

AVIATION WEEK   
**MRO**  
EUROPE

Conference: October 19-21, 2021  
Exhibition: October 20-21, 2021  
RAI Amsterdam, The Netherlands

# *Strategies for a Strong and Sustainable Future*

Hear from industry leading speakers:



**Anne Brachet**  
EVP,  
Air France – KLM  
Engineering/MRO



**Earl Exum**  
President,  
International Aero  
Engines



**Anne Larilahti**  
VP Sustainability,  
Finnair



**Ásgeir Bjarni  
Larusson**  
Director,  
Technical Operations,  
Icelandair



**Henrik Schlotfeldt**  
Managing Director,  
ST Engineering  
Aerospace Solutions

## **Early Bird Savings**

*Conference: Book before September 24 to save \$400*

*Exhibition: Free up until September 24*

Register at [mroeurope.aviationweek.com](http://mroeurope.aviationweek.com)

#MROE |     

**AVIATION WEEK**  
NETWORK 



MRO Europe is the leading event for the commercial aviation aftermarket in Europe. Taking place at the RAI Amsterdam in 2021, the event combines an international exhibition featuring 400+ exhibitors on October 20-21 and a senior level conference on October 19-21.

The conference will reunite key stakeholders from the regional community to engage with the most timely and critical issues facing the industry. The agenda will tackle opportunities and challenges in the areas of cargo, sustainability, workforce, supply chain management and more.



## 400+ Exhibitors

MRO Europe is the largest tradeshow in the region, meet new suppliers and discover the latest aftermarket technology

## Senior Level Conference

3-day conference running alongside the exhibition on October 19-21

## Go Live! Theater

Free show floor content available to all attendees across October 20-21

# Meet the Exhibitors

The tradeshow at MRO Europe hosts 400+ international suppliers to the aviation aftermarket. By attending, you will have the opportunity to meet a wide range of companies displaying their latest technology, products and services.

## Exhibitor Profile:

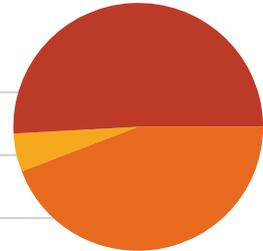
### by Industry

Top 10 industries represented on the show floor:

- Airframes
- Avionics/Instruments
- Cabin Interiors/InFlight Entertainment
- Components
- Engineering
- Engines
- Landing Gear/Wheels/Brakes
- MRO/Third Party Maintenance
- Parts Distributors
- Parts Manufacturer

### by Region

Europe 51%  
Rest of World 5%  
North America 44%



[VIEW THE EXHIBITOR LIST HERE](#)

## Pavilions and Zones

Around the show floor you will see a number of dedicated zones, including:

### EASA Services Zone

The EASA Services Zone is a designated area for Part 21 (Design and Manufacturing), Part 147 (Training) and Part M (CAMO) specialists. This zone is a one-stop shop for MROs, airlines and lessors looking for specialist EASA approved services companies.

### Hangar Equipment Zone

The Hangar Equipment Zone is dedicated to exhibitors who supply aircraft maintenance hangars, doors and equipment. Attendees looking for specialist equipment such as engine stands, ground support equipment, airframe and engine tooling, docking and access platforms, test equipment, safety equipment and much more can find it here.

### New Exhibitor Showcase

A dedicated area for those companies exhibiting for the very first time at MRO Europe! Perfect for SMEs or companies who have not exhibited before and are looking to try out the show.

### Country Pavilions

Looking for a cluster of companies from a region or country? Look out for the numerous pavilions on the show floor. Pavilions already confirmed for 2021 include Canada, Florida, France, The Netherlands, Oklahoma, Wales and Washington.



# Conference Agenda

Note: To access the conference agenda, you will need either a delegate pass or VIP Airline/Lessor pass. See back page for delegate fees and Airline/Lessor VIP qualification criteria.

## Tuesday, October 19, 2021

2:00pm **Welcome Address from Aviation Week Network**

2:15pm **Ramping Up and Ongoing Challenges**

*30-minute panel with audience Q&A*

What are the ongoing technical challenges and costs of aircraft storage and return to service? What are the main drivers for demand pick up and how fast will MRO demand surge as passengers return to the skies? What are the consequences for MROs and how are they managing the checks and maintenance activity to make aircraft available for operations quickly? Exploring deferred maintenance, engine maintenance and increased lead-time due to capacity constraints. Is line maintenance an early star to resume as networks ramp up? What are the implications of the slow return of long-haul, profitable business travel for the rest of the market?

**Moderator: LeeAnn Shay**, Executive Editor, MRO and Business Aviation, Aviation Week Network

**Anne Brachet**, EVP, Air France KLM

**Richard Kendall**, CCO, HAECO Group

**Brian Sartain**, SVP Repair and Engineering Services, AAR

3:00pm **State of the Market: Forecast and Trends**

*Presentations with audience Q&A*

2021 ended up being a year of transition, not a year of recovery. Hear two different Forecast speakers presenting alternative views on the rate of the recovery and demand forecasts. What did we see in Summer 2021 and what can we expect for 2022 and beyond? Understand what the post-pandemic landscape means for fleet strategies and how reliable current forecasts can be in an uncertain environment. What is the margin of error and when can we expect a clearer picture of future demand and trends?

**Robbie Bourke**, VP, Oliver Wyman CAVOK

**Dan Williams**, Fleet, Flight, Forecast Analyst, Aviation Week Network

3:45pm **Operator Insights: What has changed, what has stayed the same, what now?**

*30-minute panel with audience Q&A*

Understand fleet strategies and considerations and how operator priorities and business models have changed. How have they cut costs and increased efficiency? What has been most important to the engineering, technical and maintenance teams during the period of low demand? How have airlines changed their insourcing versus outsourcing strategies and how are they working with and managing suppliers and partners? What will airlines want from the aftermarket post-pandemic?

**Moderator: LeeAnn Shay**, Executive Editor, MRO and Business Aviation, Aviation Week Network

**Saúl Martín Álvarez**, Line Maintenance Director, Iberia

**Ásgeir Bjarni Larusson**, Director, Technical Operations, Icelandair

**Swaran Sidhu**, Head of Fleet Technical Management, easyJet airlines

4:30pm **End of Day 1 Content**

## Wednesday, October 20, 2021

9:30am **Sustainability Keynote**

**Anne Larilahti**, VP Sustainability, Finnair

10:00am **Update on Consolidation and Expectations for Regional Landscape**

*30-minute panel with audience Q&A*

Adapt, Shrink, Consolidate: What do we expect to see in 2022, will there be further consolidation of the MRO world? How will the position of the independents change? There have been plenty of acquisitions in the lower tiers, what else can we expect to see elsewhere and how will this alter the playing field?

**Angus von Schoenberg**, Industry Officer, TrueNorth

10:45am **Cargo and Aircraft Conversions: A Sustainable New Business?**

*20-minute presentation with audience Q&A*

Cargo is still a hot market. Exploring passenger to freighter (P2F) conversions: Is this a permanent change? How do we expect this to play out as passenger demand returns? How is the MRO market responding to the challenges of this fast sector and what are the constraints? Are there enough lines to respond to the demand - how is it impacting line maintenance?

**Thomas Centner**, Director Sales Aircraft Conversion, EFW

11:15am **Insights from the Lessors**

*30-minute panel with audience Q&A*

With aircraft still parked, what have been their approaches for part-out? As market stakeholders have had to become more flexible and work closely with partners in the industry, what have been the key challenges and the lessons learned? What do they look for from the MRO community? How have recent events changed their approach to PMA? What has changed and will mark a permanent shift to future operations?

**Maurick Groeneveld**, Managing Director, AvSkills

**Eamonn McAuley**, VP Technical, ORIX Aviation

12:00pm **Supply Chain Management**

*30-minute panel with audience Q&A*

Pre-pandemic, many of the market players were focused on being extremely lean. After finding that minimal inventory and just-in-time supply chains didn't allow them any buffer, what are the lessons learned? How will industry players build a more resilient supply base to support themselves in the future and ensure they have added capabilities so that the capacity is in place? What changes can we expect to see and will suppliers and airlines move forward with a different approach?

**Moderator: Lindsay Bjerregaard**, MRO Editor, Americas, Aviation Week Network

**Jacques Dauvergne**, Director Supply Chain, Air France Industries

**Iván González Vallejo**, Director Strategy and Supply Chain, Iberia Maintenance

**Kaarle Karp**, Head of Supply Chain, Magnetic MRO

**1:00pm Surviving and Thriving: Case Study on Coming out on top**

*20-minute presentation plus audience Q&A*

As we seek to ensure that we are protected against a future market disruption or pandemic, hear from ST Engineering on what enabled them to weather the storm. Learn about the contingency planning, digital solutions, streamlining, investment in future demand products and divestment of legacy products that prepared them for long term survival and success. Learn how to build your business to prepare effectively for the next pandemic.

**Henrik Schlotfeldt**, MD, ST Engineering Aerospace Solutions

**1:30pm End of Day 2 Content**

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*“Great to meet existing and new suppliers.”*

**Aman Poorebrahim**

Strategic Procurement Manager Technics, **Austrian Airlines**

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**Thursday, October 21, 2021**

**10:00am Recovery Prospects and Broader Strategic Considerations**

*30-minute panel with audience Q&A*

Were there any trends that we were already seeing in the market that the pandemic just accelerated? How might we expect the financial situation of European airlines to affect the maintenance environment and demand and capacity? What is the structural long-term impact of the pandemic on the industry and value chain? What will be some of the broader strategic considerations that need to be considered as we emerge? As we move into a recovery and growth period, which capabilities and skills do European players need to focus on to be successful?

**10:45am The Engines Session**

*30-minute panel with audience Q&A*

What is the Engine MRO impact of a return of narrow body airframes, before widebody? What has been the impact of airlines turning to green time engines from parked aircraft amid the pandemic to preserve cash and how will that affect the MRO recovery profile? Full shop visits have been customized by quick fixes, more on-site services etc – how long will they take to return? What trends are the larger providers seeing in term of shop visits? What are we seeing in terms of capacity? How has capacity been adapted by the MRO providers, by whom and how? How fast can the industry adapt to new needs? How will consolidation impact the Engines space and stakeholders?

**Session Leader: Caroline Vandedrinck**, SVP Business Development, SR Technics

**Philippe Albrecht**, Director – International Sales, StandardAero Airlines & Fleets

**Michael Grootenboer**, SVP Engines Product, Air France Industries KLM Engineering & Maintenance

**Andreas Kalina**, VP Marketing & Sales Europe, Africa, CIS, Baltics, MTU Maintenance

**Alan Kelly**, General Manager, CFM Services

**Neil Russell**, Chief Operating Officer, Aero Norway

**11:30am Workforce: Retaining Knowledge and Preparing for the Future**

*20-minute presentation plus audience Q&A*

What have we learnt about holding onto technical knowledge and skilled staff in terms of lower demand? When businesses are trying to stay afloat and cutting costs to survive – what are the most important considerations? Looking ahead: How will we manage the surge in MRO demand when business picks up? How can investment in and commitment to a diverse workforce support build the best businesses? How is the industry working with prospective candidates and young people to enable them to identify a career path and re-energise that choice?

Engaging with mentorship and outreach programmes to secure the future workforce.

**Earl Exum**, President, International Aero Engines

**12:00pm Impact of Retirements**

*30-minute panel with audience Q&A*

Many operators adopted a ‘wait and see’ approach to retirements in 2020 anticipating a bounce back in demand but with an expected wave of retirements approaching, the industry is facing an excess of inventory and bigger supply chain issues impacting the MRO value chain and USM market. There is increased pressure on prices due to availability of spares, aircraft part-outs, used serviceable material and maintained non-acceptance of PMA, DER and DOA repairs by leasing companies. Is PMA a growth industry? How will airlines respond to this issue and what will be the key challenges for industry players?

**Nicole Noack**, Managing Director, Independent Aircraft Modifier Alliance

**Lee Whitehurst**, Commercial Director, Materials, GE Aviation

**Max Lutje Wooldrik**, Founder & CEO, APOC Aviation

**12:45pm End of MRO Europe 2021 Conference**

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*“Met the people in my e-mails face-to-face! Great opportunity to talk and get their opinion about the recent market and their future expectations.”*

**Yavuz Yasar**

Maintenance Coordinator, **Nordwind Airlines**

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*“The conference was very informative and I would recommend that if you are able to attend, you should. It’s a great networking opportunity.”*

**Karl Davies**

Director of Business Development, **AerSale Inc**

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Taking place directly on the show floor, the *Go Live! Theater* will feature hosted sessions, product briefings and complimentary content.

Split across both days of the exhibition, the sessions are focussed on two key themes: *Drivers for Recovery* on Wednesday and *Passenger Experience* on Thursday.

### Wednesday – Drivers for Recovery

Hear from All4Jets as they give some insights into their experience of 3D solution during Part 147 training  
**Robert Grochowski**, CEO & Training Manager, All4Jets

Aiir Innovations will present learnings and key takeaways on implementing AI for engine inspections at MRO's across the globe  
**Bart Vredereg**, CEO & Co-Founder, Aiir Innovations B.V.

Netherlands Aerospace Center (NLR) join to give an update on developments with ARVI (autonomous robot for visual inspections)  
**Arjan De Jong**, Program Manager Maintenance Engineering, Management & Technology, NLR

Mainblades present a Case Study on their Drone-as-a-Tool solution  
**Dejan Borota**, Director, Mainblades

Sustainable Aero Lab share what they are doing to bring together start-ups to build toward greener aviation. Understand the opportunities and what is being done to develop technologies that will reduce the aviation industry's impact on climate change.  
**Lukas Kaestner**, Co-Founder & COO, SUSTAINABLE.AERO Lab

Digitalization of Aircraft Maintenance - The brand new ANITA hot bonder drives Composite Repairs in the 5G and Industry 4.0 era as presented by GMI Aero  
**Dr George Kanterakis**, R&I Director, GMI Aero

An update on SAF (sustainable aviation fuels) from Pratt & Whitney  
**Sean Bradshaw**, Fellow, Sustainable Propulsion, Pratt & Whitney

New electric aircraft: What is out there and what should you know

How are digital tools, predictive and AI progressing? What is the 'state of the art' in 2022? Critical insights into emerging technologies

Highlighting the importance of digital services in the future: What new services have been launched? How can customers benefit? How can such services help the recovery? What are the focus areas?

Big data, predictive maintenance, data analysis, digital transformation: Driving business advantages from big data analytics

### Thursday – Passenger Experience

Strategies and technologies to restore passenger confidence

How will the passenger experience change on-board with an increased focus on leisure travel?

Government support and cross-market initiatives: How can there be harmonization across countries to accelerate travel and how are the regulators involved?

Interiors: Where will investment go? Exploring how service, hygiene, cleaning and distancing may change on-board

How will cost-saving affect the on-board experience: What will IFE look like?

What is new in the Cabin?

### Speaker & Sponsor Opportunities

If you are interested in providing a case study or product briefing for a Go Live! Session above, or would simply like more information on sponsorship opportunities, contact the sales team in your region:



**Europe/Russia/CIS/Africa/Middle East**  
**Mike Elmes**

Managing Director, Aerospace Media  
+44 (0) 1206 321639  
mike.elmes@aerospacemedia.co.uk



**Americas/Canada**  
**Beth Eddy**

Director, Exhibit Sales  
+1 (561) 279 4646  
betheddy@aviationexhibits.com



**Asia-Pacific**  
**Clive Richardson**

Director, Exhibit Sales  
+44 (0) 7501 185257  
clive@accessgroup.aero

# Industry Leading Speakers Include:



**Philippe Albrecht**  
Director –  
International Sales,  
**StandardAero**  
Airlines & Fleets



**Robbie Bourke**  
VP,  
**Oliver Wyman CAVOK**



**Anne Brachet**  
EVP,  
**Air France – KLM**  
Engineering/MRO



**Sean Bradshaw**  
Fellow, Sustainable  
Propulsion,  
**Pratt & Whitney**



**Thomas Centner**  
Director Sales Aircraft  
Conversion,  
**EFW**



**Jacques Dauvergne**  
Director Supply Chain,  
**Air France Industries**



**Arjan De Jong**  
Program Manager  
Maintenance Engineering,  
Management &  
Technology, **NLR**



**Earl Exum**  
President,  
**International Aero**  
Engines



**Iván González Vallejo**  
Director Strategy  
and Supply Chain,  
**Iberia Maintenance**



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SVP Engines Product  
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**Lukas Kaestner**  
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**SUSTAINABLE.AERO Lab**



**Andreas Kalina**  
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Sales Europe, Africa  
and Middle East,  
**MTU Maintenance**



**Kaarle Karp**  
Head of Supply Chain,  
**Magnetic MRO**



**Alan Kelly**  
General Manager,  
**CFM Services**

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**Richard Kendall**  
Chief Commercial Officer,  
HAECO Group



**Anne Larilahti**  
VP Sustainability,  
Finnair



**Ásgeir Bjarni Larusson**  
Director,  
Technical Operations,  
Icelandair



**Saúl Martín Álvarez**  
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Director,  
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Modifier Alliance



**Neil Russell**  
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**Brian Sartain**  
SVP, Repair and  
Engineering Services,  
AAR Corp



**Henrik Schlotfeldt**  
Managing Director,  
ST Engineering  
Aerospace Solutions



**Swaran Sidhu**  
Head of Fleet Technical  
Management,  
easyJet airlines  
company



**Caroline Vandedrinck**  
SVP Business  
Development,  
SR Technics



**Angus von Schoenberg**  
Industry Officer,  
TrueNoord



**Bart Vredereg**  
CEO & Co-Founder,  
Aair Innovations B.V.



**Lee Whitehurst**  
Commercial Director,  
Materials,  
GE Aviation



**Daniel Williams**  
Senior Fleet, Flight,  
Forecast Data Analyst,  
Aviation Week Network



**Max Wooldrik**  
Founder and CEO,  
APOC AVIATION

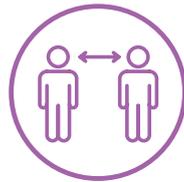
At MRO Europe 2021 you can expect to see that health and safety is a priority and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organized event experience.

Health & Safety Measures include, but are not limited to:



### Health Checks:

Before entering the venue, attendees will be asked to scan a QR code and complete the 5 questions health check to be permitted entry.



### Physical Distancing:

Throughout the venue there are 'keep 1.5 meter distance' reminders as well as separate entrances and exits separated to manage crowd flow.



### Venue Health & Hygiene:

Daily cleaning plan, recalibration of the air ventilation system, provision of sanitiser, soap, napkins and anti-septic wipes.

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## Travel

We strongly recommend attendees check if any restrictions apply to your country of origin before making travel arrangements. Visit our dedicated [Travel page](#).

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## Venue & Hotel Information

### MRO Europe takes place at:

#### RAI Amsterdam

Europaplein 24, 1078 GZ  
Amsterdam, Netherlands

Conference Location: Amtrium

Exhibition Location: Halls 1/5

### Registration Hours/Badge Pick-Up:

|                       |               |
|-----------------------|---------------|
| Tuesday, October 19   | 8:00am-5:00pm |
| Wednesday, October 20 | 8:00am-5:30pm |
| Thursday, October 21  | 8:00am-3:00pm |

### Exhibit Hall Hours

|                       |               |
|-----------------------|---------------|
| Wednesday, October 20 | 9:30am-5:30pm |
| Thursday, October 21  | 9:30am-3:00pm |

### Book Accommodation:

For nearby hotel information, please visit [mroeuropa.aviationweek.com](http://mroeuropa.aviationweek.com)  
[Click here](#)

# Register to Attend

There are several attendee options depending on the level of access required.

|   | <b>Early Bird Rate</b><br>until September 24 | <b>Full Rate</b><br>after September 24 | after October 18 |
|---|--|--|------------------|
| <b>Conference Pass</b><br>includes access to the 3-day conference, exhibition and <i>Go Live! Theater</i> | \$995  | \$1,395                                | \$1,395          |
| <b>Tradeshow Access</b><br>access to the exhibition and <i>Go Live! Theater</i> only                      | Free   | \$50                                   | \$75             |

**Register Today**

Need more information? Contact [events@aviationweek.com](mailto:events@aviationweek.com)

## VIP Qualification Criteria

For free access to the full event including the 3-day conference, please contact [kristina.nicos@aviationweek.com](mailto:kristina.nicos@aviationweek.com) to check if you qualify for a VIP Pass or join the VIP Club.

**AIRLINE COMPLIMENTARY POLICY:** To be eligible for complimentary VIP Admission to our events, you **MUST** be employed at a FULL SERVICE, LOW-COST, CARGO, CHARTER, PRIVATE OR COMMERCIAL AIRLINE and hold a position in the following areas: Engineering, Maintenance, Operations, Procurement, Supply Chain or Technical.

**LESSORS COMPLIMENTARY POLICY:** To be eligible for complimentary VIP Admission to our events, you **MUST** be in a Technical Procurement role at an ENGINE AND/OR AIRCRAFT LEASING COMPANY and hold a position in the following areas: Engineering, Maintenance, Operations, Procurement, Supply Chain or Technical.

Third party maintenance affiliates, components and parts leasing companies, and the following positions do not qualify: administrative assistants, consultants, business development, or marketing/sales.



VIP Club & Lounge Sponsor

Airline and Lessor VIP Delegates are welcome to escape from the hustle and bustle of the show floor.

[Apply for your VIP Pass](#)

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