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Innovation to drive commercial business

Bringing together airports, concessionaires and brands

1992-2011



Celebrating the 20th ACI EUROPE Annual Trading Conference

Show Preview

Leading speakers confirmed include:

John Holland-Kaye, Commercial Director, **BAA**

Francis Gros, Group Travel Retail Director, **Luxottica Group**

Dieme Ketel, Manager Retail, **Amsterdam Airport Schiphol**

Jean-Baptiste Morin, SDA Chairman and Chairman & CEO, **Aelia**

Inspirational Keynote Announced:
Richard Reed, Co-Founder, Innocent



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20th ACI EUROPE Airport Trading Conference & Exhibition

4-6 April 2011

The Convention Centre Dublin (CCD), Ireland

www.aci-europe-events.com

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Dublin Airport Authority (DAA) is an airport management company that manages, operates and develops the three largest airports in Ireland: Dublin, Cork and Shannon Airport. Since 2006, the DAA has embarked on an €1.2 billion investment at Dublin Airport which has seen a new terminal, Terminal 2, open in November 2010 in addition to significant improvements to the existing airport infrastructure at Ireland's busiest airport.

This massive new installation that took over 9 million man hours to build, is capable of comfortably handling up to 15 million passengers per year, meeting the needs of both long-haul and short-haul passengers and airlines. T2 is a 75,000 square metre building designed specifically with travellers' needs in mind. Making use of natural light, it will create a bright airy space for passengers that is calm and relaxing. This new development opens the door for a huge resurgence of retail development in Dublin Airport, making DAA the perfect host for this year's conference.

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The European Travel Retail Council (ETRC) is a council of national trade associations whose members are the individual companies operating in European duty free and travel retail markets, including airports, scheduled and charter airlines, ferry companies, retail shop operators, brand owners, distributors and their agents. The ETRC is an umbrella organisation whose mission is to represent, both within Europe and internationally, the interests of its members that retail tax and duty free products and

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services to international travellers, as well as those operating in the European tax and duty paid travel retail trading environment that developed following abolition of intra-EU tax and duty free sales on June 30th 1999. With membership from the Tax Free World Association (TFWA), the ETRC now represents over 500 European companies. Its goal is to obtain the most favourable operating environment for travel related commerce through advancing the interests of its members in contacts with national governments and the EU institutions.

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The 20th Anniversary of the ACI EUROPE Airport Trading Conference and Exhibition in Dublin

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The landmark 20th ACI EUROPE Airport Trading Conference and Exhibition will bring together key airport commercial executives, operators and brands as well as their business partners from retail, food and beverage, travel services, media and other enterprises from around the world, who are focused on delivering non-aeronautical revenue success at airports.

We are delighted to be working closely with Dublin Airport Authority (DAA), the host of this year's event. Overseeing the growth, development and investment of the three largest airports in Ireland, the DAA has most recently seen the launch of Terminal 2 at Dublin Airport in November 2010, allowing for an resurgence of retail development in Dublin Airport and making the DAA the perfect host for this year's conference.

While commercial success continues to be of paramount importance to Europe's airports, the challenges facing travel retail demand a high level of innovation and creativity to ensure the best possible results are achieved. As such, we are pleased to announce a conference theme, "*Innovation to drive commercial business*", that will focus on the latest innovations that can increase passenger spending. Year-on-year, this event provides an unrivalled forum for all concerned with non-aeronautical revenue development to share experiences and best practice, as well as gain insight from outside the industry.

In addition, we continue to adopt fresh new formats to proceedings and will debut an 'Unconference' session; a facilitated,

participant-driven approach which will encourage learning through sharing experiences and ideas in an open forum, led by industry experts. In addition, the Networking Galleria will again this year enable delegates to network in advance of the event and pre-arrange meetings in a dedicated networking area.

As a celebration of the 20th anniversary of the event, Dublin Airport Authority is planning to deliver a social programme like no other, inviting guests to reunite with old friends and make new ones whilst enjoying the very best of Irish hospitality.

We look forward to welcoming you to this landmark event.

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We are pleased to announce:



Keynote Speaker: Richard Reed, Co-Founder, Innocent

This event is renowned for an outstanding conference programme which delivers insight from leading speakers both outside the industry, and within it. Recent Keynote Speakers include **Gerald Ratner** (CEO of geraldonline.com), **BJ Cunningham** (founder of Death Cigarettes) and **Simon Woodroffe** (founder of Yotel and Yo! Sushi). Richard promises to maintain our tradition for fantastic inspirational keynotes.



Conference programme

The 2011 ACI EUROPE Airport Trading Conference & Exhibition “Innovation to drive commercial business” 4-6 April 2011, Dublin, Ireland

Monday 4 April 2011

10:30 – 16:30 ACI EUROPE Commercial Forum Meeting

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For more details, please contact Danielle Michel, ACI EUROPE Senior Manager Membership and Commercial Services, via tel: +32 (0)2 552 09 78 or email: danielle.michel@aci-europe.org

19:30 – 21:30 Welcome Reception

Gravity Bar, Guinness Storehouse

Hosted by



Tuesday 5 April 2011

09:00 Opening Session

Welcome addresses

Chairman: Dermot Davitt, Executive Director, **The Moodie Report**

Declan Collier, CEO, **Dublin Airport Authority**

Filip Soete, Marketing and Operational Communications Director, **Aéroport Nice Côte d'Azur** and
Chairman, **ACI EUROPE Commercial Forum**

State of the Industry address

Olivier Jankovec, Director General, **ACI EUROPE**

Inspirational Keynote Address

An Innocent story: Richard Reed, Co-Founder, Innocent



Richard Reed is co-founder of Innocent, the British fruit drink and “smoothie” maker. Challenging conventional business methods, the company sells over a million drinks each week and holds a 70% share of a growing market. It also sets new standards by running everything on green energy and giving 10% of profits to charity. In April 2009 Coca-Cola bought a £30m stake in Innocent, which will allow further European growth.

10.30 Networking refreshment break on the exhibition floor

16:00 Third Working Session

The Networking Galleria

Facilitated networking on the exhibition floor and dedicated 1-2-1 business meetings enabled by an easy to use online booking system. Before even travelling to Dublin delegates are able to search for other delegates attending and arrange meetings of up to 30 minutes.

Register early to take advantage of the networking available.

19:30 – 23:00 Networking Gala Dinner

The Mansion House

Hosted by



Wednesday 6 April 2011

09:00 Fourth Working Session

Evaluating all of the different commercial models for airports, concessionaires and brands.

What is good? What is bad? What works for you?

Chairman: Brian Collie, Chairman, **McArthurGlen Luxury Retail Ltd**

What is the right model for airport commercial activity – landlord, joint ventures, master concessionaire, other?

Luke Bugeja, Director Brussels Airport, **MAp Airports**

How do you create win-win-win agreements between travel industry stakeholders?

Jean-Baptiste Morin, SDA Chairman and Chairman & CEO, **Aelia**

How do airports and retailers need to adapt their approach to achieve better results with brands?

Francis Gros, Group Travel Retail Director, **Luxtottica Group**

What is the right approach to pricing and would airports achieve a higher gross spend if they ensure all prices are below those “downtown”?

Jack MacGowan, Chief Commercial Officer, **Dublin Airport Authority**

Questions for panellists to consider:

Should airports leave retailing to retailers alone to see best results?

Brand vs non-brand, local vs global. Is the balance right?

What are the best methods to enhance relationships and business practices between airports and concessionaries during the whole life of a contract?

What role should an airport and its retailers take towards marketing?

How do commercial managers ensure all their senior management support their vision, and ensure other departments are in sync with the non-aeronautical goals?

How should Commercial Directors at airports set up their departments to ensure their commercial strategies are effective and achieved?

How can airports sell their commercial visions and get buy-in from concessionaires and brands?

11:00 Networking refreshment break on the exhibition floor //////////////////////////////////////

11:45 Fifth Working Session

Overcoming the latest economic and political challenges facing travel retail

The European Commission has opened up a public consultation on a review of the Tobacco Products Directive. One of the recommendations is an EU-wide tobacco display ban which, as Ireland's airports have already discovered severely impacts sales. On top of that there are continued efforts by the World Health Organization to limit alcohol and tobacco sales in duty free, plus other challenges in areas such as cabin bag restrictions and security. What can the airport community do to protect its interests in these areas?

Chairman: Marek Kolasinski, Managing Editor, **Frontier Magazine**

Panellists:

Frank O'Connell, President, **ETRC**

David Francis, General Manager Worldwide, Duty Free Vice President, **JT International**

Gerry Crawford, Head of Retail, **Dublin Airport Authority**

Raoul Spanger, Member of the Board, **Gebr Heinemann**

Andrzej Jan Rys, Directorate C: Public Health and Risk Assessment, **European Commission***

12:45 Closing Presentation

Bringing Dublin T2 to life – realising the commercial vision from conception to delivery

Paul Neeson, Director Retail, **Dublin Airport Authority**

13:15 Networking lunch break on the exhibition floor //////////////////////////////////////

14:00 Tour of T2 at Dublin Airport



*Speaker Invited

The Convention Centre Dublin (The CCD) is Ireland's new world class purpose-built international conference and event venue. Prepare to experience a conference location like no other, right in the heart of Dublin, dedicated to delivering inspiring events.





To book your stand or to discuss sponsorship opportunities

please contact Ben Whibley, Head of Exhibition and Sponsorship,

on +44 1293 783 851, or email ben@pps-publications.com



Exhibition and Sponsorship

A Unique Opportunity

ACI EUROPE Airport Trading Show is Europe's largest commercial airport exhibition and conference.

This two-day exhibition attracts over 400 senior level executives and presents an excellent showcasing platform for industry suppliers and providers.

Past exhibitors include

Aelia / American Express / BAA / Bacardi / Be Relax / Cellboost / The Change Group / Chantry / CPS / Exactta / Espresso / Fast Park/ Fly / Hertz / HMS Host /Autogrill / Media Lounge / ICE / Jack in the Box / Lambretta / McArthur Glen / NCP / Niclas / The Nuance Group / Panasonic / Plasto / The Restaurant Group / SEA / SSP / Telelink / Tie Rack / Top Selection / Travelex / Wanzl / Ypex / Zumo

Why Exhibit?

- * Europe's largest commercial airport exhibition and conference of 2011
- * Opportunity to meet up to 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 there will again be the opportunity for exhibitors to pre-plan meetings and search for delegates online before attending the event. There will be a dedicated area on the exhibition floor which will ensure exhibitors get the most out of their time at the ACI EUROPE Airport Trading Conference and Exhibition

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For more information, please visit www.aci-europe-events.com

Hear expert speakers from the following organisations...



Evening events

Hosted by **daa** 



The Welcome Reception

Monday 4 April 2011, 19:30 – 21:30

Gravity Bar, Guinness Storehouse

Dublin Airport Authority is delighted to invite you to two exclusive networking events. The Welcome Reception will take place on Monday 4 April 2011 at the stunning Guinness Gravity Bar. This impressive bar hovers above the roof of the Guinness Storehouse, high in the Dublin skyline, offering a fantastic 360 degree view of the city. Guests will be treated to cocktails and canapés whilst enjoying the views and a relaxed evening of networking and socialising.



Hosted by **daa** 

The Gala Dinner

Tuesday 5 April 2011, 19:30 – 23:00

The Mansion House

The Gala Dinner will be held on Tuesday 5 April 2011 in the Round Room at The Mansion House, renowned as one of the grandest rooms in Dublin. Since being built in 1821 to receive King George IV, this city landmark has been steeped in political, royal and social history, including the first ever Dail Eireann. In 1921, 100 years after the room was built to receive the British monarch, the Anglo-Irish Treaty was ratified here. The ratification ended the Anglo Irish War, created Ireland as a Free State and caused the Civil War. Having retained its former glory, this venue undoubtedly provides an outstanding backdrop for a traditional evening of Irish hospitality and entertainment.

Accommodation



ACI EUROPE recommend a number of hotels, for varying budgets, close to the conference venue. We do recommend that you make a hotel reservation as early as possible to secure a good rate.

For further information please visit:

www.aci-europe-events.com

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Crokefort
Terminal 2

Conference Registration

20th ACI EUROPE Airport Trading Conference and Exhibition,
The Convention Centre Dublin, Ireland, 4-6 April 2011

Mr/Ms Surname

First name

Job title

Organisation

Address

Post code Country

Telephone Fax

Email

Accompanying spouse/partner

(Spouse fee covers attendance at lunches, Welcome Reception and Gala Dinner)

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Registration fees (in €'s) (Please tick appropriate boxes)

Price for payment **BEFORE** 25th February 2011

Price for payment **AFTER** 25th February 2011

€870 ACI member €1170

€1740 Non ACI member €2340

€1300 ETRC member €1300

€653 Member airport: less than 500,000 traffic units €878

€1305 Non-member airport: less than 500,000 traffic units €1755

€175 Spouse/partner (ACI member) €250

€350 Spouse/partner (Non ACI member) €500

Press (free) Speaker (free)

PLEASE DEBIT MY VISA/MASTERCARD/AMEX CARD WITH THE AMOUNT OF: €

CANCELLATIONS: Registration fees cannot be refunded after 25th February 2011, and must be paid regardless of non-attendance. Substitutions are accepted subject to prior written notice.

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Receipt of your registration form is confirmation of your attendance. Payment must be received in advance by international bank transfer or credit card. If payment is not received in time, participants will be asked to pay on site or provide proof of payment (copy of bank transfer order) before being admitted to the conference.

Also book online at www.aci-europe-events.com

For more information please contact:

Andrea Bevan, Conference Executive

Tel: **+44 1293 783 851** email: andrea@pps-publications.com

Please return this form to the ACI EUROPE Conference Unit by fax to: **+44 1293 782 959**