



**1st Best Practices Workshop Series
“Innovation”**

**Monday, March 31, 2014
Kuala Lumpur Convention Centre
Room 306**

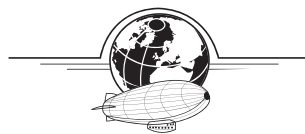
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AVIATION STRATEGIES
INTERNATIONAL



SCHEDULE

8:00 to 8:30 (30 mins)

Refreshments/Networking

Registration, Arrival of Delegates and Presenters

8:30 – 8:45 (15 mins)

Introduction

Dr. Pierre Coutu, WS2014 Moderator and IAP CoP Administrator

Welcome Address

Tan Sri Bashir Ahmad, Managing Director, Malaysia Airports Holdings Berhad (MAHB)

Alex Kirby, Executive Vice President – Airport Cities

8:45 – 10:00 (75 mins including Q & A)

Innovation & Co-Creation with Customers: Trends and Perspectives

Prof. Dr. Kathrin M. Möslin, Chair of Information Systems I, Innovation & Value Creation, University Erlangen-Nuremberg (FAU) and Director, Center for Leading Innovation and Cooperation (CLIC) – Leipzig Graduate School of Management (HHL)

Living Ideas – Connecting Lives: Innovation Management at Munich Airport. An approach exemplified by the Lipdub Image-Film”

Sarah Wittlieb, MA, IAP, Sr. Division Head, Corporate Development Strategy, Sustainability and Innovation, Munich Airport

10:00 – 10:15 (15 mins)

Refreshments/Networking

10:15 – 11:45 (90 mins including Q & A)

Mindful Innovation - Airport Design and Operations the EGIS-Avia Way

Olivier Baric, IAP, VP Business Development, EGIS Avia

Innovation – The Malaysia Airports’ Perspective

Nor Azlina Mohd. Isa, IAP, General Manager Planning & Development, MAHB

What’s Next. Collaboration to Harness the Power of the ATI Ecosystem

Carlos Kaduoka, VP Airport Business Management, SITA

11:45 – 12:00

Q & A/Wrap-up/Closing Remarks



Prof. Dr. Kathrin M. Möslein
Chair of Information Systems I
Innovation & Value Creation
University Erlangen-Nuremberg (FAU)

Kathrin M. Moeslein is professor of information systems at the School of Business and Economics at the University of Erlangen-Nuremberg. She is also a professor of management and member of the team of directors at the Center for Leading Innovation & Cooperation (CLIC) at HHL Leipzig Graduate School of Management. In addition, she serves as member of the advisory boards of the Peter Pribilla Foundation at the Technische Universität München (TUM), the Cambridge Service Alliance (CSA) at the University of Cambridge and the Fraunhofer IIS-SCS, Erlangen. Amongst others she is a founding member and has been a Vice President of the European Academy of Management (2006-2012). Kathrin has been researching, teaching and consulting in the field of strategic innovation and innovation systems since the early 1990s. Her current research focuses on the implementation of innovation strategies and technologies as well as leadership systems in service organizations.



Sarah Wittlieb, M.A., IAP
Senior Head of Division Strategy &
Innovation & Sustainability
Munich Airport

Mrs. Wittlieb is the senior division head of the Strategy, Sustainability & Innovation Department since April 2012 and is responsible for innovation management content at Munich Airport. She is responsible for developing a new Open Innovation Management Concept along with a team comprising other stakeholders in the organization. She also consults other departments on strategic issues and supported the project team which developed a new brand for the airport with the view to broadening the spectrum of views and ideas that is expected to shape Munich Airport in the future. An elected board-member of the IAP Community of Practice, Sarah serves on the Membership/Development Committee to promote innovation and membership services. She loves to travel and getting to know new people.



Nor Azlina Mohd Isa, MBA, IAP
General Manager, Planning & Development
Technical Services Division
Malaysia Airports Holdings Berhad

Nor Azlina Mohd Isa has been leading the Planning and Development Division of Malaysia Airports since 2011. She graduated from the University of Malaya with an Honours degree in Civil Engineering and obtained a postgraduate diploma in Business Administration specialising in Airport Engineering Management from the National University of Singapore through Malaysia Airports' Specialist Development Program. She recently obtained her MBA from the University Utara Malaysia. Ms. Isa has taken the lead Airport Planner role for Malaysia Airports in the National Airport Master Plan study which has involved conducting the master planning exercise for 24 airports in Malaysia.



Olivier Baric, IAP
VP, Business Development
EGIS Avia

Olivier Baric is the VP Business Development of EGIS Avia, the air transportation division of EGIS Group which provides its clients with a unique service expertise across all areas of the air transport sector: airports, air traffic management and air traffic operations. Previously, Olivier was the CEO of AERCO Aéroports du Congo, seconded by EGIS to launch the 25 years concession contract of Brazzaville, Airport (Ivory Coast) with SOFREAVIA and was in charge of the property management, commercial development and operational readiness of the new terminal building. In 2003, he was appointed as Airport Operations Manager in Tahiti and five other small airports in French Polynesia that are run by a

semi-public company. He had the responsibility of the Operation, Customer Service, Security, and Maintenance Departments and he was the project manager for the international terminal capacity enhancement. In 2005, Olivier was seconded by EGIS Projects to HERMES Airports, the concessionaire of the Cypriot airports as General Manager Pafos Airport. Olivier Baric graduated from the Political Science Institute (Science Po Bordeaux) and holds Master's degrees in Public Law and Public Management.



Carlos Kaduoka
VP Business Management
Airports Solutions
Asia Pacific
SITA

Carlos Kaduoka is a Vice President at SITA, responsible for all airport-related businesses in Asia Pacific. He is Brazilian-Japanese and experienced business strategist, with vast aviation experience on a broad range of IT projects for both airlines and airports. He has conducted and managed projects ranging from IT outsourcing to development and implementation of IT Strategy and IT Master Plan for airports in Australia and Brazil, as well as consultancy to develop IT commercialization models for airports in US, Malta, Italy, Panama, Argentina, and China. Before joining SITA, Carlos was station manager for VARIG Brazilian Airlines in Hong Kong. He has been with SITA for 16 years working in different countries in Asia and Europe where he held several roles including Head of Market Intelligence, Director of New Ventures and Outsourcing, and Airport Business Development Director.

He has a post-graduate degree in Financial Economics from London University, a Master's in Air Transport Management (focused on airport performance) from Cranfield University (England). Also at Cranfield University he is finishing his doctorate researching the impact of IT on airport performance. He is also a guest lecturer on Airport Management Systems at Cranfield University.



WS2014 Moderator and IAP CoP Administrator
Pierre Coutu, A.A.E., Ed.D.
President
Aviation Strategies International

Dr. Coutu is a specialist in aviation governance and strategic and performance management. He is an Accredited Airport Executive (A.A.E.) and holds a doctoral degree in Education (Virtual Work Teams and Distance Education). After serving in various senior operational and administrative positions in public and para-public organizations in the aviation industry, in 1998 he stepped into the private arena and founded Aviation Strategies International (ASI) where he serves as Managing Director and Executive Director of the ASI Institute, which is an accredited ICAO Trainair Plus member. He also leads a dynamic team to carry out his role as the Administrator responsible for the design, development and global deployment of the ACI-ICAO Airport Management Professional Accreditation Programme (AMPAP) in addition to being the CEO of the ensuing International Airport Professional Community of Practice (IAP CoP) comprising AMPAP graduates.

In earlier years, Dr. Coutu directed the development of the ICAO-Concordia University Aviation Security (AVSEC) Management Certification Program as well as of the ACI-Concordia University Airport Executive Leadership Program (AELP), he was appointed to the Transportation Appeal Tribunal of Canada by the Minister of Transport of Canada, and he was the first recipient of the ACI Paul Genton Medal Award for his contribution to executive-level training in Aviation. He co-chaired the 1st World Aviation Governance Forum (WAGF) with United Nations' UNITAR-CIFAL and the Foundation for Sustainable Aviation and Tourism (FAST) and also co-authored the 3rd edition of "Airport Operations" (McGraw-Hill).



The International Airport Professional Community of Practice (IAP CoP)

The International Airport Professional Community of Practice (IAP CoP) is dedicated to serving its members with the objective to contribute and enhance the practice of airport management through interdisciplinary networking, sharing experiences, and further developing best practices of the airport business for the benefit of the global aviation industry. The IAP CoP is not-for-profit and aims to become a premier global platform that provides a “full service” forum and “active, live” space for all members to advance their knowledge and networking capability beyond that of local peers while creating opportunities to access industry perspectives and opinions from world-class aviation experts. IAP CoP members comprise AMPAP participants, graduates, instructors and other AMPAP stakeholders.

Acknowledgment

The International Airport Professional
Community of Practice (IAP CoP)
thanks all the contributors
*who have helped to make
this first edition of the
IAP CoP Best Practices Workshop Series
possible.*

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