insight
publishing • conferences • exhibitions

Media Partners



www.aci.aero/events

Invitation to Attend or Sponsor

Dear Members and Friends,

We are very pleased to invite you to attend the 21st ACI World/Africa Annual General Assembly, Conference & Exhibition in Marrakech, Morocco.

Our special thanks are extended to ONDA, the national airport operator, who graciously offered its support for this important event during a difficult period for North Africa.

Over the past year, our airport members have had to weather significant challenges of various natures, including earthquakes, political unrest, weather extremes, volcanoes, security threats, and last but not least, the aftermath of the global economic crisis which left a number of countries challenged by unemployment and debt.

I dare to say that no airport is immune to any of these challenges. Against the background of a dynamic business environment, we decided to examine the resilience of the airport industry by looking at its fundamentals.

Demand, safety, customer service, airport investment, commercial revenues and the particular topic of low cost operations constitute the framework of our discussions during the two-day conference.

A large scale exhibition and exclusive social events hosted by ONDA are the platform for networking with business partners and meeting old and new friends. Three ACI Regional, as well as the World Board meeting, guarantee an exceptionally large group of senior airport executives and ACI officials.

ONDA has chosen a prestigious venue for the event, the Palmeraie Golf Palace, which meets all the requirements for a large scale event with a diverse international audience.

Together with our partner ONDA and our sponsors, we look forward to welcoming you to Marrakech for a productive and enjoyable conference.

Sincerely,



A handwritten signature in black ink, appearing to read 'Angela Gittens'.

Angela Gittens
Director General
ACI World



A handwritten signature in black ink, appearing to read 'Ali Tounsi'.

Ali Tounsi
Regional Secretary
ACI Africa



Event Programme

‘Forward to Basics’ - How resilient is your business?

The theme of this year’s conference has been chosen to meet the concerns of our industry as we emerge from a downward cycle in many regions to another cycle of expansion. The conference will investigate the economics, safety and customer service facets of business resilience that is critical to ACI members worldwide. Two Break-Out Sessions will examine airport investment and non-aeronautical revenues in more detail.

Monday, 31 October 2011

Opening Ceremony

Dress code: business casual

Tuesday, 1 November 2011

Opening Session

Dress code: business

Moderator: Dan Michaels, Reporter, Wall Street Journal

Keynote Session

Keynote Speaker: Monhla Hlahla, former Managing Director, Airports Company South Africa

Refreshments & Networking break

SESSION 1: Low Cost Carriers – Boon or Bane?

Low Cost Carriers have been transforming the aviation landscape in the major markets around the world. Also, Morocco has seen a surge of low cost traffic from Europe in the wake of a 2006 open skies agreement. The panel will analyse the opportunities low cost carriers present, but will also look at the implications for pricing, competition, operations and customer service.

Panellists:

Moderator: Dan Michaels, Reporter, Wall Street Journal

Adel Ali, CEO, Air Arabia

Robert Deillon, Director General, Aéroport International de Genève

Dalil Guendouz, Director General, Office National des Aéroports

Tan Sri Bashir Ahmad Abdul Majid, CEO/Managing Director, Malaysia Airports Holdings Berhad

Deborah Ale Flint, Director of Aviation, Port of Oakland

Fekadu Kinfe Kahssay, Chief Executive Officer, Air Nigeria Development Limited

Lunch

SESSION 2: Drivers Of Demand – Passengers & Cargo

Five billion passengers have departed from and arrived at airports in 2010. As air traffic is expected to continue to grow, hundreds of millions of additional passengers will fly every year. The session will look at the fundamentals of demand for air travel and the factors influencing why people chose to travel by air. Air freight growth, while very much dependent on overall trade volumes, is also subject to very specific factors, which the session will examine.

Panellists:

Moderator: Dan Michaels, Wall Street Journal

Brian Pearce, Chief Economist, International Air Transport Association (IATA)

Andreas Wittmer, Managing Director, Center for Aviation Competence, University St Gallen

Airbus (TBC)

Refreshment & Networking break

World Annual General Assembly and AMPAP Graduation Ceremony

Gala Dinner

Dress code: To be confirmed



WAGA 2010



Wednesday, 2 November 2011

Break-Out Sessions (Simultaneous)

Break-Out Session 1:

Airport Investment

The combination of continued infrastructure requirements and cash-strapped governments has set off a new wave of airport privatisation projects. Valuations, return on investment and the regulatory framework are key to investor interest. How to reconcile seller and buyer expectations, as well as financing options, particularly in emerging and developing markets, will shape the session agenda.

By the end of this session, participants will be able to assess the state of airport investment and privatisation in Africa and other regions and obtain a better understanding of what drives privatisation and what investors require to engage.

Facilitators:

Moderator: Rodolfo Echeverria, IAP, CFO, Airport International Group

Thomas Frankl, CEO, Airport Development Partners

Break-Out Session 2:

Commercial Revenues

This session designed for airport managers will combine presentations, discussions and the review of case studies regarding the following subjects:

- Airport retail development case studies;
- Airline industry trends;
- Concession contracts.

By the end of this Break-Out Session, participants will be able to perform a self-assessment to better understand current and developing trends in airport retail.

Facilitator:

Robert Kennedy, AMPAP Community Representative, Vice-President (Consulting Services), Aviation Strategies International

Refreshments & Networking break

Special Guest:

Tony Tyler, Director General and Chief Executive Officer, International Air Transport Association - IATA

Lunch

SESSION 3:

Looking After No. 1 – The Customer

At the heart of every successful business are satisfied customers. Retaining existing customers and attracting new ones is the key to growing the business. But in the travel and tourism industry, this can be challenging since leisure travel is highly discretionary and business travel is vulnerable to global external economic factors.

As airports, how well do we understand our diverse customers? How well are we meeting their disparate needs? Are there opportunities, in collaboration with other stakeholders in the travel value chain, to increase the value proposition and build more resilience into our business? What can we learn from other industries and recent events? These are some of the questions to be discussed by the Panel.

Panellists:

Nick Adderley, Commercial Marketing Director, BAA Limited

Hala El Khatib, Secretary General Egyptian Hotels Association

Refreshments & Networking break

SESSION 4:

Safety

This session will provide an update on ACI's APEX in Safety programme, including the strategic and vital partnership with ICAO, and the pilot peer review, with speakers from ACI and ICAO, as well as a presentation by the FAA on methods for improving Runway Safety. The session will also cover ICAO's views on how a new globally interoperable Air Navigation system can be built, based on NextGen and SESAR, and how it will affect airports.

Panellists:

Moderator: Ad Rutten, Executive Vice President & COO, Amsterdam Airport Schiphol

Catherine (Kate) Lang, Deputy Associate Administrator for Airports, FAA

Mohamed Elamiri, Deputy Director, Safety Management and Monitoring, ICAO

Brian Lackey, V.P. Strategic Planning & Airport Development, Greater Toronto Airports Authority (GTAA)

Closing Ceremony & Farewell Reception

Sponsored by Calgary Airport Authority, 2012 WAGA Host, 9-12 September 2012

Topics and speakers are subject to change without prior notice.



Official Hotel

Palais des Congrès de la Palmeraie

This spacious resort includes two 5-star hotels, the Palmeraie Golf Palace and the brand new Intercontinental Resort & Spa. A 27-hole golf course, large swimming pools, a state-of-the-art fitness centre and spa as well as seven restaurants and 3 bars round off a perfect location for an enjoyable taste of Moroccan hospitality.



Exclusive Rates

ONDA and ACI have negotiated very attractive hotel room rates for our event delegates, which are available via an online booking system. Of particular interest to our ACI World Business Partners, this extraordinary complex offers 1,500sqm of exhibition space adjacent to the conference hall. It will comfortably accommodate up to 40 international exhibitors showcasing their latest innovations, products and services to the approximately 500 event delegates expected to attend.

Social Programme

Monday 31 October 2011

Excursion by 4x4 to the Atlas

On this tour, you will be treated to a day of sightseeing by 4x4 jeep convoy. Crossing different landscapes, you will enjoy the picturesque views, dazzling colours and incredible aromas as we drive towards the High Atlas Mountains and Lake Lalla Tekerkoust (40 km from Marrakech). We will stop in Lake Lalla Tekerkoust and after a delightful lunch at the Villa du lac, relax by the pool or try out some of the fun activities available such as quad biking.

Excursion to the Vallée D'Imlil

Imlil is a small village in the High Atlas Mountains of Morocco. It is located 1,740 metres above sea level and 64km south of Marrakech. From the hotel you will be driven by minibus to Vallée d'Imlil where you will spend the day exploring the village by foot, visiting the lake and

luscious green valleys, eventually arriving in col Tizi n'Mzik where we will stop for lunch. An interesting fact, part of the film 'Seven years in Tibet' was filmed in Imlil village.

Imlil Villiage



Excursion to the Vallée de l'Ourika

L'Ourika is located 66km from Marrakech in a valley that is mainly populated by Berbers and is the gateway to the Moroccan High Atlas Mountains. Despite its proximity to Marrakech, it is still considered a relatively unspoilt valley. This tour includes a two hour guided walk through the region's spectacular nature and traditional mountain lifestyle.



Excursion by minibus to Terre d'Amanar

Terre d'Amanar is only a 35 minute drive from Marrakech and is an exceptional and authentic paradise for those wanting to escape everyday city stress and pollution. It is located in the foothills of the Atlas, surrounded by the valley of Marrakech, and offers a superb panoramic view of the Berber villages and neighbouring Atlas peaks. Activities include: Mountain biking, horseback riding, hiking, trail, tree climbing, as well as Berber crafts workshops, visits to a traditional oil mill and much more.

Excursion by bus to Essaouira

Essaouira is a city in the western Moroccan economic region of Marrakech-Tensift-Al Haouz, on the Atlantic coast. Since the 16th century, the city has also been known by its Portuguese name of Mogador or Mogadore. The Berber name means The Wall, a

Essaouira



reference to the fortress walls that originally enclosed the city.

Within The Wall the medina is home to many small arts and crafts businesses, notably cabinet making and 'thuya' wood-carving (using roots of the Tetraclinis tree), both of which have been practised in Essaouira for centuries. The city is also renowned for its kitesurfing and windsurfing, with the powerful trade winds blowing almost constantly onto the protected, almost waveless, bay. On this tour you will visit the city walls, ramparts, medina, skala, kasbahs and much much more.

City Tour by bus

On this tour you will visit the principle monuments of Marrakech including:

- The Pavillon de la Menara
- Saadian Tombs
- La Koutoubia (Mosque)
- Bahia Palace

After treating your taste buds to an exceptional lunch you will have the opportunity to visit the enchanting Souk (famous market) in the afternoon.

Golf Tournament

Extending over 100 hectares, the 27 hole golf course, is a major feature of the Palmeraie Golf Palace. Unique panoramas and seven cool sparkling lakes, makes this one of the most beautiful courses in Morocco. For more information about the course, visit: www.palmeraiemarrakech.com

To register for any of the tours or golf tournament or for more information, please send an email to: events@aci.aero

Note: Times and itineraries are subject to change.

Official conference carrier: Royal Air Maroc

Royal Air Maroc ticket prices for delegates attending the 2011 ACI World Annual General Assembly.*

- **70% discount** on the normal full fare return ticket in economy class.

- **35% discount** on full fare business class return.

Discounts on return journeys to Casablanca and/or Marrakech are only applicable to Royal Air Maroc flights.

Delegates must provide either a copy of their completed registration form; a letter of invitation; or any other official document confirming their participation as an event delegate to receive the discounted rate(s).

***Fares exclude taxes and service charges**

Visit www.aci.aero/events and look for the **Royal Air Maroc** logo on the WAGA event page

About WAGA

About ACI



Created in 1991, the Airports Council International (ACI) is the international association of the world's airports. It is a non-profit organization, the prime purpose of which is to foster co-operation among its member airports and with other partners in world aviation, including governmental, airline and aircraft manufacturing organizations. Through this co-operation, ACI makes a

significant contribution to providing the travelling and shipping public with an air transport system that is safe, secure, efficient and environmentally compatible. ACI has 580 members operating over 1,630 airports in 179 countries and territories. In 2010, ACI members handled 5 billion passengers, 91 million metric tonnes of freight, and 74 million aircraft movements.

About ONDA



Office National Des Aéroports (ONDA) is the Moroccan airport operator and administrator. The company headquarters are based in Mohammed V International Airport in Casablanca.



About the Conference

The ACI World Annual General Assembly (WAGA) is the largest global meeting of the ACI World Airport members, attracting up to 500 senior decision makers. The event comprises a two day conference, scheduled around official and regional ACI board meetings and committees. This is the biggest and

most influential airport event of the calendar, allowing unparalleled access to the global community of ACI airport decision makers.

The 2011 WAGA Event will be jointly held with this year's ACI Africa Assembly, offering you a unique access to this exclusive and powerful group.

Who attends the ACI World General Assembly

The event attracts about 500 delegates, as was the case at last year's event in Bermuda, who attend from all ACI regions: North America, Europe, Asia-Pacific, Latin America-Caribbean and Africa. Previous attendees have included: ACI Airport CEOs, CFOs, COOs, Chairs, Directors, Aviation Managers, Managers,

Board Members, Executives, Deputies, Heads of all Departments, IT, Security, Safety, Technical/ Planning, Public Affairs/Environment, Ground Handling, Terminal, Operations, Retail, Concessions, F&B, Commercial Teams, Airport Design, Cargo, Real Estate, Training, Human Resources etc.

Sponsorship Opportunities

Platinum Level

\$20,000

- Presented as Platinum Level sponsors of ACI WAGA 2011
- 6 full conference passes
- Company logo on all promotional materials
- Company logo displayed electronically in the conference room
- Company logo displayed on all conference & exhibition signage
- Full page advert in the official event guide
- Company logo and 200 word listing in the official event guide
- Special sponsor designation on the badges
- Insert company brochure into delegate bags
- 50% reduction on exhibition booth
- 50% reduction on advertising in show issue of *Airport World*
- Full copy of the delegate list

Gold Level

\$15,000

- Presented as Gold Level sponsors of ACI WAGA 2011
- 4 full conference passes
- Company logo on all promotional materials
- Company logo displayed electronically in the conference room
- Company logo displayed on all conference & exhibition signage
- Half page advert in the official event guide
- Company logo and 150 word listing in the official event guide
- Special sponsor designation on the badges
- Insert company brochure into delegate bags
- 25% reduction on cost of exhibition booth
- 25% reduction on advertising in show issue of *Airport World*
- Full copy of the delegate list

Silver Level

\$10,000

- Presented as Silver Level sponsors of ACI WAGA 2011
- 2 full conference passes
- Company logo on all promotional materials
- Company logo displayed electronically in the conference room
- Company logo displayed on all conference & exhibition signage
- Company logo and 50 word listing in the official event guide
- Special sponsor designation on the badges
- Full copy of the delegate list

Bronze Level

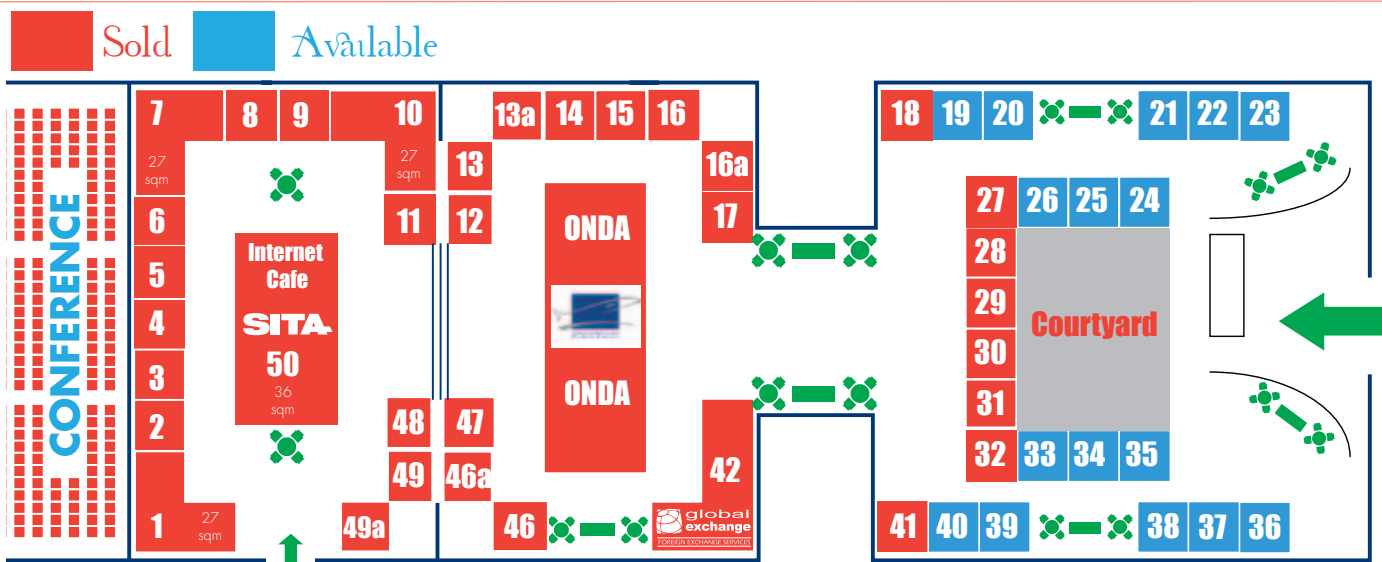
\$5,000

- Presented as Bronze Level sponsors of ACI WAGA 2011
- 1 full conference pass
- Company logo on all promotional materials
- Company logo displayed electronically in the conference room
- Company logo displayed on all conference & exhibition signage
- Special sponsor designation on the badges
- Full copy of the delegate list

Other Opportunities

Internet cafe:	SOLD	Badges:	US\$7,500
Delegate bags:	US\$12,500	Hotel room keys:	US\$7,500
Lanyards:	SOLD	Refreshment break:	US\$5,000
Delegate folders, pads & pens:	US\$8,500	The cost is per break; four in total.	
Event guide:	US\$10,000	Lunch:	US\$7,500
		The cost is per lunch; one per day; two in total.	

Exhibition Floorplan



Exhibitors

1	UBM Aviation	13-13a	Kusch & Co	32	Vanderlande
2	IATA	14	MTC/Solari Udine/ Trepel	41	VISIOM
3	Net Display Systems	15	Siemens	42	Global Exchange
4	Airport World	16	Aviation Research Corporation	46	High Tech Detection Systems
5	SGS	16a	ADP-I	46a	Calgary Airport Authority
6	ACHCAO AMPAP	17	Fiscan	47	Alstef
7	AENA	18	Global Airport Cities	48	Safegate Group (Thorn/Idman)
8	Louis Berger Group	27	Logan Teleflex	49	Munich Airport
9	Viseon Bus GmbH	28	Weigel TrackJet	49a	Waterblasting Technologies
10	Reserved	29-30	ESRI	50	SITA
11	Flex-O-Lite	31	Astrophysics Inc		
12	Wanzl GmbH				

Rates

(All booths are 9sqm unless stated) Package includes full shell scheme, carpets, lighting, table and two chairs. Insight Media reserves the right to change the floorplan due to unforeseen circumstances.

Size:	ACI Members	Non-Members
9sqm	US\$4,595	US\$6,050
18sqm	US\$9,100	US\$11,950
27sqm	US\$13,750	US\$16,775
36sqm	US\$16,500	US\$21,500

Enquiries and bookings

Jonathan Lee: +44 20 8831 7563

jonathan@airport-world.com

Andrew Hazell: +44 20 8831 7518

andrewh@airportconference.com

Kalpesh Vadher: +44 20 8831 7510

kalpesh@insightgrp.co.uk

Ellis Owen: +44 20 8831 7519

ellis@insightgrp.co.uk



Marrakech, Morocco 2011

COMPANY DETAILS

Name of Organization: _____
 Postal Address: _____

 City: _____
 Country: _____ Postcode: _____

DELEGATE DETAILS (PLEASE DUPLICATE THIS FORM FOR MULTIPLE REGISTRATIONS)

Title: _____ First Name: _____ Family Name: _____
 Job Title: _____
 Email: _____
 Telephone: _____ Fax: _____

ACCOMPANYING PERSON (SOCIAL EVENTS ONLY)

Title: _____ First Name: _____ Family Name: _____

REGISTRATION FEES (PLEASE TICK BOX)

ACI AFRICA MEMBER	US\$650 <input type="checkbox"/>	NGO	US\$750 <input type="checkbox"/>	TOTAL _____
ACI MEMBER	US\$950 <input type="checkbox"/>	MEDIA	(NO FEE) <input type="checkbox"/>	(3 or more registrations qualify for 25% reduction
NON-MEMBER	US\$1300 <input type="checkbox"/>	ACCOMPANYING PERSON	US\$150 <input type="checkbox"/>	contact for more information events@aci.aero)

SOCIAL EVENTS (PLEASE TICK BOX)

ATTENDING OPENING CEREMONY ATTENDING GALA DINNER

MORE INFORMATION (PLEASE TICK BOX)

TOURS BECOMING A SPONSOR
 GOLF TOURNAMENT EXHIBITING

PAYMENT (PLEASE TICK BOX)

Cheque made payable ACI and sent to: ACI World, Suite 1810, 800 Rue du Square Victoria, Montreal, Quebec H4Z 1G8, Canada

Direct bank transfer to Royal Bank of Canada (RBC), Main Branch, 1 Place Ville Marie, Montreal, Quebec, H3C 3B5, Canada
SWIFT: ROYCCAT2 USD 00001 003 401 098 9K

Visa, Mastercard or American Express credit card as authorised below:
 Card Type: _____ Card Number: _____
 Expiry Date: _____
 Name on Card: _____
 Billing address: _____

ON COMPLETION OF THIS FORM:

BY MAIL: ACI World, PO Box 302, 800 Rue du Square Victoria, Montreal, Quebec H4Z 1G8, Canada
BY EMAIL: events@aci.aero (IMPORTANT: For security reasons please do not send Credit Card details by Email)
BY FAX: +1 514 373 1201

CANCELLATIONS must be made in writing and sent to ACI at events@aci.aero or fax +1 514 373 1201. If received before or on September 16, 2011, the registration fee will be refunded (minus US \$ 100 administration fee). As from September 17, 2011, 50% of the registration fee will be refunded. As from October 17, 2011, registration fees will NOT BE REFUNDED. No-shows will be billed for the full amount and will NOT be refunded. Event access will only be granted upon full payment of registration fees.

Signature: _____ **Date:** ___ / ___ / ___ **Please register me for this event.**
I agree to abide by these terms. Ticking the box or signing will be accepted as a digital signature.