

**Theme:** “Boeing CMO (Commercial Market Outlook) + Network and Fleet Planning”

**Date:** September 10<sup>th</sup>, 2024 (Virtual Format) at 11.00hrs UTC (GMT)

**Duration:** ~2.5hrs

## Synopsis

In association with AFRAA, Boeing is staging a two-tiered workshop for African airlines on two important topics that might further help the airlines in the region. The first one will cover the Commercial Market Outlook, which will provide airlines a better understanding of the current and future aviation forecast, while the second one will address the Network and Fleet Planning skills, so that airlines can learn the key fundamentals behind this subject and how it affects your day-to-day operation.

## Agenda

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<b>Introduction</b> 11:00 – 11:10	<b><i>Welcome and Introduction</i></b> <ul style="list-style-type: none"><li>▪ Remarks by AFRAA Secretary General, Mr. Abderahmane Berthé</li><li>▪ <b><i>Remarks by Boeing Representative, Shahab Matin, Boeing Commercial Aircraft   Middle East &amp; Africa Marketing Managing Director</i></b></li></ul> <b><i>Brief on State of the Airline Industry by AFRAA</i></b>
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### **SESSION 1**

#### ***Boeing CMO (Commercial Market Outlook)***

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11.10 – 11:55	<b><i>Presenter:</i></b> David Franson, Boeing <b><i>Duration:</i></b> 30Min + 15 Min <b><i>Synopsis:</i></b> <i>Boeing Commercial Market Outlook is a comprehensive and long-term view of the air transport industry and forecast offers in-depth analysis of global air transport markets including trends, regional market developments, and the world’s fleet needs.</i>
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Q&A

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**SESSION 2**

**Network and Fleet Planning**

12:00 – 12:45

*Presenter: Andrew Andrawis, Boeing*

*Duration: 30Min + 15 Min*

**Synopsis:**

*Network and Fleet Planning is the art of how the airlines design and optimize their networks. Where an airline flies, how often they fly in a market and what type of airplane they use make up what an airline sells to its customer. Market evaluation, network planning, and design, fleet strategy, and schedule optimization are all the core pillars of an airline's corporate planning strategy. In this presentation, you will learn more about these pillars, how airlines apply these to their unique networks, and how Boeing can use this to create value for our products.*

Q&A

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