

Conference programme

SALES SOLVE EVERYTHING THE AVERAGE SPEND PER PASSENGER AT EUROPE'S AIRPORTS IS JUST **€10.38***
Surely we can do much better!

* data supplied by mInd-set.

Monday 3 April 2017

09:15 – 16:30



ACI EUROPE Commercial Forum Meeting

Attendance upon invitation only

Venue: Business Centre, Terminal 1, Nice Airport

Hosted by:



19:00 – 21:00

Welcome Reception

Poolside, Hyatt Regency Palais de la Méditerranée

Sponsored by: **DUFREY**

Celebrate the opening of the event at the Welcome Reception, where guests can enjoy a relaxed evening of networking with industry friends and colleagues.



Tuesday 4 April 2017

09:00 – 10:45

Welcome Addresses and Inspirational Keynote

Welcome from the Host

- *Dominique Thillaud*, CEO and
- *Filip Soete*, Chief Commercial Officer, Aéroports de la Côte d'Azur

State of the Industry Address

- *Olivier Jankovec*, Director General, ACI EUROPE

Welcome Addresses

- *Dr. Patrick Bohl*, Head of Retail and Advertising, Budapest Airport and Chair, ACI EUROPE Commercial Forum
- *Sarah Branquinho*, President, ETRC and External Affairs Director, DUFREY

★ Keynote Address

Is travel retail really special? Is it truly the “global shop window” for an international brand such as L'Oréal? In the world of the always-connected traveller, is the role of the airport store shifting from shop to showroom?



Richard Cymberg, General Director, Global Client Management, L'Oréal Travel Retail



10:45 – 11:30

Coffee break in the Exhibition

11:30 – 13:00

First Working Session

Is there a big problem in the airport retail space? Are conversion rates and yields performing far below expectations?

Chairman: Rachel Bulford, Head of Retail, Gatwick Airport

Defining presentation:

An analysis of the performance of airport retail at various airports in Europe

- *Peter Mohn*, CEO mInd-set

In order to maximise yield, airports should scientifically identify which categories are the clear stand-out, star performers and position them accordingly. What is the evidence that they actually do this?

- *Francis Gros*, Head of Global Channels, Luxottica Group

Are retailing strategies still far too dependent on passenger growth or can the big retailers offer a future of qualitative improvement in passenger yield?

- *Eugenio Andrades*, Divisional Chief Executive Officer UK, Central and Eastern Europe, DUFY

🕒 13:00 – 14:15

Lunch in the Exhibition

14:15 – 15:30

Second Working Session

Less is more: Are some key profit centres, under-appreciated and worryingly over-exploited by over-ambitious concession targets?

Chairman: *Kam Jandu*, Chief Commercial Officer, Budapest Airport

Panel discussion focusing on:

Unglamorous gold: Car parking, car rental and bureaux de change are among the best performers in the airport commercial and retail mix, although they are also in a group of activities most impacted by (avoidable) off-airport competition. Should airports be more concerned about how they can assist their concessionaires? Are concessionaire-airport partnerships still often financially unfair and is this a roadblock to better long-term profitability? How can these apparently traditional/conventional businesses be innovated to produce revenue enhancement?

Panel:

- *James Ware*, General Manager/Vice President, France, Enterprise Holdings
- *Frank van der Sant*, Chief Commercial Officer, APCOA Parking
- *Arturs Saveljevs*, Director of Commercial Department, Riga International Airport
- *Anthony Wagerman*, CEO, Travelex

☕ 15:30 – 16:15

Coffee break in the Exhibition

16:15 – 17:30

Official handover to Israel Airports Authority

The host of the 27th ACI EUROPE Airport Commercial & Retail Conference & Exhibition

Third Working Session

Exclusive previews: Brand new centres of commercial excellence opening in 2017-20

Chairman: *Filip Soete*, Chief Commercial Officer, Aéroports de la Côte d'Azur

Chairman's presentation:

A vision is to deliver the most surprising commercial experience in a European airport.

Rome Fiumicino's new €400m Pier E includes the 'Piazza del Made in Italy' with "a unique Italian offering in the fashion-luxury sector and F&B". Defend the claim that this 10,000sqm shopping mall "sets a new retail benchmark".

- *Ugo de Carolis*, CEO Aeroporti di Roma

What can the airport industry learn from out-of-town experiences and what new ideas can be brought to airports from this?

- *Walter Seib*, CEO HMSHost International

Are walkthrough stores the ultimate retail format for future developments?

- *Dag Rasmussen*, Chairman and CEO, Lagardère Travel Retail

19:30 – 23:00

Gala Dinner

Le Negresco

Sponsored by: 

Aéroports de la Côte d'Azur is delighted to host this unforgettable evening with industry friends and colleagues at the world renowned Le Negresco.



The Gala Dinner will be followed by an After Party, taking place at Le Consulat

Sponsored by: 

Wednesday 5 April 2017

09:00 – 09:20



Day 2 Keynote Address

Successfully transplanting a global brand to airports



Daphné de Jenlis, CEO, Louis Pion - Royal Quartz, Groupe Galeries Lafayette



09:20 – 10:30

Fourth Working Session

Is F&B both underperforming but, at the same time, the great hope for the future?

Chairman: Simon Best, Commercial Director, Counter Intelligence Retail Ltd (CiR)

Defining presentation:

Is there an underperformance problem in the airport F&B sector?

- *Ezio Balarini, Group Chief Marketing Officer, Autogrill Group*

A centre of excellence in 'glocalisation', SSP has brought a great variety of ideas to its new concessions in Nice. Why does SSP believe these particular concepts will deliver the much greater profits desired by the airport's new owners?

- *Gérard D'Onofrio, Managing Director, SSP France*

Defend the claim: "Operating in a complex market threatened by the risk of standardisation, Areas provides catering services that are unique and far removed from ready-made solutions".

- *Alexandre de Palmas, CEO, Northern Europe, Areas*

10:30 – 11:15

Coffee break in the Exhibition



11:15 – 12:30

Fifth Working Session

Future-proofing or falling short? Are airports moving anything like fast enough to keep pace with the buying trends of the much talked-about, but little-understood Millennials, Chinese travellers, and the increasingly affluent aging traveller?

Chairman: Luke Barras-Hill, Deputy Editor, TR Business

What are the growth levers for airport media? Are airport advertising companies fully engaging the technical possibilities of digitalisation? Is opportunity hampered by concession fees often exceeding 70% of revenue?

- *Jérôme Lepage, Marketing & Business Development Director – International Transport, JCDecaux and Vice Chair, ACI EUROPE Commercial Forum*

Airports need to very carefully develop their master retail strategy & vision to maximise income developing the most attractive passenger flows to create theatre, excitement and a dynamic, attractive and diverse retail offer. However, how often does advertising sit within this thinking?

- *Paula Oliver, Managing Director, Wildstone Airports*

What should airports, retailers and brands be doing to achieve a successful engagement and a great customer experience within airport retail space?

- *Tony Whittaker, Leader, Disruptive Technology Group, Travel & Transportation, UNISYS*

12:30 – 13:30

Lunch in the Exhibition

14:30 – 15:30
Airport Tours

Hosted by:



For pre-registered attendees only.