

24th  ACT  
EUROPE  
AIRPORTS COUNCIL  
INTERNATIONAL

# AIRPORT COMMERCIAL & RETAIL

## Conference & Exhibition

21-23 April 2015 | nhow Milano Hotel | Milan, Italy

BRINGING TOGETHER AIRPORTS,  
TRAVEL RETAIL OPERATORS  
AND BRANDS

Event  
Partner:



Fondazione  
Altgamma

With the  
cooperation of:



Hosted by:



EVENT THEME:  
“CHALLENGING THE TRADITIONAL  
BUSINESS MODEL”



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# Testimonials

**Julienne Cachia Musu, Product Manager,  
Concessionaire Analyzer+:**



**Concessionaire Analyzer+**  
RETAIL INTELLIGENCE FOR AIRPORTS

“We have found a lot of interest in the exhibition and had several good conversations with potential new customers. We have received an excellent response in the exhibition. The networking opportunities have been very good – in the exhibition and at the social events – and this has allowed us to meet many interesting people. The social events have been very well attended and very enjoyable.”

**Christian Richardt Brewaeys,  
Category Manager – Speciality  
Shops, Airport Sales,  
Copenhagen Airports:**



“The event has been relevant to us, and the conference sessions have been excellent. The conference agenda has addressed the most relevant topics, and there has been a lot of interaction with the audience. The networking opportunities have been fantastic and the social events have also been very enjoyable – the gala dinner was perfect.”



**Markus Ettlin, Director Retail  
Marketing, Gebr. Heinemann**

“The event has been an excellent networking opportunity for us – all of our main airport partners are here. We have been very busy and I think there has been a record attendance at the event. I have also enjoyed the insights gained in the conference sessions. You meet all the right people at the ACI EUROPE Airport Commercial & Retail Conference & Exhibition – all of the key decision-makers are here. You just have to attend.”

**TALLINN AIRPORT**



**Rasmus Kabun, Head  
of Sales Department,  
Tallinn Airport:**

“I have really enjoyed the conference sessions, which have addressed the right subjects. The networking opportunities have been invaluable, both at the social events and in the exhibition. I have planned further discussions with some of the exhibiting companies.”

**Wolfgang Czepiczka, Vice President  
Business Development EMEA,  
The Nuance Group:**



“The exhibition has been very busy and the organisation of the event has also been excellent. The networking opportunities and the potential for new business, as always, has been very good. The right kind of audience attends the Airport Commercial & Retail Conference & Exhibition. It has been an effective brand-building exercise for us, enabling us to showcase our capabilities. When you compare it to other events in the industry, the ACI EUROPE Airport Commercial & Retail Conference & Exhibition is certainly the strongest.”

**William Walker, Area  
Development Manager,  
Subway:**



“It is my first time attending the ACI EUROPE Airport Commercial & Retail Conference & Exhibition and it has been very interesting, I have made some very good contacts. The audience at this event is ideal for us. The social events have been very nice, and the overall networking opportunities have been excellent. It is a superb event.”



# The importance of Milan



The 24th ACI EUROPE Airport Commercial & Retail Conference & Exhibition (previously Airport Trading) will bring together key senior airport commercial executives, travel retail operators and brands, as well as their business partners from retail, food & beverage, travel services, media and other enterprises from around the world, who are focused on delivering non-aeronautical revenue success at airports.

Commercial revenues are, of course, vital to the business models of airports of all sizes. With the rising cost of finance for airports and volatility in airline route development, there is a growing demand on non-aeronautical revenues.

Profitable partnerships, creative concepts and cutting-edge technologies are essential elements in driving passenger spend in this challenging economic environment.

Airports are taking an increasingly customer-centric approach, with a strong focus on enhancing the passenger experience, as they strive to achieve operational excellence while maximising available commercial opportunities. Non-aeronautical revenues have proven resilient; despite tough economic conditions, duty free & travel retail sales in Europe account for a 34% market share, of global sales of US\$60 billion.

We are pleased to announce this year's conference theme: 'Challenging the traditional business model'. This year's agenda looks at brands designing their own airport shopping experience, the competition for space for commercial and retail planning, a discussion on why only half of passengers buy at airports, maximising underutilised, high-yield non-aeronautical revenues and how technology can be used

to boost duty free and travel retail revenues.

This unrivalled annual forum will enable all concerned to share experiences and best practice. Delegates will also be able to gain invaluable insights from colleagues and peers from within the industry.

We are delighted to deliver this event once again in partnership with the European Travel Retail Confederation (ETRC), which represents the interests of the travel retail industry in Europe. For the first time we are also very proud to partner with the association of luxury Italian brands, Altgamma.

As well as a focused conference programme and specialist exhibition, our host, SEA Group, will deliver an outstanding networking social programme. Delegates will be able to enjoy the very best of Milan, on the eve of its hosting of EXPO2015.

We look forward to seeing you!

**Olivier Jankovec**  
Director General,  
ACI EUROPE



*Many thanks*

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*With the cooperation of:*



*Media partners:*



# Event Host & Partners

Hosted by:



SEA Group manages and develops Milano Malpensa and Milano Linate airports. The SEA Group activities include all services related to airport management and safety, plus the commercial services.

Its shareholders include the Municipality of Milan with 54.81%, F2i (Fondi Italiani Infrastrutture) with 44.31% and others with 0.88%. Milano Linate and Milano Malpensa serve the city of Milano located in Lombardy, the richest Italian region in the heart of Europe.

Milano Malpensa is a strategic piece of infrastructure that provides direct intercontinental access to its surroundings and guarantees passenger and cargo traffic immediate and fast contact with the rest of the world. Malpensa has two passenger terminals and one goods terminal. Milano Malpensa 1, dedicated to business and leisure customers on domestic, international and intercontinental routes, with specific airline and charter areas. Milano Malpensa 2 is dedicated to high-end low cost traffic and Milano Malpensa Cargo is a cargo transport support infrastructure, facilitating the movement of over 500,000 tonnes of cargo annually.

Milano Linate airport is around 8km from the centre of Milan and deals mostly with frequent flyers on domestic and EU routes. It is a real city airport with business and shopping facilities that make Linate a central hub of Milan, the heart of the economy and commerce.





With the cooperation of:



The European Travel Retail Confederation (ETRC) is an industry association representing the interests of the duty free and travel retail industry in Europe, creating the right environment to allow the industry to operate and achieve its potential.

ETRC seeks to obtain the most favourable operating environment for the travel retail business, and to drive continued

growth through proactive engagement and dialogue with the EU institutions and national governments.

It works closely with European and international governments, regulatory bodies and other stakeholders, and has close relationships with ACI EUROPE and other industry trade associations.

ETRC is composed of direct corporate membership and

national trade associations representing over 500 European companies. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by secretariats in Brussels and Paris working with the Secretary General.

**For more information about the organisation, please visit [www.etrcc.org](http://www.etrcc.org)**

Event Partner:



Fondazione Altagamma

Since 1992 the Altagamma Foundation has gathered together high-end Italian companies whose brands (many of whom are involved in travel retail) are famous at international level. Its mission is to promote top-quality Italian industry and the culture that supports it.

The members of Altagamma operate at the highest end of the market, stand out for their innovation, quality, service

levels, designs and prestige, and express Italian culture, and style in their products and their business approach. Although diverse, the sectors represented by the Altagamma Foundation all boast highly symbolic products and services, whether in the fields of design, fashion, food, jewellery, speed or hospitality.

All of the companies successfully interpret the competitive advantage of the 'Italian System'

in the world: a synthesis of excellent entrepreneurship and the idealistic, cultural, historical, and natural legacy of our country.

Altagamma firmly believes in the importance of preserving and promoting Italy's image in the world and is committed to cooperating with the institutions and other entities that pursue the same objective, in line with the Foundation statute drafted in 2009.



# Speaking organisations include...



# Conference programme

EVENT THEME:  
“CHALLENGING THE TRADITIONAL  
BUSINESS MODEL”

## Day 1 – Tuesday 21 April

**09:00 – 17:00**

### **ACI EUROPE Commercial Forum meeting**

Attendance upon invitation only

Venue: nhow Suite, nhow Milano Hotel

Hosted by:



**19:00 – 21:00**

### **Welcome Reception**

Hosted by:



## Day 2 – Wednesday 22 April

**☕ 08:00 – 09:00**

Welcome coffee break on the exhibition

**09:00 – 09:50**

### **Opening Session**

#### **Welcome Addresses:**

- *Pietro Modiano, Chairman, SEA Aeroporti di Milano*
- *Marc Brissac, Chairman, ACI EUROPE Commercial Forum & Head of Commercial Development & Property Operations Department, Aéroport Toulouse-Blagnac*
- *Sarah Branquinho, President, ETRC*

#### **State of the Industry address:**

- *Olivier Jankovec, Director General, ACI EUROPE*

**★ 09:50 – 10:30**

### **Inspirational industry keynote to be announced shortly**

**☕ 10:30 – 11:15**

Refreshment break on the exhibition floor

**11:15 – 12:45**

### **First Working Session**

“A brands’ new terminal: If global brands had free rein to build an airport shopping experience, what would it be like?”

5-minute presentations from each panellist, with their interpretation of the session theme, followed by a panel discussion including ‘Questions to Consider’ below.

**Chairman:** *Patrick Graf, Senior Vice President Commercial, Zurich Airport*

#### **Panellists:**

- *Armando Branchini, Vice Chairman, Fondazione Altgamma*
- *Natalia Soffiantini, Worldwide Travel Retail Manager, Gianni Versace\**
- *Barbara Lavernos, Managing Director Travel Retail Worldwide, L’Oréal Luxe\**
- *Donatienne de Fontaines-Guillaume, Managing Director Global Travel Retail, Moët Hennessy Europe – LVMH Group\**
- *Steve Bentz, General Manager, Hershey World Travel Retail*

programme continued →

\*speaker invited

## WORKING PROGRAMME

### Questions to consider:

- The best thing you've ever seen: What are the truly great airport commercial experiences (be it in retail, F&B, services, a shop-in-shop, or even a vending machine)?
- Are brands too obsessed with categorisation, and does a blend of offers make more sense in encouraging vital impulse spend?
- Do brands have great ideas in merchandising that are yet to be tried in airports?
- Should there be more scope for true innovation and experimentation, and further risk sharing between airports, operators, and brands in the trial of new concepts?
- Merchandising, positioning, space and ideas

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### 12:45 – 14:00

Networking lunch break on the exhibition floor

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### 14:00 – 15:30

#### Second Working Session

“The competition for space: Is there enough of a sense of adventure in the airport approach to commercial and retail planning? Are conditions unnecessarily bureaucratic and restrictive or is there real scope for change?”

5-minute presentations from each panellist, with their interpretation of the session theme, followed by a panel discussion including ‘Questions to Consider’ below.

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

#### Panellists:

- *John Burton OBE*, Director of Development, Westfield
- *Alan Brennan*, Global Head of Sales, Nestlé International Travel Retail

- *Luigi Battuello*, Director Commercial, Non-Aviation, SEA Aeroporti di Milano
- *Ian Foster*, Global Commercial Head, Dufry International Ltd\*

### Questions to consider:

- Luxury vs mass market, global vs local
- The role of experimentation
- What opportunities to present brands’ concepts are airports missing?
- Are some potentially successful commercial concepts frightened away from airports?

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### 15:30 – 16:00

Refreshment break on the exhibition floor

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### 16:00 – 17:30

#### Third Working Session

“More than half of passengers still don’t buy. How do you make non-spenders spend?”

5-minute presentations from each panellist, with their interpretation of the session theme, followed by a panel discussion including ‘Questions to Consider’ below.

**Chairman:** *Peter Mohn*, CEO & Owner, mInd-set Global Marketing Intelligence & Solutions

#### Panellists:

- *Andreas Fehr*, Managing Director, Mondelez World Travel Retail
- *Brian Woodhead*, Commercial Director, Heathrow Airport
- *Sean Staunton*, Vice President Operations, Dubai Duty Free
- *Raoul Spanger*, Executive Director, Gebr. Heinemann SE & Co. KG
- *David Francis*, General Manager WWDF Vice President, Japan Tobacco International SA

### Questions to consider:

- How major a barrier to sales and brand development is the passenger perception that airports do not offer good value for money?
- How has the relaxation of restrictions on travelling – for example LAGs and the one bag rule – impacted upon travel retail sales? Has the message got through to passengers?
- Travel retail exclusives, sizes and promotions are often objectively very good value, but are they drastically underestimated and undersold?

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### End of day

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### 19:30 – 23:00

#### Gala Dinner

Hosted by:







## Day 3 – Thursday 23 April

**09:00 – 09:30**  
★ **Inspirational industry keynote to be announced shortly**

### **09:30 – 11:00** **Fourth Working Session**

“The best ideas you’ve never had” – The economics of commercial revenue: Maximising underutilised high yield non-aeronautical revenues.

5-minute presentations from each panellist, with their interpretation of the session theme, followed by a panel discussion including ‘Questions to Consider’ below.

**Chairman:** *Eugene Barry*, Executive Vice President Commercial, Dubai Airports Company\*

#### **Panellists:**

“A past CEO of SSP once said that the gate room is the biggest waste of space in the world. So, why can’t you buy, eat, or drink anything in a gate room?”

• *Nick Inkster*, CEO, SSP

“Car parking is the highest yielding commercial revenue for many airports, yet it is drastically underexploited as an opportunity. What are the secrets to maximising the revenues from this apparently unglamorous source?”

• *Theresa Hughes*, CEO, Chantry

\*speaker invited

“How can airports take on the high street and grow their share of the foreign exchange (FX) market?”

• *Paul Brindley*, Global Business Development Director, Travelex

“Do airports make enough money from airport advertising? Could they make a lot more if they were prepared to broaden their horizons and open up their real estate to more opportunities?”

• *Isabelle Schlumberger*, Executive Vice President Commerce and Development France, JCDecaux

#### **Questions to consider:**

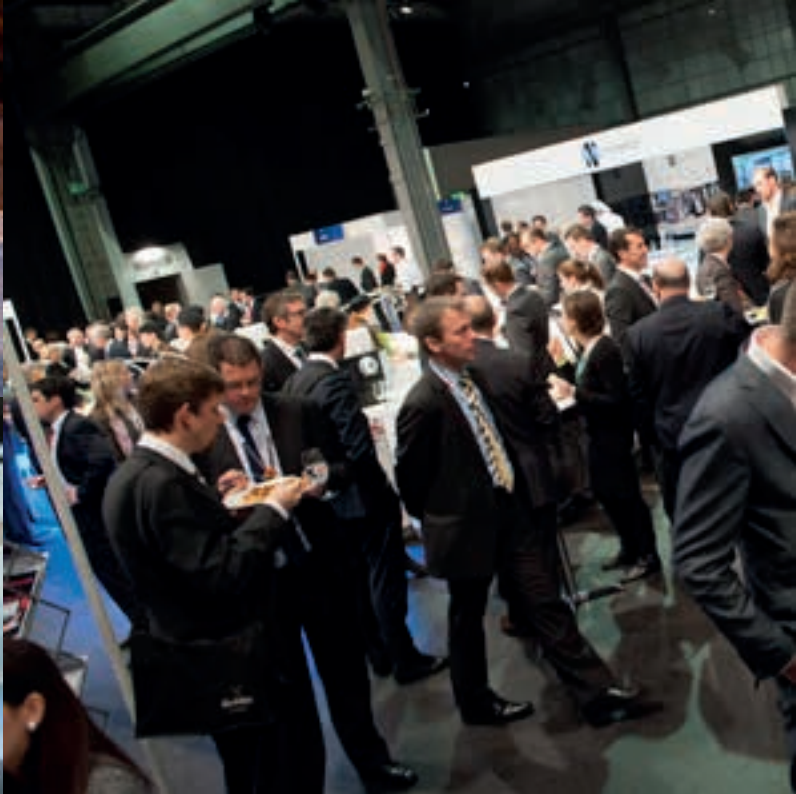
- What are the biggest missed opportunities for airports in terms of commercial revenue? And how can airports ensure those opportunities are seized in future?
- If you could make one radical change to the airport commercial proposition, what would it be?
- With commercial revenues increasingly important, which areas of income offer opportunities for the most significant growth?
- How can airports make the most of activities and services that do not generate revenues themselves, but play vital roles in indirect profitability?

### **11:00 – 11:45**

Refreshment break on the exhibition floor

programme continued →









## WORKING PROGRAMME

**11:45 – 13:30**

### Fifth Working Session

“The utopian airport journey: Technology, airports and shopping”

5-minute presentations from each panellist, with their interpretation of the session theme, followed by a panel discussion including ‘Questions to Consider’ below.

**Chairman:** *Johan Schölvinck, Vice-President Commercial, InterVISTAS, and Vice-Chair of the ACI EUROPE Commercial Forum*

#### **Panellists:**

“Beacons are the future in communicating with passengers at every step of the airport journey, but how are they best governed? As landlords, do airports have the skills to centrally manage the beacon system?”

- *Renaud Irminger, Director of SITA Lab, SITA*

“Hamburg Airport is cooperating with Yoints – an innovative app using beacon technology. Users of the app are recognised when they enter participating stores and notified of special offers and promotions, while also collecting bonus points redeemable instore. What have been the tangible results of this?”

- *Lutz Deubel, Director of Center Management, Hamburg Airport\**

“Helsinki Airport is trialling technology which will make it the first airport in the world to have the ability to track the 60/70% of people who leave their mobile phone WiFi switched on. Are the hoped for commercial advantages really attainable in practice?”

- *Dr. Juha Mattson, CMO, Walkbase*

*\*speaker invited*

“How does a major global brand think technology can best be used to sell more products in airports?”

- *Klaus Mellin, Exclusive P&G Sales Agent for Travel Retail, Braun/P&G*

#### **Questions to consider:**

- How can airports apply lessons learned in the implementation of services already shared between several stakeholders, such as check-in, bag drop and gate infrastructure, to the deployment of beacon technology?
- What happens when travellers’ expectations surpass that which is currently available, and how can airports balance the deployment of costly technology and potentially slow initial uptake by passengers with meeting their heightening expectations?
- In what ways can airports provide passengers with the control of their own journeys while still meeting their own commercial and informational needs?
- How can we simplify the airport experience through the use of technology without alienating passengers that don’t consider themselves to be information rich?

## Close of conference

**🕒 13:30 – 14:15**

Networking lunch break on the exhibition floor



# Venue and Accommodation

**nhow hotel – Milan**

**Via tortona 35 – 20144 – Milano**

**Tel. +39 024898861**

**Fax. +39 02489886489**

**[info.nhow@nh-hotels.com](mailto:info.nhow@nh-hotels.com)**

The nhow Milano hotel in Milan benefits from a great location in one of the city's most dynamic neighbourhoods. The 'Tortona e Navigli' area has been converted into one of the most fashionable and modern districts of the city centre. The area is filled with enticing restaurants and bars, as well as design and photography studios. nhow Milano is the place to be for all art, culture and fashion lovers proving to be the perfect venue for the ACI EUROPE Airport Commercial & Retail Conference & Exhibition 2015.

Discounted accommodation is available exclusively to ACI Airport Commercial & Retail attendees at the nhow Milano hotel, for a limited period only. For this reason we would strongly recommend making your hotel reservation as soon as possible in order to benefit from reduced rates. Once all discounted rooms have been filled, rates cannot be guaranteed and will be strictly subject to availability.

**To make your reservation, please use the dedicated booking system accessible from our website:**

**[www.aci-europe-events.com/airport-commercial-retail/accommodation](http://www.aci-europe-events.com/airport-commercial-retail/accommodation)**

## Welcome to Milan

History lovers should know that Milan is not all about trendy shops and designer clothes. Among the city's many historical attractions are La Scala Opera, the Milan Cathedral, the National Museum of Science and Technology and Santa Maria della Grazie, the church that preserves da Vinci's "Last Supper".

We encourage all our delegates to take this opportunity to roam the many wonders of this intoxicating city.





# Social Events

Hosted by:



**A**CI EUROPE is renowned for its social and networking events, and SEA Aeroporti di Milano will host a memorable social programme this year. Taking advantage of the beautiful city of Milan, these two evenings will allow delegates to network with over 400 industry colleagues in a relaxed atmosphere.

## The Welcome Reception

**Tuesday 21 April, 19:00 - 21:00**

## The Gala Dinner

**Wednesday 22 April, 19:30 - 23:00**

**Our exciting social event venues will be announced shortly.**



# Exhibition & Sponsorship

## A Unique Opportunity

The ACI EUROPE Airport Commercial & Retail show provides a unique opportunity to connect with a niche clientele. This two-day exhibition attracts over 400 senior level executives from airports, retailers, planners, brands and other enterprises concerned with the future of non-aeronautical revenue development at airports and uniquely brings together an audience of commercial senior airport management, presenting an excellent showcasing platform for industry suppliers and providers. There is no better way to showcase your business than through an exhibition booth.

## Why Exhibit?

- ★ Opportunity to meet over 400 decision-makers under one roof.
- ★ Access to the luxury social programme over two evenings, providing excellent networking opportunities.
- ★ All food and coffee served on the exhibition floor. There is no better way to showcase your business than an exhibition booth.
- ★ This year exhibitors will be provided with the delegate list in advance of the event to allow you to pre-plan meetings and make contact with delegates before attending the event.
- ★ Extensive marketing through HTMLs, Press Releases, Media Adverts and information in ACI EUROPE's leading publication, *Communiqué Airport Business*.
- ★ Promotion on the ACI EUROPE events website.

## To book your stand or to discuss sponsorship opportunities

Please contact **Melanie Holcombe** on +44 1293 783 851 or email: [melanie@pps-publications.com](mailto:melanie@pps-publications.com)



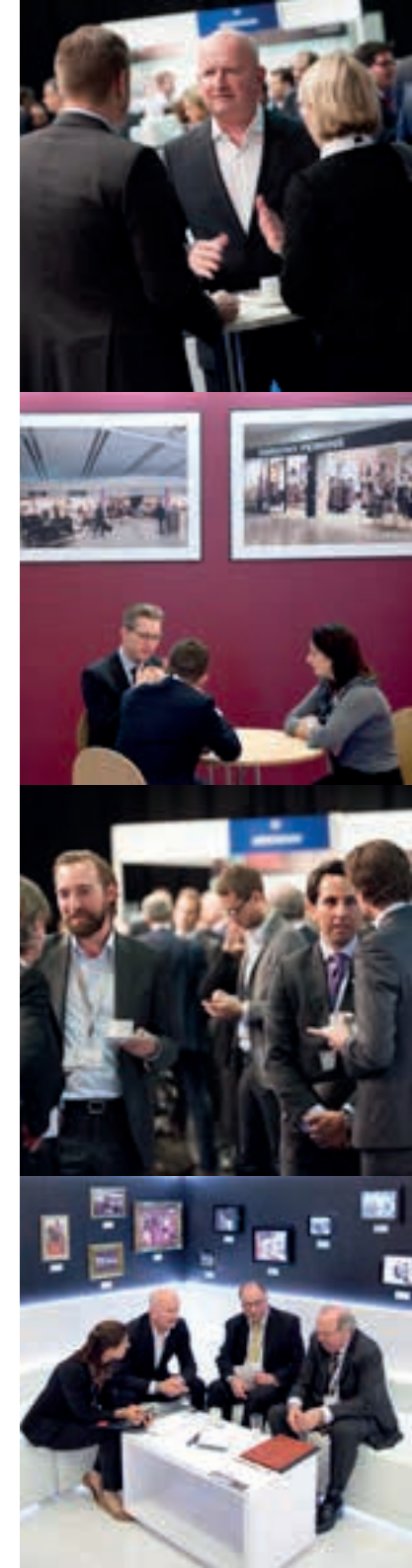
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*Exhibitors:*





# Airport Tour

## Exclusive Malpensa Airport T1 presentation for ACI EUROPE Airport Commercial & Retail Conference & Exhibition delegates.

We are delighted to announce that SEA Group will deliver an exclusive presentation of its newly opened luxury shopping mall “Piazza del Lusso” in Terminal 1. The 8,000m<sup>2</sup> (86,000ft<sup>2</sup>) mall features 46 new outlets including a 2,000m<sup>2</sup> (21,500ft<sup>2</sup>) duty free area. Delegates will be presented with an exclusive preview of what is in store for passengers and tenants in the additional 8,000sqm of retail space included in the new terminal. The project increases Malpensa’s retail surface area in the departures area to 23,000sqm for some 100 commercial spaces that includes bars, restaurants and stores, and housing major global luxury brands, such as Armani, Bulgari, Ermenegildo Zegna, Etro, Gucci, Hermes, Montblanc, Salvatore Ferragamo, Tod’s, Burberry and Moncler.

The airport described the new Piazza del Lusso as “truly Italian in style” with features inspired by the city of Milan. Architect Gregorio Caccia Dominioni designed the Malpensa makeover, which features a distinctive lighting concept created by lighting designer Cinzia Ferrara. SEA described the renovated Milan airport as “an elegant, bright and airy state-of-the-art steel and glass facility, featuring an aerodynamic design, marble floors, and zinc-titanium cladding.”





# Registration Fees

**24th ACI EUROPE Airport Commercial & Retail Conference & Exhibition,  
21-23 April 2015, nhow Milano Hotel, Milan, Italy**

	<b>BEFORE 6 MARCH 2015 (Early bird booking discount)</b>	<b>AFTER 6 MARCH 2015</b>
ACI MEMBER / ALTAGAMMA MEMBER .....	€1,000 .....	€1,300
AIRLINE.....	€1,000 .....	€1,300
ACI MEMBER AIRPORT: LESS THAN 500,000 TRAFFIC UNITS .....	€750 .....	€1,000
NON-ACI MEMBER .....	€1,950 .....	€2,550
NON-ACI MEMBER AIRPORT: LESS THAN 500,000 TRAFFIC UNITS .....	€1,450 .....	€1,950
SPOUSE / PARTNER (ACI MEMBER) .....	€250 .....	€350
SPOUSE / PARTNER (NON-ACI MEMBER) .....	€450 .....	€650
ETRC MEMBER / BRAND REPRESENTATIVE .....	€1,400 .....	€1,800
ACI EUROPE COMMERCIAL FORUM MEMBER .....	€750 .....	€995



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