



**13<sup>th</sup> AVIATION  
STAKEHOLDERS  
CONVENTION**  
11-13 May 2025 | Kigali, Rwanda



# Tuesday 13 May

**Sustainability. Collaborate. Innovate**

Better Skies for Africa





**13<sup>th</sup> AVIATION  
STAKEHOLDERS  
CONVENTION**

11-13 May 2025 | Kigali, Rwanda



AFRAA



**RwandAir**  
For the passion of Africa

# Programme Director's welcome

Better Skies for Africa



# Presentation 7

## Innovation at every step: Reimagining the Passenger Journey in African Aviation



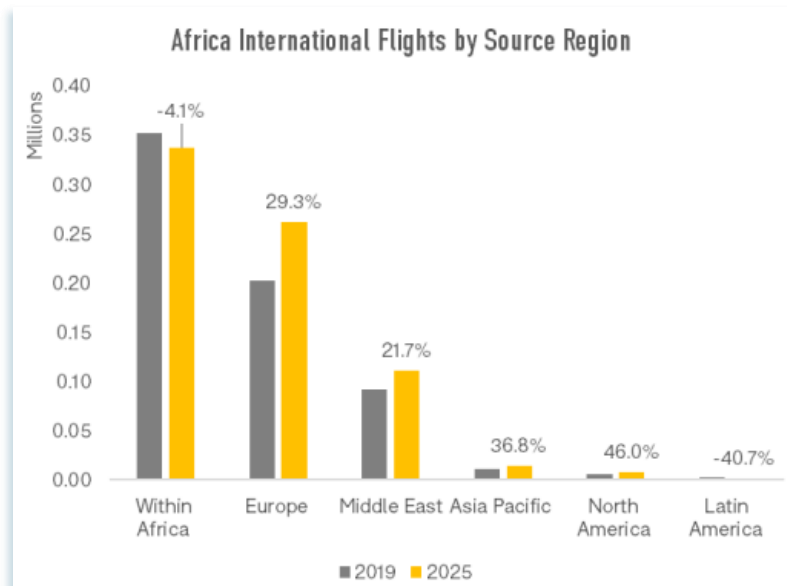
**Mr. Steve Robinson**  
**Global Business Development**  
**for Airports, Air Traffic Solutions**  
**and Border Management**  
**Collins Aerospace**

Better Skies for Africa

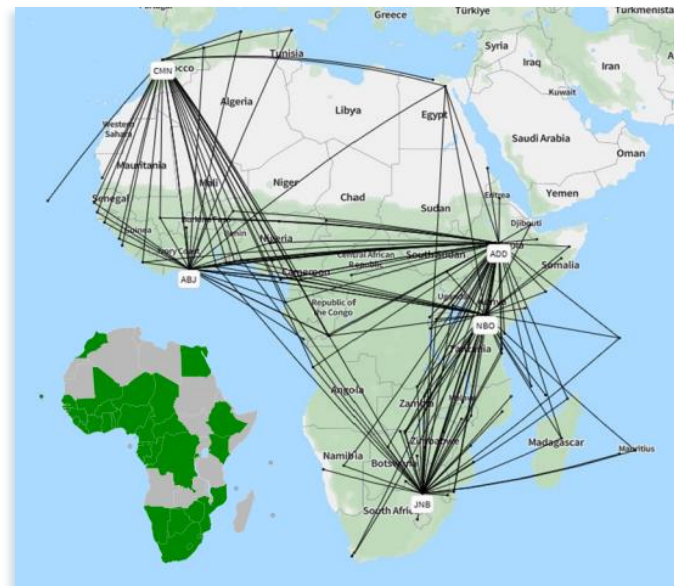


# African Aviation in 2025

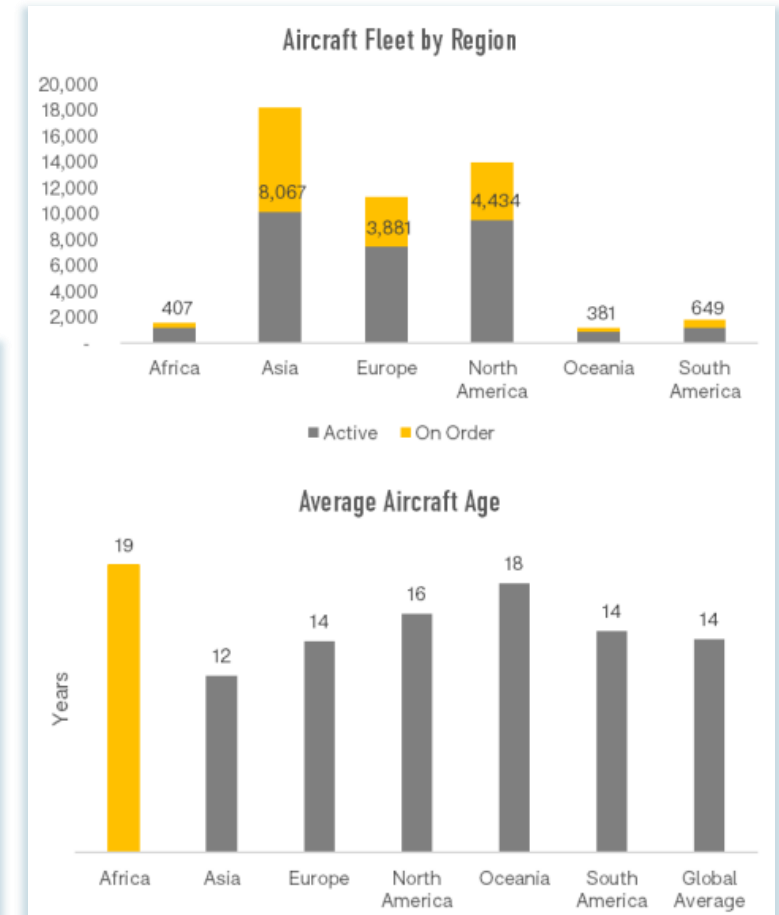
## Key Market Observations



International markets driving growth in/out of Africa



Plenty of scope for greater connectivity within Africa



2<sup>nd</sup> smallest aircraft fleet (1,153), Average aircraft age of 19 years & very low orders

“How can African aviation work to overcome these challenges (small fleet, oldest aircraft average fleet age & low aircraft orders), and ensure African carriers retain an appropriate level of control and market share in the continent’s biggest markets?” – OAG

# Strategies for enhanced airline and airport operational efficiencies

## Collins Focus areas to Increase Efficiencies

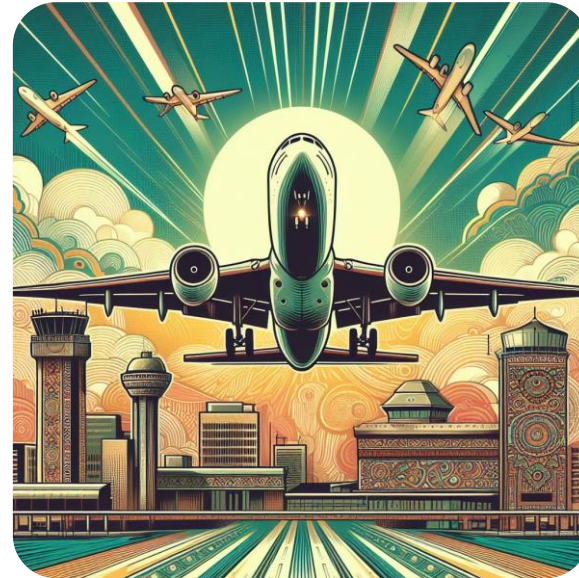
### Supporting Airport Passenger Growth

- ▶ Removing barriers to entry without compromising security
- ▶ Making travel easy
- ▶ Keeping passengers informed



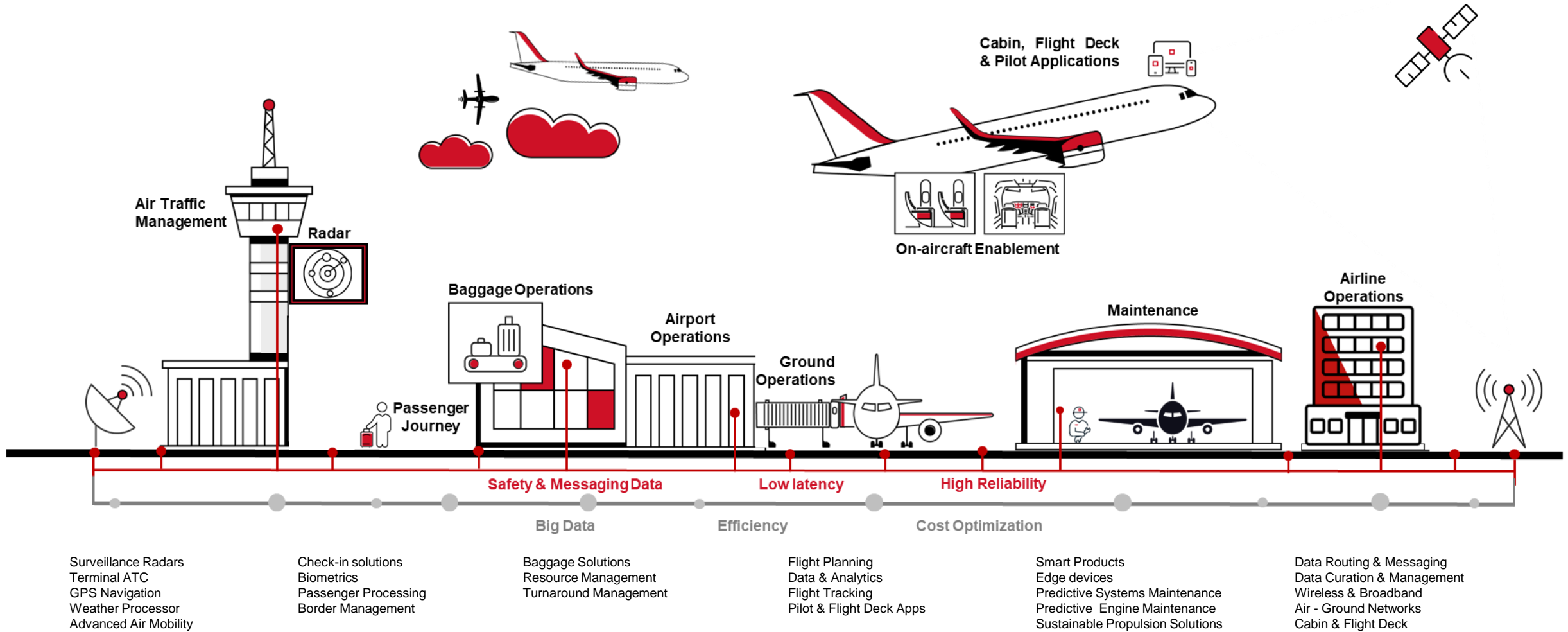
### Supporting More Efficient Airline Operations

- ▶ Removing Aircraft on Ground (AOG)
- ▶ Better On Time Performance
- ▶ Reducing fuel burn



## Collins Aerospace Supports Growth with Innovation

# Connecting the digital aviation ecosystem



# Strategies for enhanced airline and airport operational efficiencies

## Collins Focus areas to Increase Efficiencies

### Supporting Airport Passenger Growth

Enhancing Airport IT Infrastructure



Border Management Systems



Passenger Processing Systems



Biometrics



### Supporting More Efficient Airline Operations

Regions Largest Datalink Service Provider



First Predictive Maintenance Airline in Africa



Reducing Fuel Burn



Aircraft Interface Device



Flight Tracking



All Weather Operations



## Collins Aerospace Supports Growth with Innovation

# Flight Information Display System (FIDS)

## AirVue

### Display solutions for every challenge

Manage flight, baggage, gate, and ramp information wherever it's needed most

### Drive revenue with advertising

Display advertising alongside flight, weather, and other valuable information

### Dynamic content provision

XML-based, multilingual, wayfinding, and predicted flight data

### Scale and configure for any operation

Support a single site or network of airports with thousands of displays

### Deploy anywhere

Displays can be positioned throughout the terminal and at off-airport locations

### Smart format design

Highly customizable & easy-to-use tools for content updates and management



**40+**  
airport locations



**6-10x**  
cost saving if deployed  
on small footprint  
devices



**5,000**  
displays deployed globally



**50+**  
added data  
values from  
FlightAware

# Integrating Automated Check in

## Innovative Self Service Kiosk



- HARDWARE HIGHLIGHTS**
  - Customizable Device Panel for Personalization
  - Vibrant Status Indicators
  - Pop-n-Lock System for Easy Maintenance
- FEATURES & DESIGN**
  - Biometric-Enabled for Enhanced Security
  - Sleek & Slim Design
  - Customizable Color & Branding Options
- CUSTOMIZATIONS**
  - Safe-Touch™ Technology for Secure Interaction
  - Built-in Integrated Scale for Bag Drop
  - Third Printer & RFID Capabilities

## Integration of Bagdrop into existing Check in



- ALL STEP**
  - All-in-one bag drop solution
- KEY HIGHLIGHTS**
  - Flexible Mounting Options
  - All-in-one Functionality
  - Small Footprint

# Seamless Passenger Journey through Biometrics

CUSS & Enrolment



90 seconds

Self-service bag drop



30 seconds

Pre-security eGates

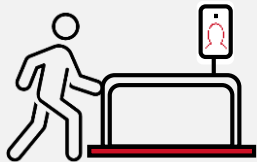


4 seconds

Self-boarding eGates



6 seconds



Seamless Journey



Your face is your Boarding Pass



Curb to gate in <10 mins

# Airport Operational Database (AODB), Resource Management System (RMS)

## AirPlan™

### Combined AODB and RMS

Share data and react efficiently to any situation

### Highly customizable

Configure to meet specific business rules and objectives

### Multi-airport management

Manage multiple airports from one central location

### Cloud or on-site

Choice of deployment models to suit every type of operation

### Predictive Analytics

Fewer delays with more accurate ETA data

### Smarter decision making

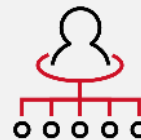
Plan and maintain schedules for entire season



**40+**  
airport locations



**30-50%**  
more accurate ETA  
predictions with  
Foresight data



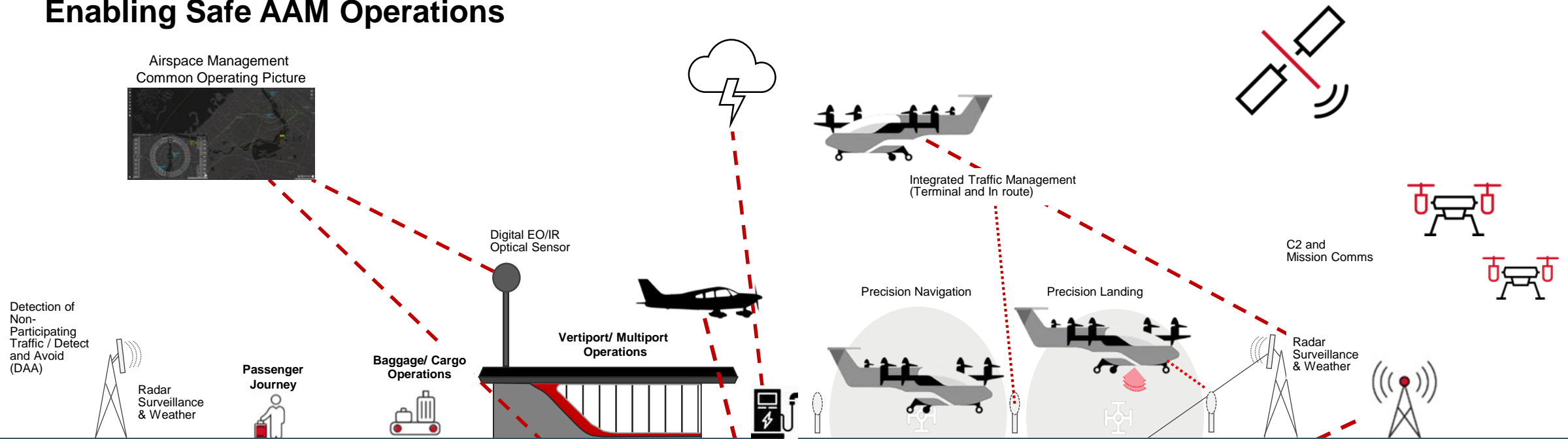
**8**  
airports connected in  
Egypt through multi-site  
deployment



**50+**  
added data values from  
FlightAware

# UTM / AAM – Future Plans

## Enabling Safe AAM Operations



COLLINS' DIGITAL CAPABILITIES

- Customer Self Service
- Flight Planning
- Total Vertiport Management
- Air Transportation Management
- Fleet Health Management
- Ground Networks
- Passenger Biometrics
- Flight Tracking
- Data and sensor Integration
- Airspace Conflict Management
- Predictive Maintenance
- Border Control
- Message Management
- Route Optimization
- Smart Routing
- Infrastructure Health Management
- Baggage Solutions
- Weather Data/ Predictive
- NAS Radar Integration
- Platform Cyber Hardening
- Infrastructure Cyber
- Pilot and Flight Deck Apps
- Detect and Avoid
- BVLOS
- Passenger Journey
- Passenger Apps
- C2 and Mission Comms
- Precision Landing/ PNT





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**RwandAir**  
By the power of Africa



**Collins Aerospace**  
An **RTX** Business

# Thank You!

Better Skies for Africa



# Presentation 8

## Taking flight towards greener skies: Air Cargo Sustainability



**Mr. Steven Polmans**  
**Chair of the Board of**  
**Directors**

**The International Air Cargo**  
**Association**  
Better Skies for Africa





# Taking flight towards greener skies: Air Cargo Sustainability

## 13<sup>th</sup> Aviation Stakeholder Convention

Steven Polmans - Chair of the Board

Kigali - May 12, 2025

# About TIACA



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)

# TIACA: The International Air Cargo Association

International **not-for-profit** association **representing and uniting all parts** of the air cargo industry / value chain with a global focus:

- Shippers
- Forwarders
- GSSAs
- Airports
- Airlines
- Ground handlers
- Cargo drones
- Manufacturers
- IT solution providers
- Educational institutions
- Consulting firms
- ...





**Uniting Air Cargo: TIACA's  
commitment to its members and the  
industry**

**TIACA's vision for air cargo is  
a safe, profitable and united air cargo  
industry that embraces modern  
technologies and practices  
to sustainably and fairly serve trade and  
social development worldwide.**

# TIACA's Board of Directors

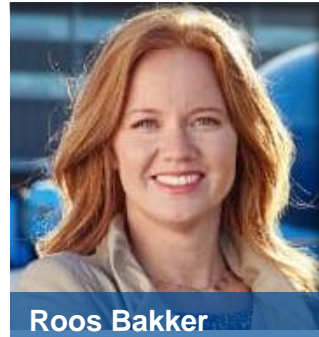
Ensures that the mission, vision, and values of the organization are being fulfilled by TIACA's Head Office



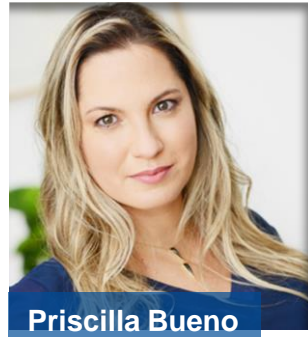
**Steven Polmans**  
TIACA Chair



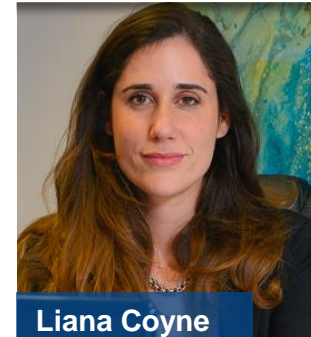
**Emir Pineda**  
Miami Dade Intl  
Airport  
TIACA VC Treasurer



**Roos Bakker**  
Amsterdam Airport  
Schiphol  
TIACA VC- Secretary



**Priscilla Bueno**  
CRAFT



**Liana Coyne**  
Coyne Airways



**Jannie Davel**  
MSC Cargo



**Martin Drew**  
Atlas Air Worldwide



**Kai Domscheit**  
CHI Handling



**Diogo Elias**  
Avianca Cargo



**Sanjeev Gadhia**  
Astral Aviation



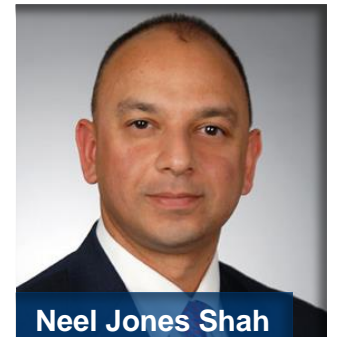
**Manel Galindo**  
WebCargo



**Dirk Goovaerts**  
Swissport



**Tushar Jani**  
Cargo Service Center



**Neel Jones Shah**  
Flexport



**Boon Kiam Kuah**  
SATS Ltd



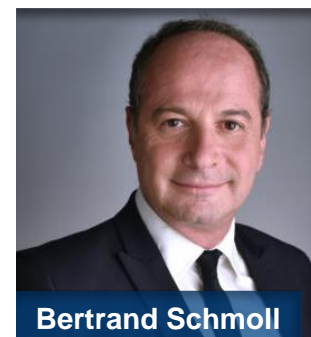
**Joe Lawrence**  
Airline Services Intl



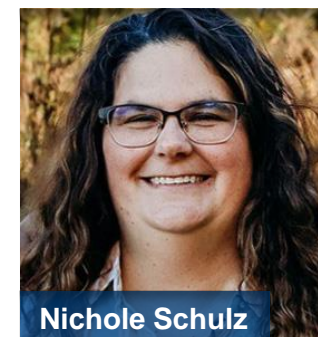
**Amar More**  
Kale Logistics



**Kamesh Peri**  
Celebi



**Bertrand Schmoll**  
ECS Group



**Nichole Schulz**  
UPS



**Christos Spyrou**  
Neutral Air Partner

# TIACA's strategic focus – 6 pillars

## Membership

Represent all parts of the global air cargo industry

Maximize the value of TIACA membership



## Advocacy

Act in the interest and speak on behalf of the global air cargo industry

Unite the global air cargo industry



## Partnership

Unite the global air cargo industry


Maximize the value of TIACA membership



## Knowledge

Provide Members access to knowledge and information

Make air cargo known and attractive to the younger generation for the industry to attract talents



## Sustainability

Unite the industry towards one common vision for sustainable air cargo

Promote the value of air cargo

Encourage innovation



## Events & outreach

Offer incomparable networking opportunities

Maximize the value of TIACA membership

Deliver relevant information



# Sustainability Portfolio



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)



Before we start...



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)

# Sustainability



# Environmental

# Before we start...



Uniting Air Cargo

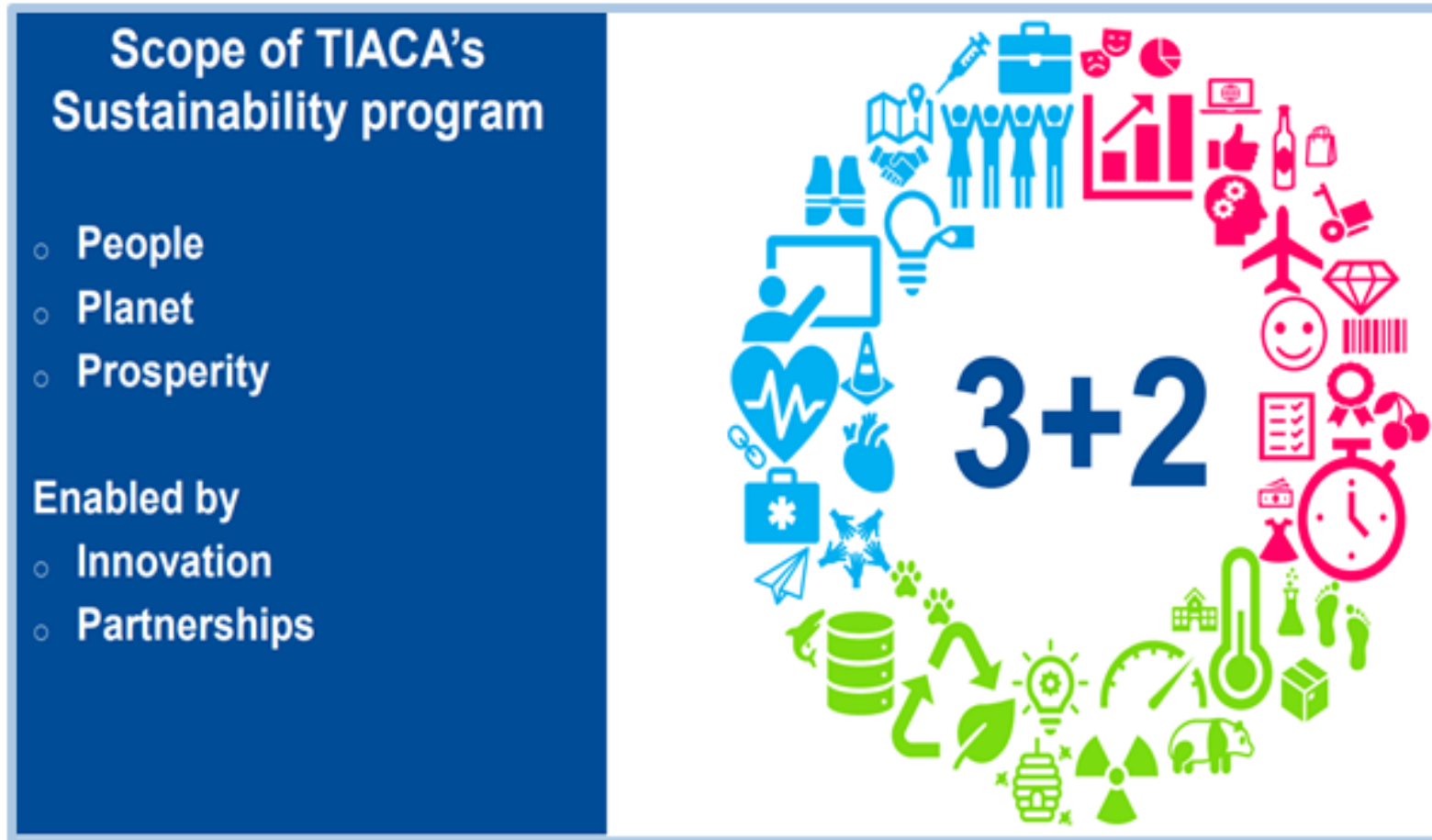
[www.tiaca.org](http://www.tiaca.org)



Sustainability definition:

*“meeting the needs of the present without compromising the ability of future generations to meet their own needs”*

# 3 Main Pillars when it comes to Sustainability



# 3 Pillars – 8 Programs



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)

## Environment



1. Decarbonize
2. Eliminate waste
3. Protect biodiversity

## Society



4. Support local economies and communities
5. Improve lives and well-being

## Culture & Leadership



6. Improve efficiencies and profitability
7. Attract, retain and develop employees
8. Build and nurture partnerships

# SUSTAINABILITY ROADMAP



A visionary document aimed at promoting sustainability within the air cargo industry. This roadmap outlines a series of targeted actions and goals designed to reduce the environmental impact of air cargo operations while fostering industry growth and resilience. Driving positive change within the industry by promoting sustainability as a core value and guiding principle for industry stakeholders.

## The Sustainability Roadmap Identifies 8 Key Objectives for a Sustainable Air Cargo:

1. Decarbonization
2. Elimination of waste
3. Protecting biodiversity
4. Supporting local economies and communities
5. Improving lives and wellbeing
6. Improving efficiencies and profitability
7. Attraction, retention and development of employees
8. Building and nurturing partnerships



# SUSTAINABILITY SURVEY & INSIGHTS REPORT

TIACA conducts an annual industry survey designed to assess and benchmark the sustainability practices and performance of companies within the air cargo industry. The survey gathers valuable data from across the entire supply chain.



The Insights Report provides key analysis that helps identify trends, challenges, and opportunities for improving sustainability practices across the industry.

1. Spotlighting successes and improvements
2. Highlighting areas of weakness
3. Industry sector comparatives
4. Focused on sustainability drivers
5. Regional analysis



For more information please see [www.tiaca.org](http://www.tiaca.org)



# AIR CARGO SUSTAINABILITY AWARDS

A prestigious program that recognizes pioneering and innovative companies within the air cargo industry who have demonstrated outstanding commitment and leadership in advancing sustainability practices.



With two categories, one for established business and one for small businesses and Start Ups. The Awards program promotes and fosters;

1. **Recognition:** companies and individuals for their exemplary efforts and achievements.
2. **Best Practices:** Success stories that serve as inspiration for others to emulate.
3. **Innovation Across:** Solutions, technologies, and strategies that have contributed to reducing carbon emissions, improving resource efficiency, and promoting sustainable development.
4. **Impactful:** Initiatives improving on the environment, local communities, and the overall sustainability of air cargo operations.
5. **Promotion of:** Award recipients to raise awareness and adoption of sustainable practices across the industry.



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## **BLUESKY PROGRAM**

The BlueSky initiative is a one of a kind proactive approach to addressing environmental challenges and promoting sustainability within the air cargo industry by assessing where companies stand in their current journey into sustainability.



Each participating organization receives a personalized dashboard, following an independent assessor review, charting their journey across the 8 key areas of the TIACA Industry Roadmap. The five steps leading to a successful assessment.

1. Assessment Preparation
2. Assessment Submission
3. Independent Data Analysis
4. Feedback and Recommendations
5. Action Plan to Move Forward



## **INVEST IN CLIMATE ACTION**



Supporting the industry in moving toward a sustainable air cargo remains a priority for the association. We have launched the first neutral platform to allow the industry to invest in Climate Action projects.

The platform facilitates individuals and companies to invest in a number of Gold standard certified projects around the world which contribute to achieving a reduction of CO2 levels, each investment receives carbon certified credits.

Each project has undergone rigorous assessment and is subject to ongoing monitoring in accordance with the Paris Agreement, Article 6, Science Based Targets Initiative.

Projects include:

1. Solar farms
2. Forestry protection and Reforestation
3. Clean water filters
4. Efficient cook stoves



## **AIR CARGO TRAINING LIBRARY**

This comprehensive resource is designed to provide the public with access to a wide range of training materials, courses, certifications, and resources related to air cargo operations. The Air Cargo Training Library is a valuable resource for air cargo professionals seeking to enhance their skills and knowledge, and for companies looking to invest in the professional development of their workforce.



### **Program Ambitions:**

1. Connecting those with training needs to those who provide training solutions
2. Provide a convenient global repository of training courses from many different training providers
3. Searchable to browse and find a tailored solution that matches your requirements



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# BlueSky Program



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# What is TIACA's BlueSky program?



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TIACA's **sustainability assessment, validation and verification program** will deliver a measurement and recognition mechanism for air cargo companies advancing in their sustainability journey.

## RECOGNITION

Recognize and reward organizations progressing along their sustainability transformation journey

## TRANSPARENCY

Build trust amongst industry partners and show where a company is in its sustainable transformation journey

## CAPACITY BUILDING

Help companies get to the next level with personalized sustainability plans

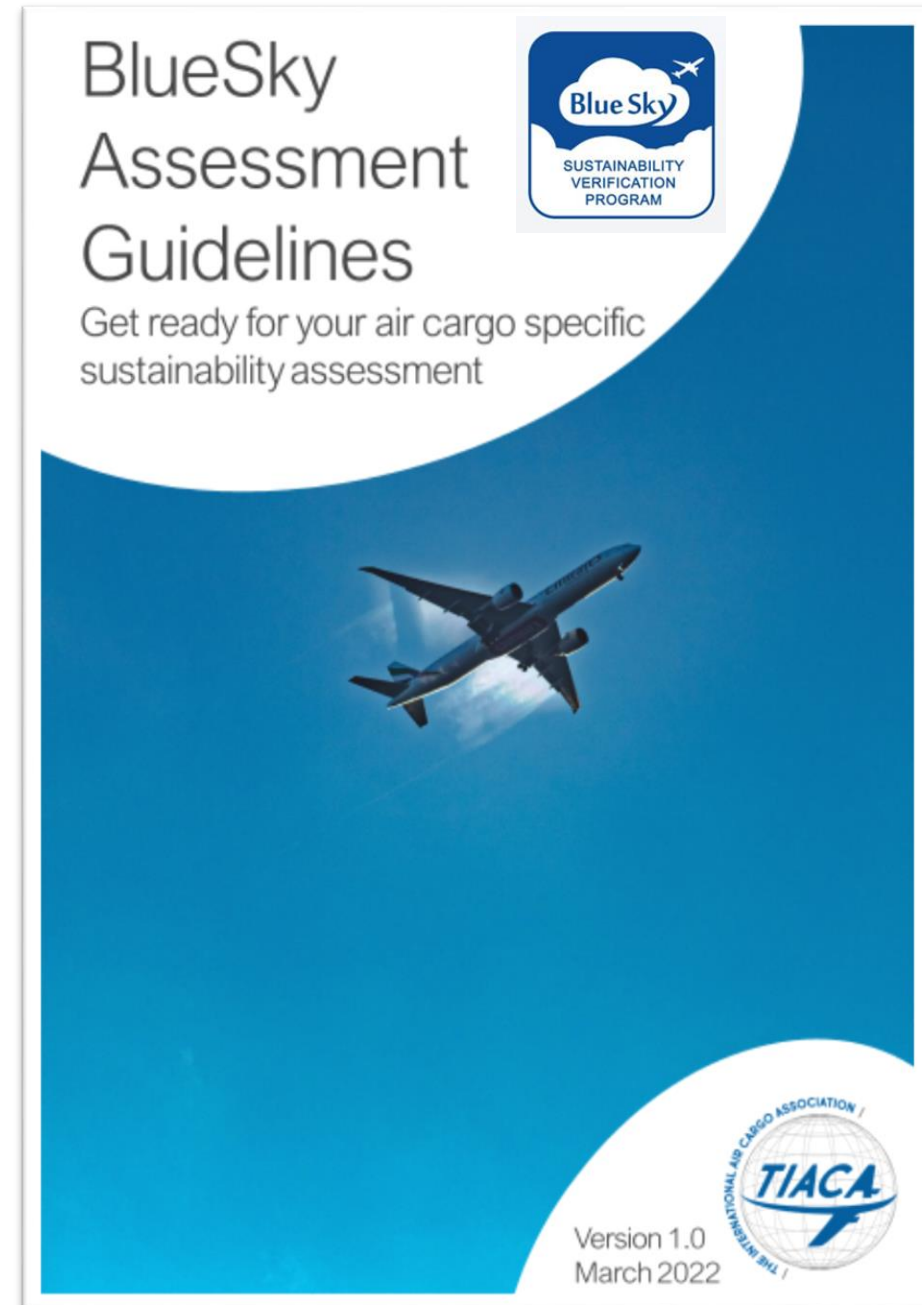
## MARKET INTELLIGENCE

Support the sustainable transformation of the air cargo industry through benchmarking and best practice sharing

# BlueSky Assessment Guidelines

A free downloadable guide to help air cargo companies increase their self-awareness and prepare for their BlueSky assessment:

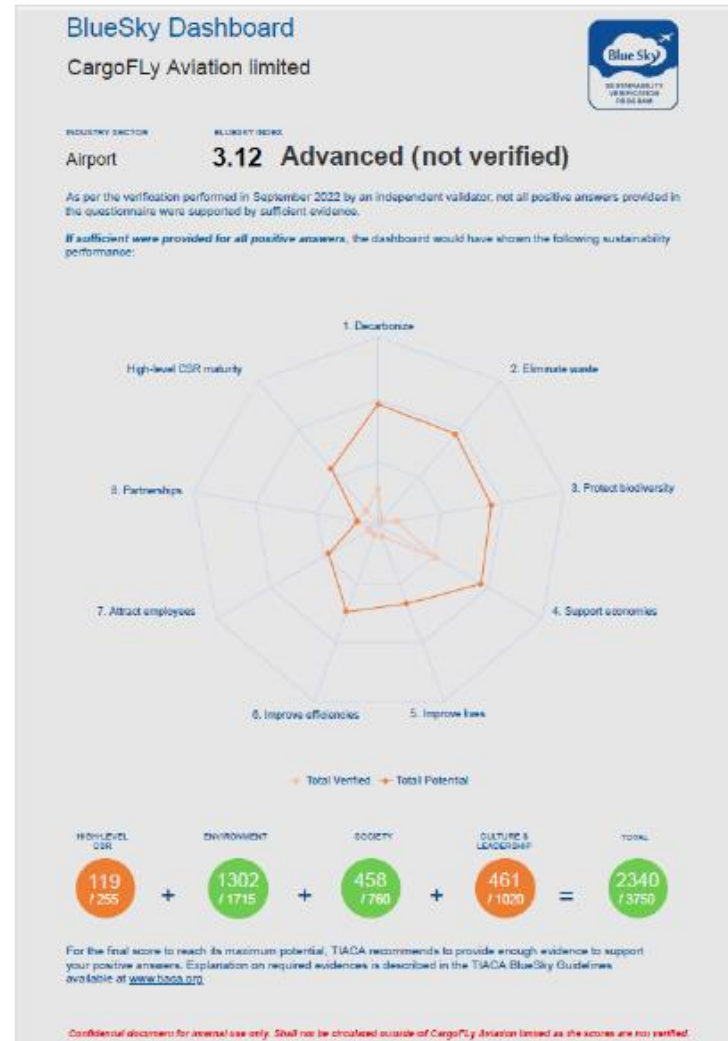
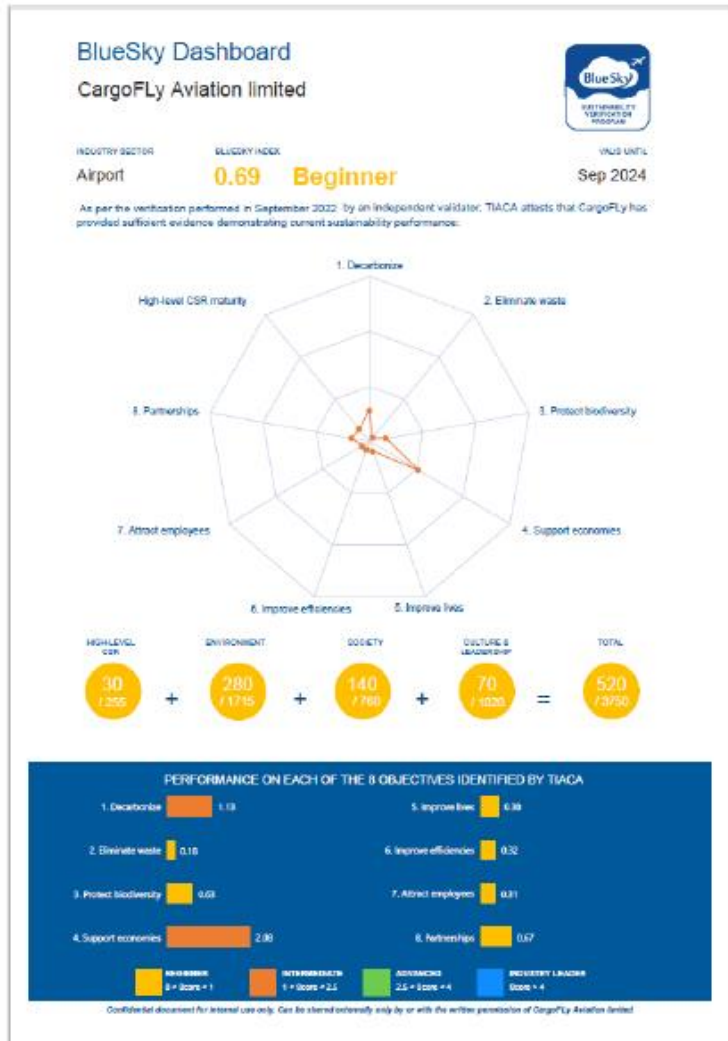
- ✓ Assessment methodology
- ✓ Questionnaire
- ✓ Required evidence materials
- ✓ Assessment process and outcomes



Uniting Air Cargo

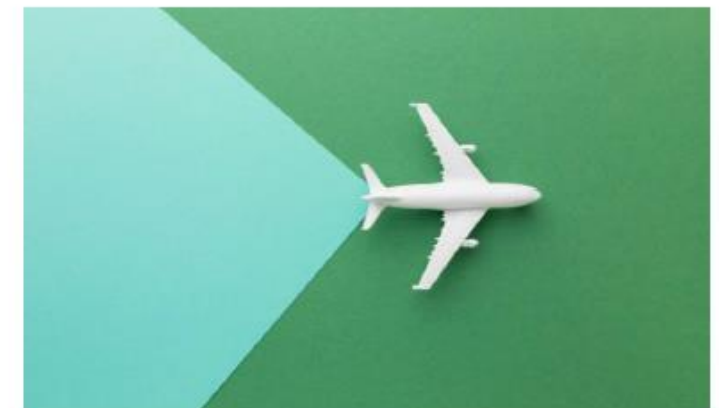
[www.tiaca.org](http://www.tiaca.org)

# Dashboards: Verified & Potential



**Verified dashboard** showcases results confirmed by positive answers with sufficient and appropriate evidence.

**Potential dashboard** highlights what scores could have been if sufficient or appropriate evidence were provided.



# BlueSky Assessments include



>YOUR WINNING STRATEGY<



**flexport.**



**Schiphol**



# Sustainability Awards



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)

# Sustainability Awards



Uniting Air Cargo

[www.tiaca.org](http://www.tiaca.org)



Show casing success:

- social welfare
- economic development
- environmental impact
- innovation
- partnership

Exclusive Award Sponsor



# Sustainability in Air Cargo

## Insights Report 2025



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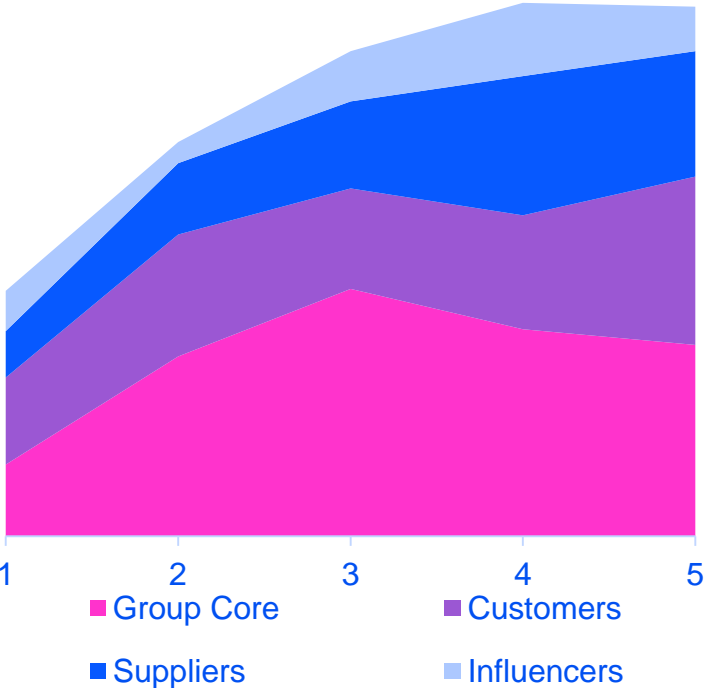
[www.tiaca.org](http://www.tiaca.org)



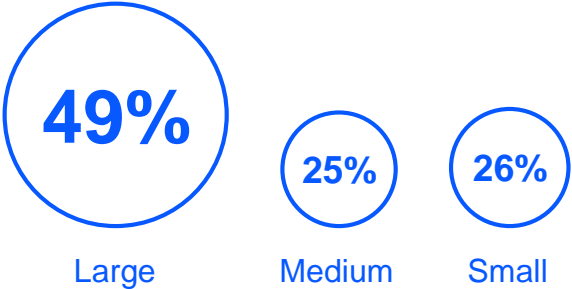
# The voice of the air cargo industry

**274**  
Respondents

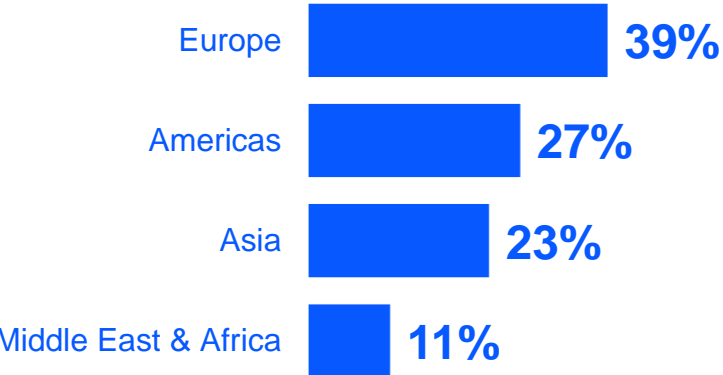
Evolution since 1st survey in 2021



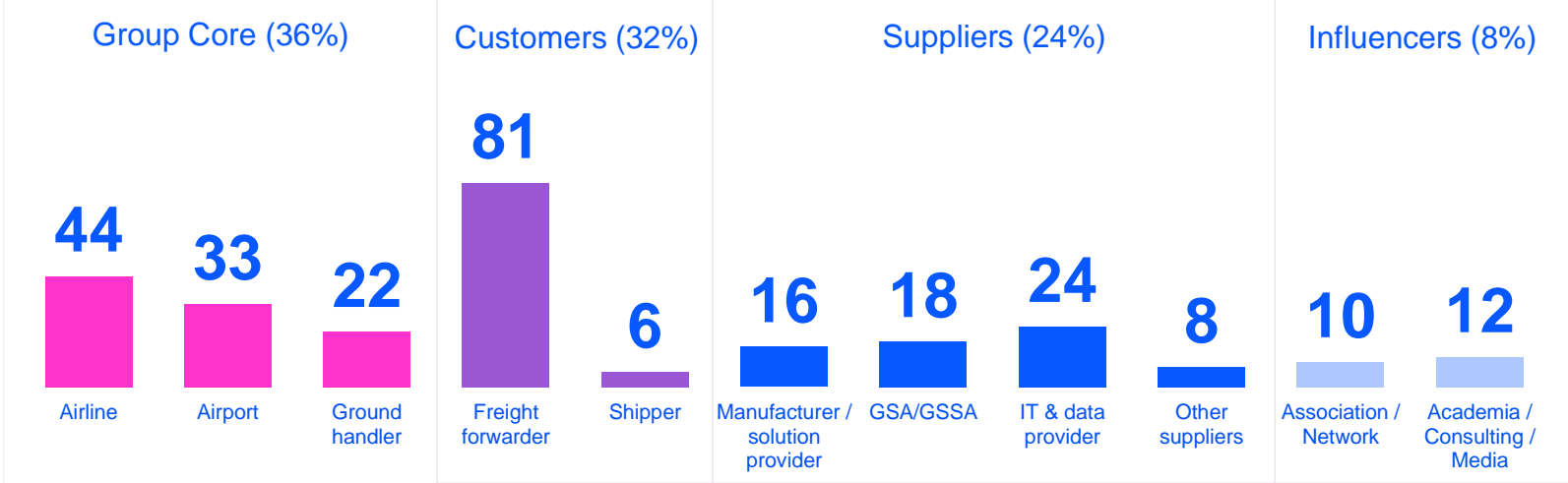
Respondents by company size



Respondents by region



Respondents by company type

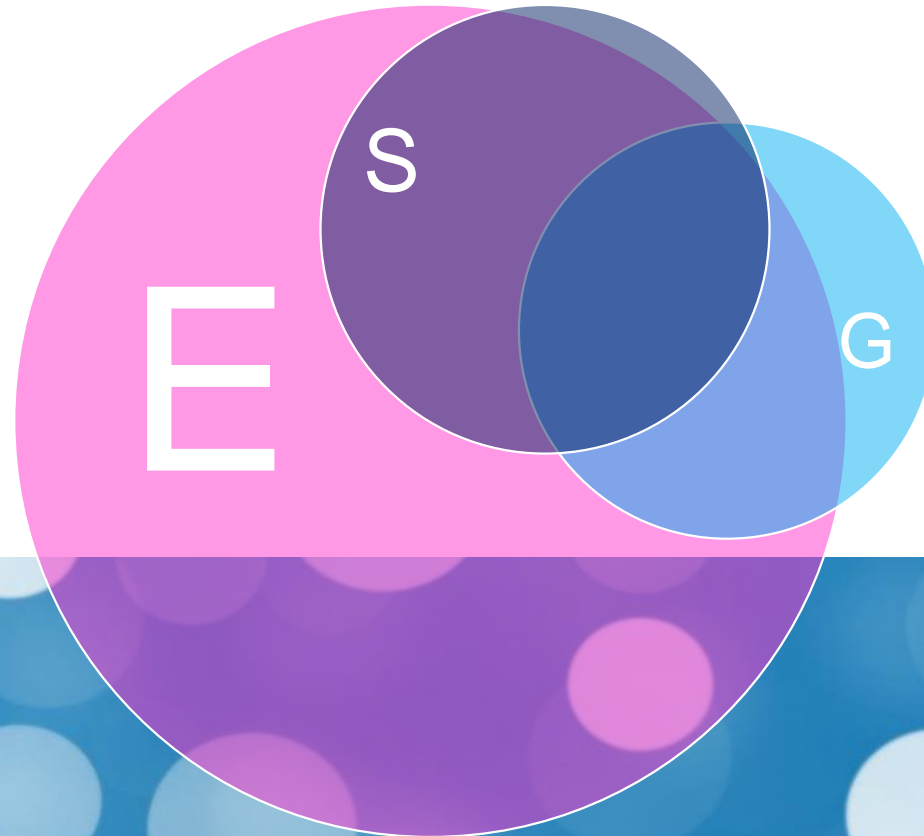


# Carbon footprint & climate change keep being the main sustainability focus

Across the air cargo industry, the concept of sustainability varies considerably

# 95%

Of the companies having detailed their definition of sustainability confirm they are focusing on environmental matters, mostly linked to carbon footprint and climate change



# 17%

Integrate at least 3 dimensions to their sustainability definition

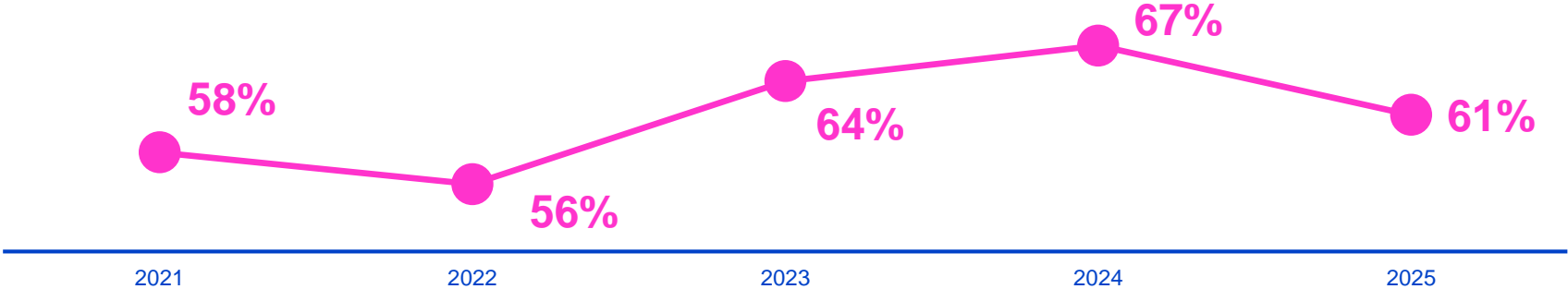
- ESG: Environment, Social & Governance
- 3Ps: People, Planet & Profits
- TIACA's 3+2: doing good for the planet, the people and the business, enabled by innovation and partnerships
- 17 SDGs (Sustainable Development Goals defined by the United Nations)

# Companies feel the sustainability pressure has decreased the past 12 months

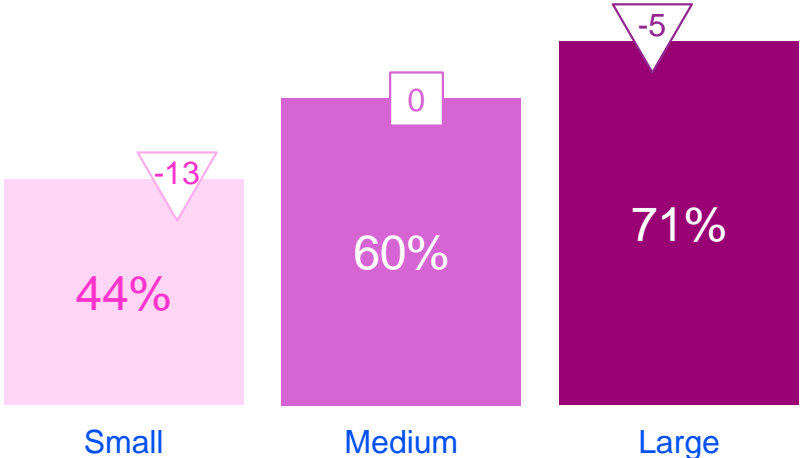
61% ▼ -6

Globally, the sustainability pressure has decreased compared to last year, but sustainability remains more important than in 2021.

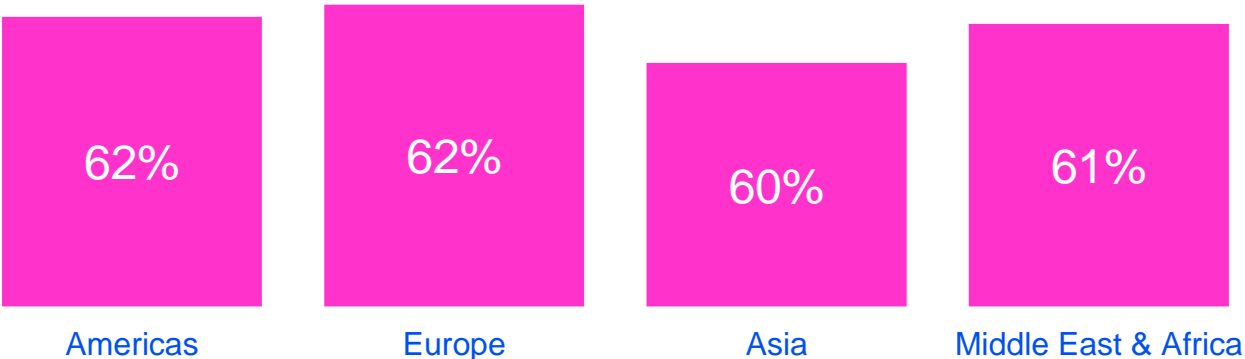
The sustainability pressure on the air cargo industry, evolution from 2021 to 2025



The sustainability pressure varies significantly by company size

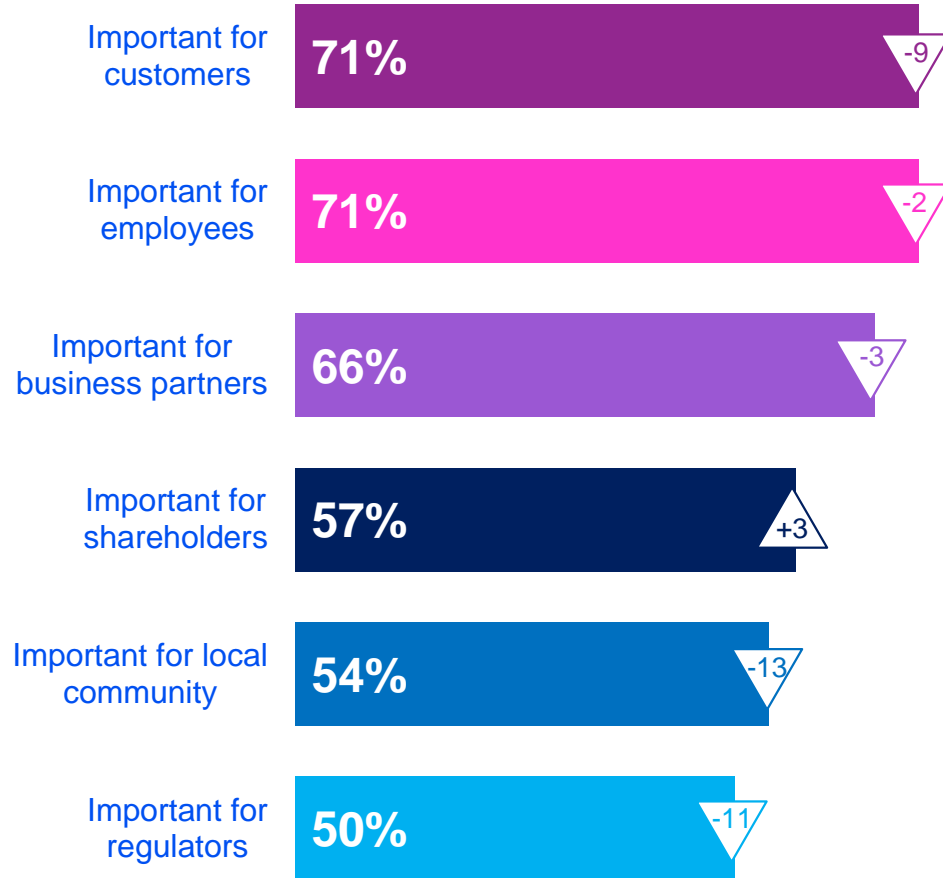


The sustainability pressure on the air cargo industry, in 2025 by region



# Sustainability remains very important for employees and customers

## Why is sustainability important to your organization?



Note: Answers to the multiple-choice question: "Why does or should sustainability matter to your company? (tick all that apply)"

## The importance of sustainability by stakeholder, evolution from 2021 to 2025



# Sustainability is now also CFO priority

96%



Confirm sustainability is supported by their CEO  
*For Large companies, this is 99%*

91%



Confirm CEO places sustainability as a strategic priority  
*But 14% of them declare they don't see any concrete action*

94%



Highlight sustainability is equally (51%) or more (43%) important than the previous year

88%



Confirm sustainability is supported by their CFO  
*For Large companies, this figure jumps to 90%*

60%



Indicate there is sustainability expertise at Board and Senior Executive Committee levels  
*For Large Asian groups, this is 93%*

# The 30 ESG priorities of the air cargo industry

Priorities are ranked based on companies confirming they are focusing on these areas, either by raising awareness on the subject or taking action to improve or reduce their impact:



Answers to the question: "Please indicate what you do to decarbonize, eliminate waste and protect biodiversity; to improve lives and well-being and support communities in need and to attract, develop and retain your talents, improve efficiencies & profitability, and build & nurture partnership" (1 possible answer from "Action stage", "Awareness stage", "Not a focus" or "Not applicable to us")

- Environment
- Social
- Governance



[www.tiaca.org](http://www.tiaca.org)

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Sign-up to receive TIACA newsletters

Reach out to become a TIACA member!

**Coming soon!**

**2025**

- Executive Summit 2025  
June 24-26, Hong Kong
- ACF 2025  
November 3-6, Abu Dhabi, UAE



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**RwandAir**  
*For the skies of Africa*



**THE AFRICAN  
AVIATION SAFETY &  
OPERATIONS SUMMIT**



*Better Skies for Africa*



# Executive interview

**Focus on the NextGen aviation professionals for Sustainable aviation in Africa**



**Mr. Tom Kok, Director -  
AviAssist Foundation**



**Mr. Albert Aidoo  
Taylor, Director -  
Rwanda Civil Aviation  
Training**



**Professor Silas Lwakabamba  
Regional Managing Director,  
Coventry University Africa  
Hub **Moderator****

# Masterclasses

**Masterclass 1: Venue - Main conference room**

**“Airline Revenue Maximization: Modern Retailing Strategies from NDC to OOSD”**

**Facilitators:** Mr. Giuseppe Candela (AE) - VP Global Sales and Mr. Kristiaan VanDijken - VP Product Management (Airline), TP Connects

**Masterclass 2: Venue - AD12**

**“Capturing rising Africa travel demand - how to capitalize on the continent’s potential and mitigate infrastructure challenges”**

**Facilitators:** Ms. Sajedah Rustom, Chief Executive Officer - AviaPro

**Masterclass 3: Venue - AD10**

**“Aviation Insurance: Flight Safety, Incidents and Claims Handling from an Insurance Perspective”**

**Facilitator:** Mr. Denis Kulikov, Deputy CEO - AI12



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by the name of Africa

# Networking Coffee Break

10:40 – 11:20 hrs

Better Skies for Africa





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For the skies of Africa



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OPERATIONS SUMMIT**



*Better Skies for Africa*



# Master class 1

## “Airline Revenue Maximization: Modern Retailing Strategies from NDC to OOSD”



**Mr. Giuseppe Candela**  
VP Global Sales  
TPConnects



**Mr. Kristiaan Vandijken**  
VP Product Management  
(Airline)  
TPConnects



# Airline Retailing Maximization

## Iris for Travel Sellers



Modern Retailing: From NDC to OOSD

May 13, 2025



# Introducing ourselves



**Giuseppe Candela**  
VP- Global Sales  
TPConnects Technologies



**Kristiaan van Dijken**  
VP – Product Management (Airline)  
TPConnects Technologies

# Why are we here?

*Advancing African Airline Retailing Together*

- TPCConnects is a key technology provider for airlines in NDC and Airline Retailing
- We empower airlines to transition to future-ready, open technology ecosystems that can operate without a traditional airline PSS

*'Enabling airlines to take control of their journey towards **100% Offers and Orders**'*



# How are we different?

*The TPConnects Advantage*



*We believe in partnerships*



*We make you a priority*



*We help you penetrate your key markets*



**NDC Pioneers:** Leading the charge since **2015**, continually upgrading versions



Intuitive, plug-and-play, **Aggregation** solutions for **Travel Sellers**



Powering **Modern Airline Retailing** and Accelerating **Offers & Orders** transformation for the **Airline Industry**

2015 onwards



2015 onwards



2018



2019/2023 onwards



2021



# TPConnects Today: Our People, Our Expertise, Our Impact



## Global HQ in Dubai

160+ product and  
tech experts,  
20+ nationalities



## NDC

In-depth Airline  
Retailing experience



## SWIFT

Deployment in few  
weeks from contracting



## > 2B USD

Growing yearly  
bookings volume

# Agenda

1

**An Intro to  
Modern Airline  
Retailing**

2

**Distribution  
Survey  
– Key Learnings**

3

**Introducing TPC's  
Astra Platform**

4

**Unconstrained  
Retailing - From  
NDC to OOSD**

5

**TPC as an  
Aggregator  
partner**

01

# An introduction to Modern Airline Retailing

# Evolution of Airline Retailing



GDS / EDIFACT

Digital Commerce

NDC

Offers & Orders

# What is Modern Airline Retailing?

- Giving Airlines full control from product definition, offer generation to channel distribution

## Unique Capabilities:

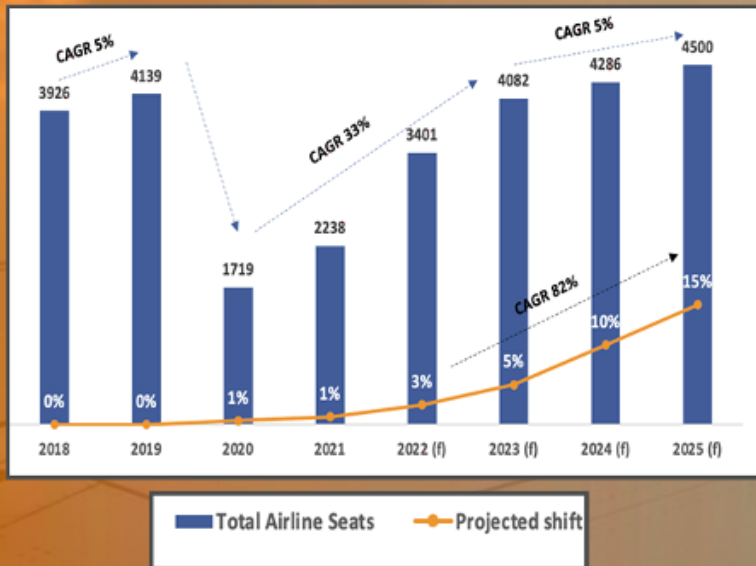
- Make the right offer at the right price to the right customer
- Distribute Products and content that cannot be sold on legacy channels
- Unlock revenue potential from ancillary products (air and non-air)
- Fast time to market (less reliance on static fare filing and transition to dynamic offer generation)
- Unlock retailing scenarios never seen in the industry before!

- **NDC is an enabling factor for the distribution of dynamic content (incl. ancillaries)**
- **Offer and Order Management System will remove the restrictions of traditional PSS**

# NDC Opportunity

**5.85B**

Seats sold 2024



NDC adoption ahead of projection

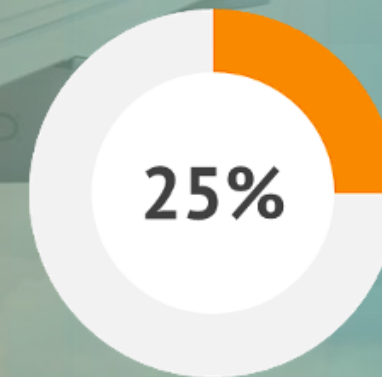
Some airlines with plan of NDC 100% By 2030

**1.46B**

NDC Seats - 2024

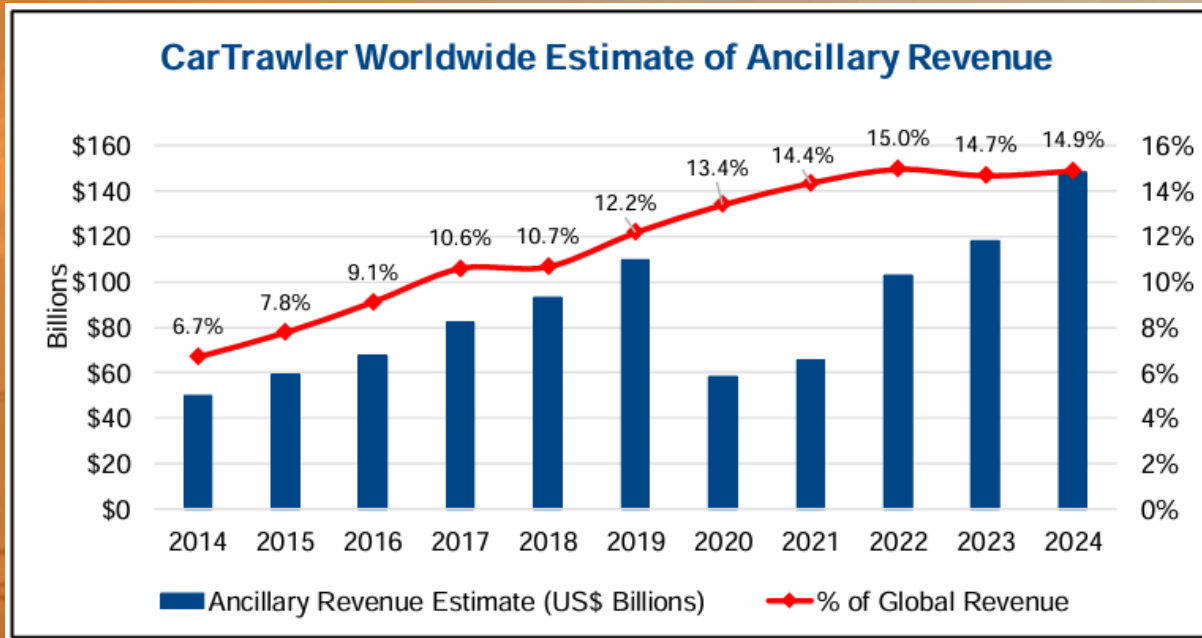


NDC share 2024



# Airline Ancillary Revenue Skyrockets to \$148.4 Billion Worldwide for 2024

2024 Total Revenue



# Ancillaries Opportunity



**Baggage**



**Seats**



**Meals**



**Lounge**



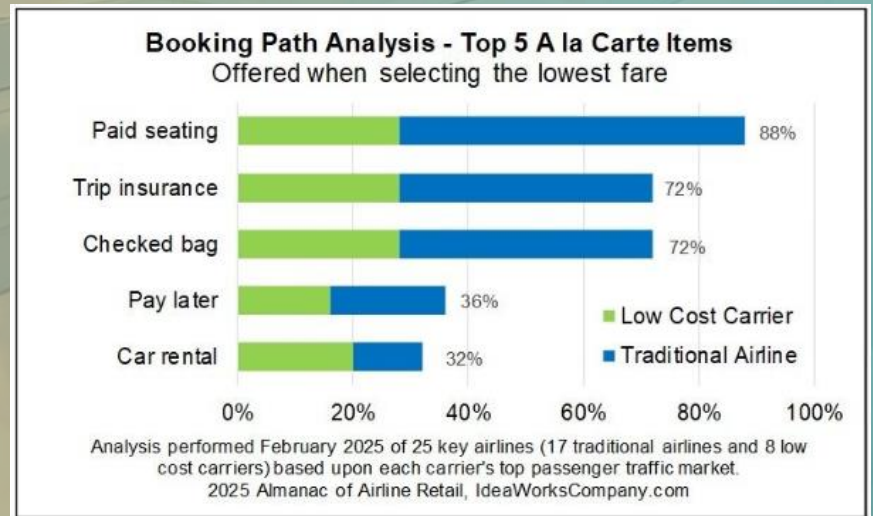
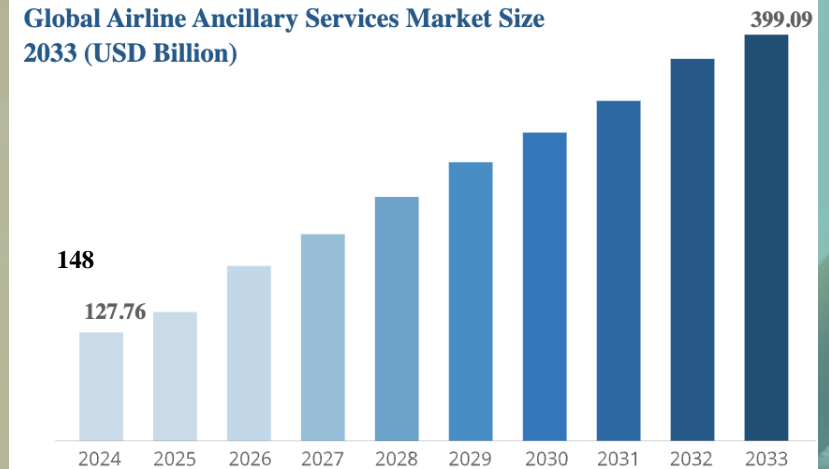
**In-flight  
Entertainment**



**Travel  
Insurance**



**Ground  
Transportation**



There is an opportunity to foster sales of ancillary in NDC channel





02





# AFRAA and TPC Distribution Survey 2025

## Key Learnings

*70 responses from over 25 airlines*

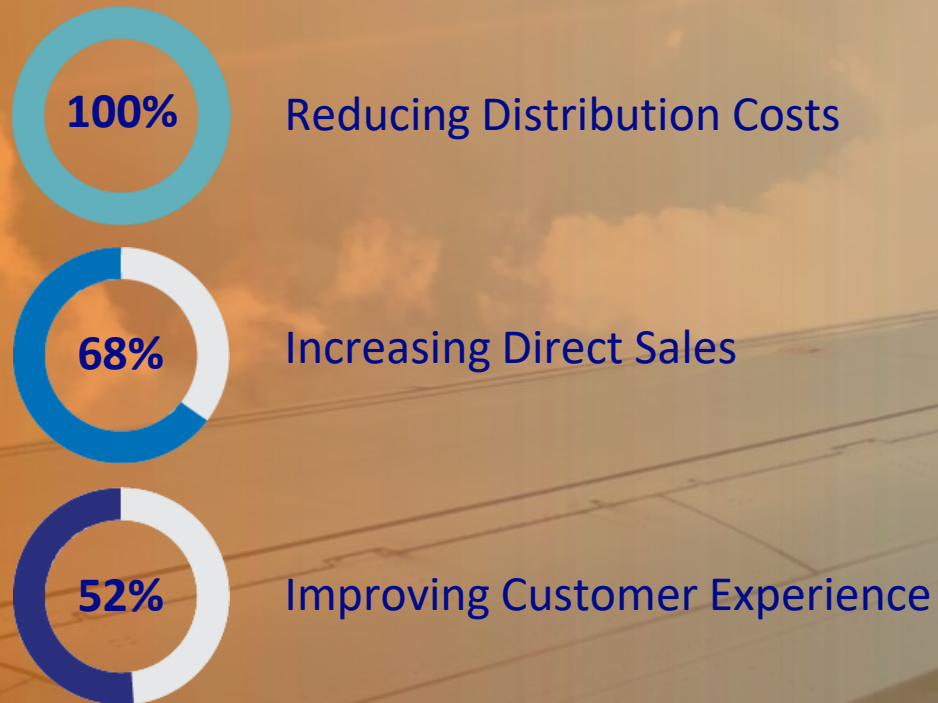
# Survey respondents: *70 responses from over 25 airlines*

Passengers Carried (Annually)			
			
Less than 0.5M PAX	0.5 – 2.0M PAX	2.0 – 5.0M PAX	More than 5M PAX
<b>44.0%</b>	<b>36.0%</b>	<b>10.0%</b>	<b>10.0%</b>

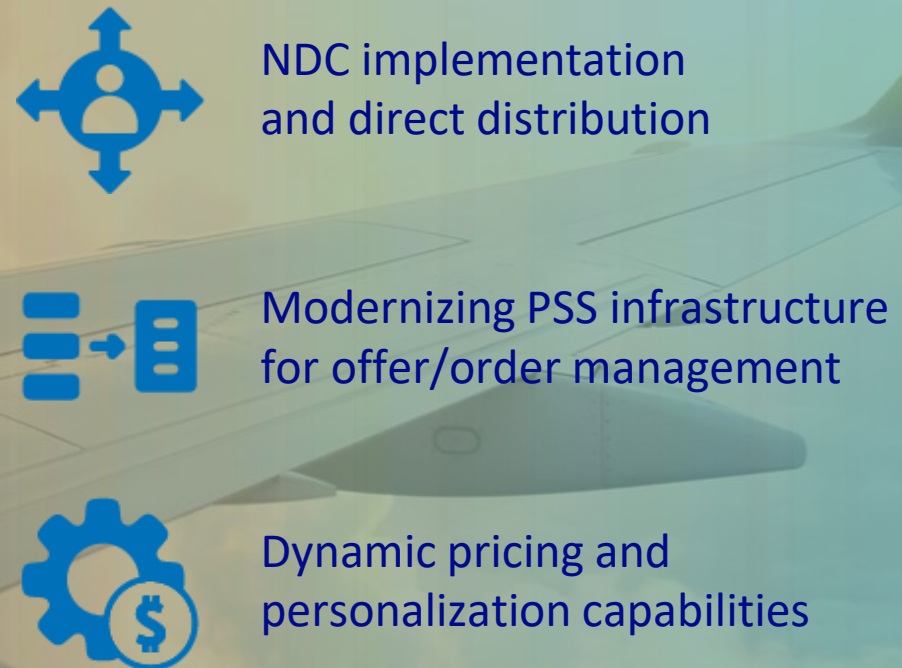
Fleet size			
			
1-5 Aircraft	6-15 Aircraft	16-30 Aircraft	More than 30 aircraft
<b>40.0%</b>	<b>38.5%</b>	<b>8.5%</b>	<b>13.0%</b>

# Distribution via NDC: *Objectives and Investment Priorities*

## Top Objectives



## Investment Priorities



## Survey Question: *Do you have an NDC API Gateway?*

		Airline Size (PAX)			
	Survey	S	S-M	M	L
No API Gateway	46%	20%	17%	3%	6%
Planning to Implement	24%	12%	6%	3%	3%
Implementing	21%	3%	9%	3%	6%
NDC Enabled	9%	9%			

## Distribution via NDC: *Your urgency to transition to NDC?*

		Airline Size (PAX)			
	Survey	S	S-M	M	L
No API Gateway	46%	20%	17%	3%	6%
Planning to Implement	24%	12%	6%	3%	3%

### *Planned Timeline for Implementation*

1 Year	2-3 Years	4-5 Years	No Plans
18%	28%	18%	36%

# Distribution via NDC: *False Myths against adoption*



**Cost pressures:** GDS/intermediary fees impact margins.



**Technical barriers:** Limited IT resources and integration issues.



**Market resistance:** Agents unfamiliar with NDC; regulatory complexity.

## Distribution via NDC: *Roadmap & Recommendation*



**\$tart now!** Pilot NDC on selected markets and exploit mechanism for content differentiation.



**Engage your staff:** Simple upskill towards workforce digitalization



**Phased NDC adoption:** Grow internal expertise and gain competitive advantage

# Distribution Survey 2025: *Key points and takeaways*

- African Airlines **need to catch up in the NDC Adoption** as they are falling behind compared to other parts of the world (90% not ready for NDC yet)
- **Reduction of Distribution Cost** must be a priority
- NDC is not necessarily complex. It can be deployed in a few weeks, support scalable adoption, and drive **additional revenues**

03

# Introducing TPC's Astra Platform





# Astra USPs

- Frictionless agency onboarding (IATA, non-IATA, Corporates, Government entities)

- Significantly lower your distribution cost

- Smart Sales and Servicing capabilities

- Airline Branding and Customization of the Portal

- Sell your ancillary products and possibly third-party content integration

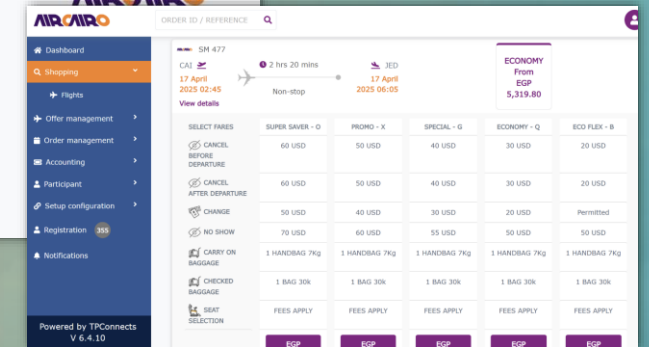
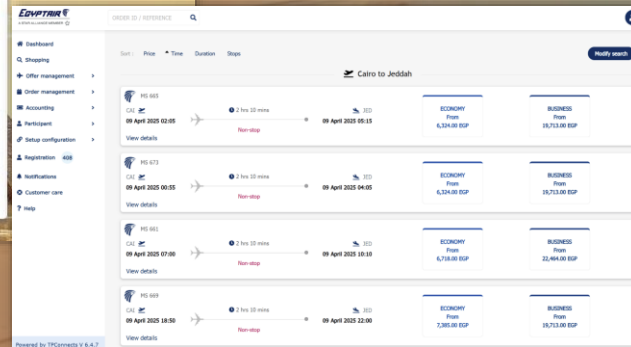
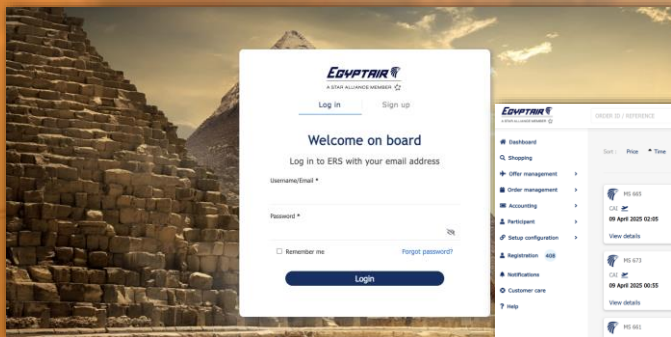
The screenshot displays the TPConnects flight booking interface. The main flight is TP 503 from DXB to BAH, departing at 10:50 and arriving at 11:10, with a 1 hr 20 mins non-stop duration. The selected fare is Economy, priced at BHD 57,800. A table compares three fare types: Economy Light, Economy Smart, and Economy Flex. Amenities include 79 cm seat pitch, fast web browsing, power & USB outlets, seatback on-demand video, light meal provided, and alcohol & beverages provided.

SELECT FARES	ECONOMY LIGHT -S	ECONOMY SMART -S	ECONOMY FLEX -S
Carry on (kg)	Free up to 6kg	Free up to 6kg	Free up to 6kg
Checked Bag	1st free 23KG/PC	2 Free 23KG/PC	2 Free 23KG/PC
Falconflyer miles	50%	75%	125%
Date Changes	AED 459	AED 367	AED 220
Cancellation	AED 771	AED 404	AED 312
Visa Services	Yes	Yes	Yes
Upgrade Eligibility	Yes	Yes	Yes

# Astra is powering AFRAA members today



NDC API Gateway | B2B Travel Seller Portal | Observing continuous growth



20+ API connections to Travel Sellers / 3000+ Agencies onboarded on the portals



# Our Offering and Vision



Powerful  
NDC API Gateway  
(v18.2, 21.3 → 24.4)

Best of Breed  
Travel Agency  
Desktop Solutions

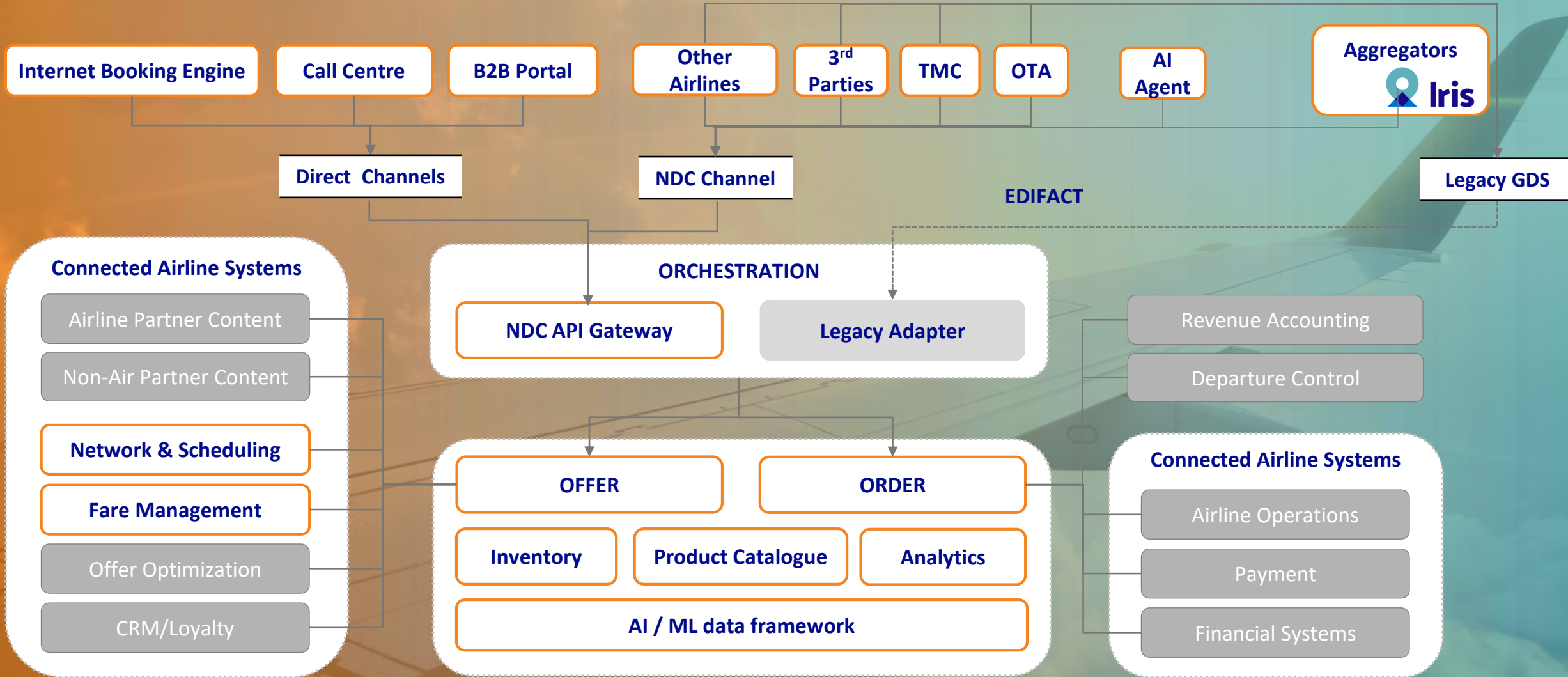
Maximizing Airline  
Retailing  
Opportunities

B2C Capable

Paving the way to  
OOSD transformation



# Our Proposition



04

# Unconstrained Retailing - from NDC to OOSD

# Unconstrained Retailing: *Key considerations*

- Reduce / remove the dependency on the traditional PSS in a world controlled through Offers and Orders allowing airlines to sell any product
- Airlines can define, control and customize products they wish to provide to their customer base or to maximize revenue

# The Technology Change: *Also a significant Business Change*

## The world of Traditional PSS (PNR, TKT, EMD)

- |  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• Manage Schedules</li> <li>• Manage Fares</li> </ul> | <ul style="list-style-type: none"> <li>• Availability/ Inventory</li> <li>• Pricing</li> </ul> | <ul style="list-style-type: none"> <li>• PNR Management</li> <li>• PNL Management</li> </ul> | <ul style="list-style-type: none"> <li>• Revenue Accounting</li> <li>• Departure Control</li> </ul> |
|--|--|--|---|

## Unconstrained Airline Retailing (Offers and Orders)

### Product Management

- Air, Air-related and Non-Air
- Other airlines
- Stock-keeper (Inventory)

### Offer Management

- Dynamic Offer Generation

### Order Management

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Order Creation</li> </ul>  | → <b>Settle / Financial Accounting</b> |
| <ul style="list-style-type: none"> <li>• Order Servicing</li> </ul> | → <b>Deliver / Fulfilment</b>          |



PRICE

Price Type



RBD



Price Class

Economy































#	Price Class	No of Seats	Price Mapping	Adult		Child		Infant	
				Base Price	Total Tax	Base Price	Total Tax	Base Price	Total Tax
<input type="checkbox"/>	Economy Light	<input type="text"/>	<a href="#">Add Price</a>	0.00	0.00	0.00	0.00	0.00	0.00
<input type="checkbox"/>	Economy Smart	<input type="text"/>	<a href="#">Add Price</a>	0.00	0.00	0.00	0.00	0.00	0.00
<input type="checkbox"/>	Economy Flex	<input type="text"/>	<a href="#">Add Price</a>	0.00	0.00	0.00	0.00	0.00	0.00
<input checked="" type="checkbox"/>	Light	2 <input type="text"/>	<a href="#">Add Price</a>	100.00	42.64	100.00	42.64	100.00	42.64
<input checked="" type="checkbox"/>	Value	2 <input type="text"/>	<a href="#">Add Price</a>	160.00	42.64	160.00	42.64	160.00	42.64
<input checked="" type="checkbox"/>	Comfort	4 <input type="text"/>	<a href="#">Add Price</a>	220.00	42.64	220.00	42.64	220.00	42.64
<input checked="" type="checkbox"/>	Flex	6 <input type="text"/>	<a href="#">Add Price</a>	270.00	42.64	270.00	42.64	270.00	42.64

## Product Categories

+ Add New

Show 10 entries

Search:

Image	Name	Code	Product Type	Description	Action
	5 KG Excess Baggage	13EC5KEB	Checked Baggage	5 KG Excess Baggage	 
	Breakfast	04B0VU	Breakfast	Vegetable upma	 
	Checked Baggage	13ECSB	Checked Baggage	Special Baggage	 
	Extra Legroom	YEL	Seat	Extra Legroom	 
	Full Course Meal	1D4CFM	Meal	Full Course Meal	 
	Kathi Roll Non-Veg	04B0KRV	Breakfast	Kathi Roll Non-Veg	 
	Lounge Access	1B58LA	Lounge	Lounge Access	 
	Meet and Greet	00C8MAG	Servicing	Meet and Greet	 
	Preferred Seat	YPS	Seat	Preferred seats - Economy	 
	Preferred Seat	JPS	Seat	Preferred seats - Business	 

Standard Seat

100

90

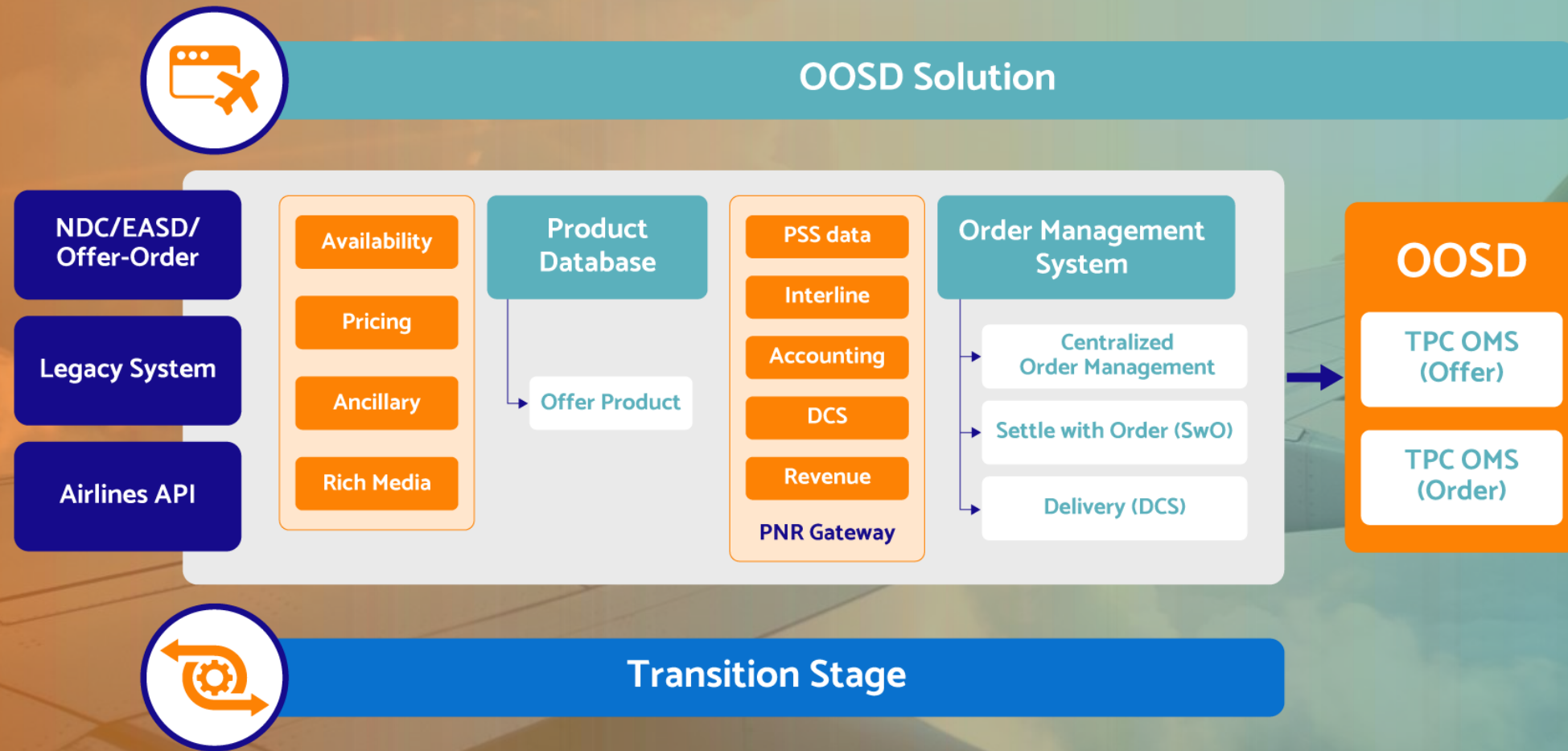
100

Showing 1 to 5 of 5 entries

Previous 1 Next



# Transforming from Legacy PSS



# OOSD Technology Providers

Product Management	Offer Management	Order Management	Financial Management	Delivery Management
✓	✓	✓	✓	✓
	✓	✓	✓	✓
✓	✓	✓	Partnerships	Partnerships
		✓	✓	
		✓		
✓				
				✓



**Modular: Going forward, Airlines can choose a technology eco-system from multiple vendors**

- Inter-operability
- Best of Breed
- Cost-Effective

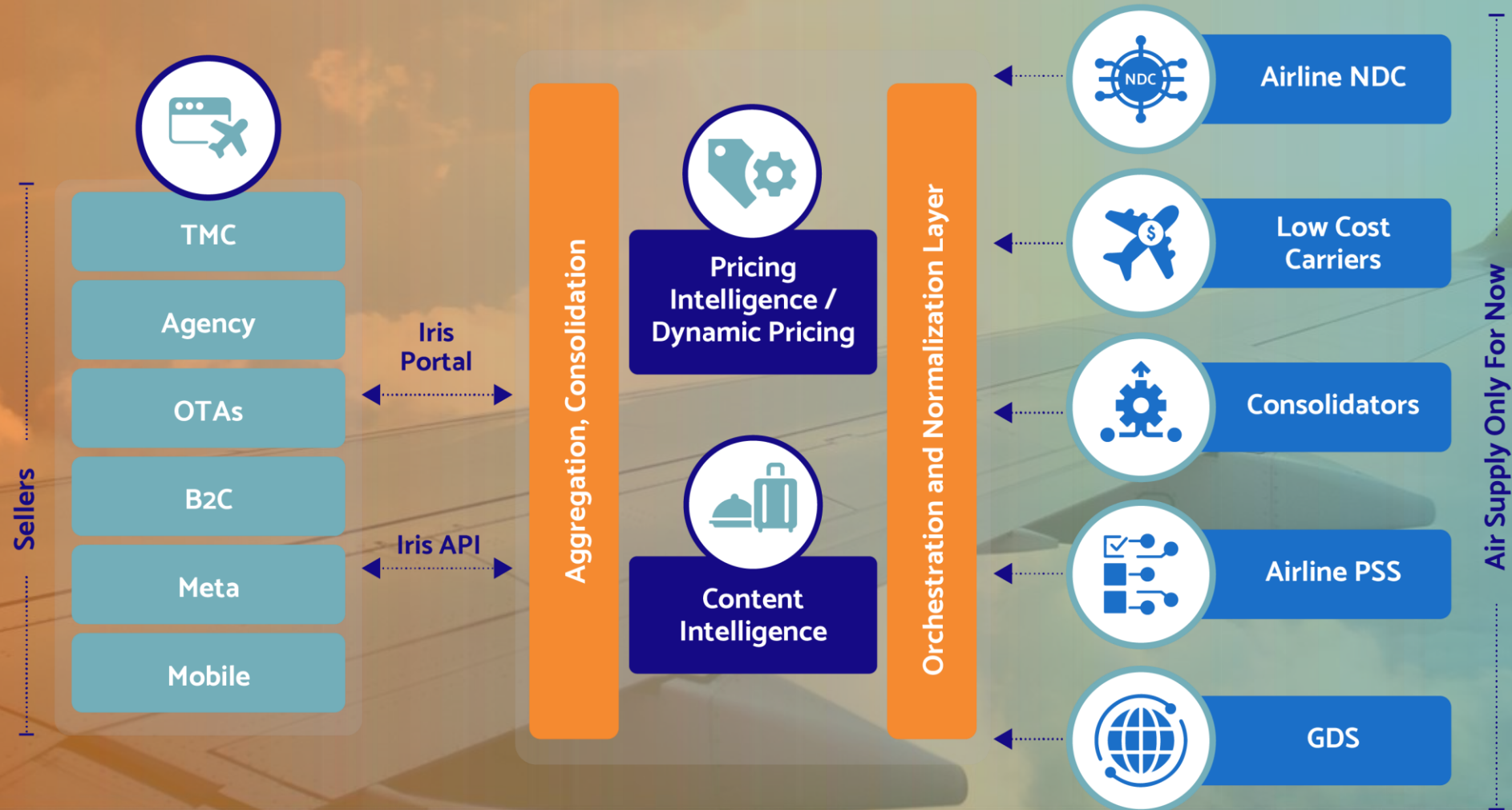


05

# TPC as your Aggregator Partner



# TPC IRIS Aggregation platform Architecture



# Iris Airline Content

>>Iris Supplier Capability Matrix

All your content and your incentives



NDC

AIRFRANCE



BRITISH AIRWAYS

Lufthansa



LCC



Austrian



FINNAIR



RYANAIR

FlySafair



AEGEAN



EGYPTAIR

UNITED

Jetstar

lift



GDS

Sabre

amadeus

TRAVELPORT

And more to come....

# TPC Iris Agency network

## Main Markets:

- Asia-Pacific
- India Subcontinent
- Middle East
- Europe
- Africa
- North America

Growing number of agencies interested in consuming NDC



# Wrap-up

# Wrap-up

- TPC is your partner to lower your distribution costs, leveraging the NDC Standard
- ASTRA-branded B2B Portal is the quick-win to disintermediate with your Travel sellers
- The NDC API Gateway will allow broader reach and scale to aggregators (including TPC's IRIS) and OTAs in the market

**Astra**

Learn more

**Astra**

"Departure":	1
"AircraftScheduledDate":	2025-01-15
"IATALocationCode":	"DUB"
"StationName":	"Dubai International Airport"
"TerminalName":	"3"
"Destination":	"LHR"
"MarketingCarrierInfo":	"Astra"
"CarrierDesignator":	"Astra"
"MarketingCarrierFlight":	"Astra 1001"

**Astra B2B**

Simplifies agent access to content and merchandising supporting



**Astra**

# 01 Intro

Airline distribution is moving toward direct distribution to face the dual challenges of digital transformation hampering the growth of the industry. This whitepaper shares the findings of a survey conducted in 2025, highlighting current realities and strategies for modern airline retailing.

**Current Realities**

**tpc** TPConnects Technologies

**Astra**

# Africa's Next Flight: Modern Airline Retailing Unlocked

In association with African Airlines Association (AFRAA)

© TPConnects Technologies

AFRAA

Download our White Paper to have more insights on the survey





**13<sup>th</sup> AVIATION  
STAKEHOLDERS  
CONVENTION**  
11-13 May 2025 | Kigali, Rwanda  
 **RwandAir**  
by the name of Africa

# Closing Ceremony

12:30 – 13:00 hrs

Better Skies for Africa





**13<sup>th</sup> AVIATION  
STAKEHOLDERS  
CONVENTION**  
11-13 May 2025 | Kigali, Rwanda  
**RwandAir**  
By the name of Africa

# Networking Lunch

**13:00 – 14:00 hrs**

Better Skies for Africa





**13<sup>th</sup> AVIATION  
STAKEHOLDERS  
CONVENTION**  
11-13 May 2025 | Kigali, Rwanda



**RwandAir**  
by the power of Africa



# Scheduled B2B Appointments Sessions

# 14:00 – 16:30

Better Skies for Africa