



AFRAA-ATR WORKSHOP

Theme: “Leveraging airline-OEM relationships”

Date: October 16, 2023, (Virtual Format) at 14.00hrs EAT (11.00hrs UTC)

Duration: 2.0hrs

Synopsis

What can an OEM do for you? In association with AFRAA, ATR is staging a workshop for African airlines that will give a fresh perspective on the support an OEM can provide with an African angle: from business planning and start-up support to network development, assistance with aircraft financing, aircraft induction and daily in-service support.

Agenda

14:00 – 14:10	Welcome and Introduction <ul style="list-style-type: none">• <i>Remarks by AFRAA Secretary General, Mr. Abdérahmane Berthé</i>• <i>Remarks by SITA Representative</i> Brief on State of the Airline Industry by AFRAA
14:10 – 14:40	Introduction: What can an aircraft manufacturer do for you? Presenter: TBC - Milco Rappuoli, Sales Director Middle East and North East Africa Q&A
14:40 – 15:10	Network and fleet planning: targeting profitability Presenter: Marta Sabin Miralles de Imperial, Market Strategy Director TBC, Marketing Manager Q&A
15:10 – 15:15	Break
15:15 – 15:30	Aircraft financing for Africa: linking the dots Presenter: Nick Abraham, Sales Finance Director Q&A

15:30 - 16:00	Support and Services: keep it flying Presenter: Felice de Falco, Customer Support Director
16:00 - 16:05	<i>Wrap up and closing</i>