

中国航空运输业 创新发展论坛

2016年7月28-29日, 北京



China Air Transport Industry Innovation Day

中国航空运输创新发展论坛

Agenda

日程表

Day One **Thursday, 28nd July**
时间 星期四, 7月28日

- 08.30 – 09.00 **Registration 签到**
- 09.00 – 09.10 **Opening Remarks – Smarter at every step on the journey**
开幕词——让旅行每一步更智能
Tomorrow's journey will be smarter, and technology and innovation will continue their increasingly critical role in the air transport industry. As we look to technologies like predictive analytics, the next wave of personal mobile, the Internet of Things and smarter systems, how can we embrace and adapt to these trends, and at what speed?
未来的旅行会更加智能, 技术与创新将继续在航空运输业发挥日益重要的作用。当我们审视预测分析、未来个人移动、物联网和更智能系统等趋势时, 我们应如何接受并适应这些趋势, 又需要多久时间呢?
May Zhou, VP & General Manager, SITA China
周红梅, 国际航空电讯集团 (SITA) 副总裁兼中国区总经理
- 09.10 – 09.30 **China aviation 13th five-year strategy – IT focus**
Xu Tao, CAUC
中国航空运输业十三五战略——聚焦 IT
徐涛, 中国民航信息技术科研基地主任, 中国民航大学教授、博士生导师
- 09.30 – 10.00 **2016 Airline/Passenger IT trends survey results**
2016 航空公司/旅客 IT 趋势调查
Airline passengers prefer tech to people, and airlines and airports must offer passengers choice and control to improve passenger's satisfaction.
航空旅客更青睐使用技术而非人工服务。航空公司和机场必须为旅客提供选择及控制权来提升旅客满意度。
Jeanette See, Head of Marketing, SITA APAC
Jeanette See, 国际航空电讯集团 (SITA) 亚太区市场总监
- 10.00 – 12.00 **How advances in technology continue to improve the passenger experience**
A look into opportunities and trends
技术进步如何持续改善旅客体验, 机遇与趋势展望
- 10.00 – 10.20 Tomorrow's passenger, tomorrow's airport**
未来旅客、未来机场
IATA has been pushing to simplify business and to promote Fast Travel for years. With modern smart technology, what could this mean for your airport or airline or passenger?
What can we learn from the past and use in the future?
多年来, 国际航空运输协会一直致力于简化商务及便捷旅行的发展。现代智能技术的推出对机场、航空公司或旅客意味着什么? 我们能从过去学到什么? 未来如何使用?
Hou Kan, Regional Head, Airport, Passenger, Cargo and Security, North Asia, IATA
侯侃, 国际航协北亚地区机场、旅客、货运及安保服务部主任



10.20 – 10.50 Baggage: Looking to the future

行李：展望未来

IATA resolution 753 requires that by June 2018, airlines keep track of every item of baggage from start to finish. This initiative is critical to increasing passenger satisfaction. Moreover, what will the total baggage management picture look like in the future?

国际航空运输协会第 753 号决议要求，到 2018 年 6 月，航空公司应在旅行开始至结束的整个过程中追踪每一件行李。此决议对提升旅客满意度至关重要。此外，未来行李管理整体状况如何？

Li Yan, Senior Solution Designer, SITA China

李艳，国际航空电讯集团（SITA）中国区高级解决方案构架师

10.50 – 11.20 Coffee break / demo area tour

茶歇/样品展区参观

11.20 – 12.00 Panel discussion – Tackling the role of technology in improving passenger satisfaction, and how the industry is responding to embrace the trends.

Chairman: Sherry Xiong

小组讨论——探讨技术在提升旅客满意度方面发挥的作用以及航空业如何接受这一趋势。

Moderator: Sherry Xiong, Head of Sales, SITA China

Panelists: Hou Kan, IATA

Xu Bo, Manager, Ground Handling Dept., China Southern Airlines

Li Hongxing, CIO of Hong Kong Airlines,

Li Yan, Senior Solution Designer, SITA China

主持人：熊杉，国际航空电讯集团（SITA）中国区销售总监

小组讨论成员：侯侃，国际航空运输协会

许波，中国南方航空公司地服部经理

李红星，香港航空公司 IT 总监

李艳，国际航空电讯集团（SITA）中国区高级解决方案构架师

12.00 – 14.00 Lunch / demo area tour

茶歇/样品展区参观

14.00 – 16.40

Smart technology and smarter airports

智能技术和更智能机场

14.00 – 14.30 Airside processes optimization – A-CDM and beyond

机场空侧流程优化——机场协同决策 (A-CDM) 及其他

Is there a challenge to implement A-CDM at airports even if proven benefits and fast ROI's can be demonstrated? How can we get the different stakeholders to buy-in? What have we learned from experiences in Europe and elsewhere?

已证实 A-CDM 多有益处并可实现快速投资回报，在机场实施 A-CDM 会遇到什么挑战？如何让不同的利益相关方接受它？我们能从欧洲和其他地区的经验中学到什么？

Dietmar Dippe, Senior Portfolio Manager, SITA

Dietmar Dippe，国际航空电讯集团（SITA）高级产品经理

14.30 – 15.00 Big data/ airport pulse

大数据/把握机场脉动

Mark Wang, Senior Lead Specialist, SITA China

王新光，国际航空电讯集团（SITA）中国区高级解决方案专家

For everyday operation, airports create “Big Data” from different sources. Listening, interrogating and combining this data allows airport operators to hear the airports daily “PULSE” in a single view, by which the airports can move from reactive to a proactive and

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predictive mode.

针对日常运营，机场搜集不同信息源建立“大数据”。听取、询问并结合这些数据使机场运营商通过单一视图，把握机场脉动。借此，机场可从响应模式转为前瞻模式及预测模式。

15.00 – 15.20 Customer best practise

客户最佳实践 – 上海机场建设智慧机场探讨

Zhang Zhuojian, SAA

张卓剑，上海国际机场集团信息部主任工程师

15.20 – 16.00 Coffee Break / demo area tour

午餐/样品展区参观

16.00 – 16.40 panel discussion – How do smart systems help airports become more operationally efficient? And how does this translate to the passenger?

小组讨论——智能系统如何帮助机场实现更高效运营？如何惠及旅客？

Moderator: Xiong Ying, IT General Manager, BCIA

Panelists: Dietmar Dippe, Senior Portfolio Manager, SITA

Mark Wang, Senior Lead Specialist, SITA China

Zhang Zhuojian, SAA

主持人：熊英，北京首都机场股份有限公司信息部总经理

小组讨论成员：**Dietmar Dippe**，国际航空电讯集团（SITA）高级产品经理

王新光，国际航空电讯集团（SITA）中国区高级解决方案专家

张卓剑，上海国际机场集团信息部主任工程师

16.40 – 17.10

Leaving behind your legacy infrastructure

摒弃传统落后的基础设施

16.40 – 17.10 Oversea call center planning and deployment

海外呼叫中心规划及发展

Nowadays more and more Airlines are considering the overseas call center construction, it is the trends and voice solutions also used to improve efficiency. What does it look like now?

现在，越来越多的航空公司在考虑构建海外呼叫中心。这是大势所趋，同时也是提升效率的语音解决方案。目前进展如何？

Qu Baobao, Head of Airlines Communication Solutions, SITA China

瞿宝宝，国际航空电讯集团（SITA）中国区航空公司通讯业务总监

17.10 – 17.30

Membership anniversary celebration – for Xiamen and Sichuan Airlines

会员周年庆典——厦门航空和四川航空

17.30 – 17.40

Closing Summary

闭幕词

May Zhou, VP & General Manager, SITA China

周红梅，国际航空电讯集团（SITA）副总裁兼中国区总经理

18.30 – 21.00

Dinner

晚宴

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Agenda

日程

Day Two
时间

Friday, 29 July
星期五, 7月29日

09.30 – 11.00

IATA Cyber security session
国际航空运输协会网络安全会议

11.30 – 13.00

Lunch with expert discussion on Cyber security
午餐, 与专家讨论网络安全问题