

# IATA AVIATION DAY MENA

Jeddah, Saudi Arabia  
06 – 07 May 2025

#ADMENA



Saudia



## Competition Law Guidelines

IATA is publishing these Competition Law Guidelines to ensure that the IATA Aviation Day MENA is conducted in full compliance with all applicable competition laws.

### Statement of Policy

IATA Events shall be conducted in full compliance with United States antitrust laws, the competition rules of the European Union, and the competition laws of all other relevant jurisdictions.

### Prohibited Agreements and Activities

1. Unless attendees of IATA Events are advised to the contrary by competition counsel, the following types of agreements, whether express or implied, are **STRICTLY PROHIBITED**:
  - a. Any collective agreement concerning prices or charges for airline services;
  - b. Any collective agreement allocating markets, territories, customers, suppliers or agents;
  - c. Any collective agreement relating to prices or charges to be paid to suppliers, and any other agreement that is intended to, or that in operation is likely to, harm non-participants, including without limitation any agreement that is intended to, or in operation is likely to, exclude a non-participant from any market; and
  - d. Any agreement that is intended to, or in operation is likely to, induce airlines or their suppliers or agents to engage in collective anticompetitive behaviour, or collectively to punish any business enterprise for its exercise of independent business judgment.
2. Recognizing that the existence of an unlawful agreement or concerted practice may be inferred from circumstances, including the exchange of information by competitors, discussions or disclosures of the following types of information, are also **PROHIBITED**, except when such information has otherwise been made public or IATA competition counsel advises that such discussions are legally permissible:
  - a. Individual airline rates, charges or surcharges;
  - b. Individual airline costs;
  - c. An individual airline's intentions regarding increasing, reducing or reallocating aircraft capacity (including entering or exiting routes);
  - d. An individual airline's intentions regarding charging for certain products or services or changes to the existing charges for such products or services;
  - e. Information on individual airline customers; and
  - f. Any other sensitive commercial or proprietary information that the company would not disclose in the absence of an express or implied agreement to exchange such information for the purpose of reducing or restricting competition in the airline industry.

**Registration & Welcome Reception - 05 May, 2025**

- 18:00 – 21:00**      **Registration**
- 19:00 – 21:00**      **Welcome Reception**

**Day 1 - 06 May, 2025**

- 08:00 – 10:00**      **Registration & Welcome Coffee**  
Sponsored By: [Saudi Awwal Bank](#)       **الأول SAB**
- 10:00 – 10:20**      **Host Airline Welcome Speech**  
Speaker:      [Eng. Loay Mashabi](#), Managing Director and CEO - Saudia Cargo
- 10:20 – 10:40**      **Guest of Honor Keynote Speech**  
Speaker:      [H.E. Abdulaziz Al-Duailej](#), President - Saudi General Authority of Civil Aviation (GACA)
- 10:40 – 11:00**      **IATA Keynote Speech**  
Speakers:      [Nick Careen](#), Senior Vice President Operations, Safety and Security - IATA
- 11:00 – 11:30**      **Saudi Vision 2030**  
The Saudi Aviation Strategy redefines GACA's role as a pure regulator, allowing it to focus on enhancing the Kingdom's aviation competitiveness.  
  
Speaker:      [Awad Alsulami](#)  
EVP Economic Policies and Logistics Services - General Authority of Civil Aviation (GACA)
- 11:30 – 12:15**      **Networking Coffee Break**  
Sponsored By: [Saudia](#)       **Saudia**
- 12:15 – 13:30**      **Shaping the Future Through Collaboration, Innovation, and Harmonization Across Aviation Echo System**  
This panel convenes leaders representing key players in the aviation ecosystem, to discuss how collaboration, innovation, and harmonization can drive the industry's future. The aim is to explore shared goals, emerging technologies, and unified approaches to addressing pressing challenges, ensuring a prosperous and sustainable path forward.  
  
Moderator:      [Kamil Alawadhi](#)  
Regional Vice-President, Africa and Middle East - IATA  
  
Panelists:      [Nick Careen](#), Senior Vice President Operations, Safety and Security - IATA  
                 [Ebtesam AlShamlan](#), Assistant Undersecretary for Air Transportation and Aviation Safety and Security - Bahrain Civil Aviation Authority  
                 [Mohammed Mazi](#), Chief Executive Officer - Saudi Ground Services  
                 [Capt. Fahd Cynndy](#), Senior Executive and Board Director - Aviation Industry  
                 [Ayman AboAbah](#), Chief Executive Officer - Riyadh Airports
- 13:30 – 14:30**      **Networking Lunch Break**  
Sponsored By: [Saudia](#)       **Saudia**

**14:30 – 15:00**

### **Spotlight on Safety**

A presentation followed by a discussion on IATA's Safety Connect & Safety Issue Hub, which supports the delivery of IATA safety strategy, and an internationally recognized repository of aviation hazards and safety risks, to enable the prioritization and delivery of aviation safety improvement programs.

Speakers: [Dragos Munteanu](#), Head of Safety - IATA  
[Capt. Mohamed Dahduli](#), Head of Safety, Aviation Security & Quality - Saudia

**15:00 – 15:45**

### **Airports of the Future**

Inspired by the Kingdom of Saudi Arabia's ambitious plans for vision 2030 and with multi-billion-dollar investments in infrastructure and technology-based solutions, this panel session will examine how key players are changing the dynamics of the airports, airlines, and service sectors to be ready for the future and the anticipated growth.

Moderator: [Kashif Khalid](#)  
Director of Operations, Safety & Security - IATA

Panelists: [John Selden](#), Board Member - Jeddah Airport Company (jedco)  
[Ayman AboAbah](#), CEO - Riyadh Airports  
[Andre Martins](#), Partner - Oliver Wyman  
[Nagy Abu Zeid](#), Vice President - Hill International

**15:45 – 16:15**

### **Networking Coffee Break**

Sponsored By: [Saudia](#)



**16:15 – 16:30**

### **Saudi Awwal Bank**

**16:30 – 17:30**

### **Aviation Sustainability; Progress Towards Net-Zero in MENA**

A panel discussion that looks into how the region's strategic initiatives can propel the entire world toward a cleaner, more efficient aviation future charting a course for sustainable skies.

Moderator: [Farah Mismar](#)  
Regional Manager Sustainability, AME - IATA

Panelists: [Maryam Telmesani](#), VP Sustainability - Saudia Group  
[Dr. Emad Al-Harbi](#), Mobility Decarbonization Director - SWD Futures, Board Member and Treasurer, Saudi Space & Aviation Sciences Association (SSASA)  
[Andrew Sweeney](#), Regional Sustainability Lead (METACA) - Boeing  
[Maryam Al Balooshi](#), State Lead Negotiator for Aviation Climate Change - UAE GCAA

**19:00**

### **Gala Dinner**

Hosted By: [Saudia](#)



**Day 2 - 07 May, 2025**

**09:00 – 10:00**

**What's Keeping Airlines CEOs Awake at Night?**

This panel of Airline CEOs will delve into the critical challenges and opportunities facing the MENA aviation sector. With airline CEOs sharing insights on navigating geopolitical tensions, sustainability pressures, and evolving passenger demands, the discussion aims to foster innovative solutions and strategic collaboration for long-term industry growth.

Moderator: [Kamil Al Awadhi](#)  
Regional Vice President, Africa & the Middle East - IATA

Panelists: [Dr. Jeffery Goh](#), Group Chief Officer - Gulf Air Group Holding  
[Capt. Ahmed Shanan](#), Chairman & Chief Executive Officer - Air Cairo  
[Steven Greenway](#), Chief Executive Officer - Flyadeal  
[Adrian Hamilton-Manns](#), Chief Executive Officer - Salam Air

**10:00 – 11:00**

**Breaking Barriers: Advancing Accessibility in Aviation**

This session will focus on eliminating barriers and improving accessibility in aviation. Presenters will discuss strategies to enhance the travel experience for passengers with disabilities and those with reduced mobility. They will also explore the benefits of collaboration across the industry and efforts to harmonize legislations.

Moderator: [Linda Ristagno](#)  
Assistant Director External Affairs - IATA

Panelists: [Dr. Daniela Bas](#), Expert on inclusive Tourism for Minister of Disability - Italy  
[Dr. Sahar Emam](#), General Manager Public Relations - Egypt Air  
[Mouza Rumaihi](#), Special Handling Manager - DNATA

**11:00 – 11:30**

**Networking Coffee Break**

Sponsored By: [Saudia](#)



**11:30 – 12:30**

**Airline Retailing: Enhancing Profitability Through Customer Centricity**

An interview highlighting how IATA and the Airline Retailing Consortium are supporting airlines throughout their modern retailing journey with a particular focus on Saudia's market progress and potential.

Interviewer: [Diala Halaseh](#)  
Regional Head of Distribution & Payment - IATA

Guests: [Arved Von Zur Muehlen](#), Chief Commercial Officer - Saudia  
[Rogier Van Enk](#), Chief Commercial & Customer Officer - Flyadeal

Followed by a panel of airlines and industry partners sharing their modern retailing experience, the benefits realized so far, future opportunities, and the need for supply chain collaboration driven by a shared focus on customer centricity.

Moderator: [Arved Von Zur Muehlen](#)  
Chief Commercial Officer - Saudia

Panelists: [Rogier Van Enk](#), Chief Commercial & Customer Officer - Flyadeal  
[Tarique Khatri](#), Chief Commercial Officer - Almosafer  
[Christophe Roux](#), SVP Airlines Middle East, Türkiye and Africa - Amadeus  
[Vincent Coste](#), Chief Commercial Officer - Riyadh Air

**12:30 – 13:30**

**Networking Lunch Break**

Sponsored By: [Saudia](#)



**13:30 – 14:30**

**Pivotal Role of Aviation in Shaping the Tourism Sector**

Aviation and tourism are deeply interconnected and must collaborate to deliver social and economic benefits while ensuring sustainability. The air transport industry has a plan to become more environmentally and socially responsible. This session explores aviation's role in tourism growth and practical policy steps to improve the industry's reputation.

Moderator: [Rima Tayyah](#)

Regional Director External Affairs MENA – IATA

Panelists: [Hala Alhuraibi](#), Director of Transportation and Logistics - Ministry of Investment, Kingdom of Saudi Arabia

[Dr. Samer Yaghmour](#), Head of Development & Quality Unit, Faculty of Tourism - King Abdulaziz University

[Khalid Al Zarooni](#), VP of Kingdom of Saudi Arabia, Emirates Airlines

[Frederico Fernandes](#), Associate Director, Wize

**14:30 – 15:15**

**Navigating Troubled Skies & Airspace Risk Management**

A presentation followed by a discussion on the safety and security challenges of managing airspace risks in civil aviation, particularly over or near conflict zones, concluding with recommendations to enhance coordination and collaboration among all concerned parties.

Interviewer: [Kashif Khalid](#), Director of Operations, Safety & Security - IATA

Guest: [Hany Bakr](#), Senior Vice President Aviation & Maritime Security - Medaire

**15:15 – 15:30**

**Networking Coffee Break**

Sponsored By: [Saudia](#)



**15:30 – 16:15**

**Air Cargo Transformation – One Record & Insights from Cargo Leadership**

The vision for ONE Record is an end-to-end digital transport supply chain where data is easily and transparently exchanged in a digital ecosystem of air cargo stakeholders, communities, and data platforms. This session features a presentation followed by an interview with one of the Air Cargo leaders and experts to provide highlights of IATA One Record and insights of cargo digitization.

Interviewer: [Kashif Khalid](#), Director of Operations, Safety & Security - IATA

Guest: [Eng. Hassaan Khan](#), VP Corporate Sustainability & GRC - Saudia Cargo

**16:15 – 16:45**

**Attracting the Next Generation of Aviation Professionals**

The aviation industry faces a growing talent gap as fewer young people pursue aviation careers, raising concerns about its future workforce. However, as an industry known for its innovative spirit, new approaches are emerging to address this issue. This keynote will explore cutting-edge, data-driven solutions designed to inspire and cultivate the next generation aviation professionals.

Keynote: [Mohammad Taher](#) "The Airport Guy"

**16:45 – 17:00**

**Closing Remarks**



**Eng. Loay Mashabi**  
**Managing Director and CEO**  
**Saudia Cargo**

Eng. Loay, former Deputy Minister for Logistics Services at the Ministry of Transportation and Logistics Services, has an extensive background in the logistics sector and has played a pivotal role in the efforts to bolster Saudi Arabia's position as a logistics hub.

Throughout his career Eng. Loay has served at various positions in both the private and government sectors and has also acted as board member of Saudia Cargo, Saudi Authority for Industrial Cities and Technology Zones (MODON), Riyadh Integrated (Transportation, Logistics, Supply Chain and Storage) and Saudi Exports Authority.

Eng. Loay oversees several functions and strategic initiatives to ensure Saudia Cargo continues in its successful growth and transformation to reach a vast international presence through expanding its dedicated freighter fleet to become one of the world's top 10 largest air cargo carriers in the coming years.

Eng. Loay holds an Executive MBA from London Business School and a BSc in Petroleum Engineering from King Fahd University.



**H. E. Abdulaziz Al-Duailej**  
**President**  
**Saudi General Authority of Civil Aviation (GACA)**

H. E. Abdulaziz Al-Duailej is the President of the General Authority of Civil Aviation (GACA) in Saudi Arabia, serving since March 2021 at ministerial rank. He oversees national aviation strategy and chairs the boards of the Airports Holding Co., Saudi Air Navigation Services Co., and Advanced Electronics Co.

With over 30 years of experience, he has held executive roles at Advanced Electronics Company, Saudi Printing and Packaging Company, Addwan Chemical Industries, and SABIC, and served on boards including Binladin Global Holding Group and Alsalam Aerospace Industries.

He is active in several national councils such as the Saudi Space Agency, Saudi Arabian Military Industries (SAMI), and NEOM Airport Development. He also leads key committees focused on aviation safety, security, and strategy. In July 2024, he was elected Chairman of the Executive Council of the Arab Civil Aviation Organization.

He holds a bachelor's in Industrial Management from King Fahd University of Petroleum and Minerals and has completed executive training at Stanford, INSEAD, and General Electric.



**Nick Careen**  
**Senior Vice President Operations, Safety and Security**  
**IATA**

Nick leads IATA's work on safety, security and operations, including airports, fuel supply, passenger experience, cargo and ground handling.

Before joining IATA in 2015, Nick was Vice President of Airports, Call Centers and Customer Relations for Air Canada. He built his career in Air Canada and its subsidiary Jazz, where he managed various aspects of airport operations, including Inflight, Flight Operations, Operations Control, and Maintenance.

Nick brings with him a wealth of experience covering all facets airline operations, human resource management, labor and government relations.

He completed his studies in Political Science at Memorial University of Newfoundland and Labrador, and also holds the Master Black Belt Certification from Six Sigma.



**Awad Alsulami**  
**EVP Economic Policies and Logistics Services**  
**General Authority of Civil Aviation (GACA)**

Awad A. Alsulami has served as Executive Vice President of Economic Policies and Logistics Services at GACA since March 2023. He joined GACA in June 2021 as an advisor to the President and later became Vice President of Logistics and Special Economic Zones..

Since joining GACA, Mr. Alsulami has advised its President and led the launch of the Riyadh Integrated Special Logistics Zone, Saudi Arabia's first of its kind. He currently leads the restructuring of the Kingdom's aviation economic framework, driving regulatory reforms and oversight to build a competitive, investment-friendly aviation ecosystem.

Previously, he headed the Aviation Sector at the Ministry of Investment, advancing strategic initiatives aligned with Vision 2030. He also held leadership roles at Saudia Cargo (2015–2019) and Qatar Airways (2014–2015), focusing on commercial development, network, and revenue management.

Mr. Alsulami holds a B.Sc. in Economics & Business Administration from King Abdul Aziz University, as well as qualifications in Supply Chain Management from Stanford Graduate School of Business, and Strategic Management from Harvard University Graduate School of Design.



**Kamil Alawadhi**  
**Regional Vice President, Africa and the Middle East**  
**IATA**

Kamil is the Regional Vice-President for Africa and the Middle East (AME), one of the most dynamic and fastest-growing regions in aviation. Kamil represents IATA in 68 countries, serving 57 airlines across AME. He leads the execution of IATA's global strategic priorities at the regional level and advocates on behalf of industry to maintain global safety levels, enhance connectivity, particularly across Africa, reduce costs for airlines, and ensure the sustainability of air transport in the region.

He works hand in hand with regional partners such as AACO, ACAO AFCAC, AFRAA, and ICAO regional offices towards the advancement of air transport as a social and economic enabler and driver in the region.

Prior to joining IATA, Kamil was the CEO of Kuwait Airways and held various key positions at the airline in the areas of safety, security, quality management, and enterprise resource planning over his 31-year career in the aviation industry.

A national of Kuwait, Al-Awadhi holds an MBA in Aerospace Management from the Toulouse Business School and an Engineering degree in Aircraft Maintenance Management from Air Service Training (AST) in the UK.



**Ebtesam AlShamlan**  
**Assistant Undersecretary for Air Transportation & Aviation Safety & Security**  
**Bahrain Civil Aviation Authority**

Ebtesam AlShamlan is a pioneering civil aviation leader in Bahrain's civil aviation sector with over 32 years of experience. Since joining Civil Aviation Affairs in 1993, she rose through the ranks to become the first woman to hold the position of Assistant Undersecretary for Air Transport, Aviation Safety, and Security, and earlier, Bahrain's first Director of Air Transport.

She has led major initiatives in aviation safety, policy, and digital transformation, including the award-winning ALNAWRAS system, earning the 2019 Government Excellence Award and the 2021 UN WSIS award. She represented Bahrain in international forums, chaired key aviation committees, and led bilateral air transport negotiations to expand Bahrain International Airport's global reach.

She also played a vital role in achieving CAT 1 certification under the IASA FAA audit and has contributed to aviation education as a long-time lecturer at the University of Bahrain.

She holds an MBA with first-class honors from the University of Bahrain, a bachelor's degree in accounting from Ain Shams University, and a diploma in Air Transport Management from IATA UFTA, Geneva.



**Mohammed Mazi**  
**Chief Executive Officer**  
**Saudi Ground Services**

Mohammed Mazi is the Chief Executive Officer of Saudi Ground Services, appointed in September 2024 after serving as Executive Vice President of Finance and Business Development since January 2020. In his current role, he continues to lead SGS's transformation, leveraging his strategic and financial expertise to drive growth and innovation.

As EVP of Finance, Mohammed was instrumental in shaping SGS's financial strategies, contributing to revenue growth and enhancing operational efficiency. His leadership fostered a culture of financial acumen & long-term sustainability.

Mohammed began his career at Aramco in 2005, eventually serving as Acting Division Head of Corporate Reports Planning & Performance Management. He led the redesign of Aramco's corporate performance measurement process and developed its target-setting approach for the 2014–2016 business plan — a landmark achievement.

He holds an MBA from Texas A&M University & a triple-major bachelor's degree in accounting, business administration, and MIS from the University of New Orleans.



**Capt. Fahd Cynndy**  
**Senior Executive and Board Director**  
**Aviation Industry**

Fahd H. Cynndy is a seasoned business leader with over 20 years of experience across aviation, logistics, energy, and emerging ventures. Known for driving strategic growth and organizational transformation, Fahd currently serves as Managing Director of Saudia Technic, where he leads global positioning and major initiatives like the MRO Village project.

Previously CEO of Saudi Ground Services (SGS), he has led large-scale organizations with thousands of employees, emphasizing operational excellence, governance, and talent development. His early career at Saudi Aramco included engineering and aviation leadership roles, laying the foundation for his executive ascent.

Fahd holds board roles across key PIF portfolio companies including AviLease, Saudia Cargo, and The Helicopter Company. He is also a Founding Partner of Reaction VC, a venture firm focused on impact-driven technologies.

He holds an MBA from HKUST, a Mechanical Engineering degree from Western New England University, and an aviation degree from the University of North Dakota. A Stanford GSB alumnus, Fahd continues to champion cross-sector innovation aligned with Saudi Arabia's development goals.



**Ayman AboAbah**  
**Chief Executive Officer**  
**Riyadh Airports**

Ayman Abdulaziz AboAbah is the CEO of Riyadh Airports Company (RAC), overseeing operations at King Khalid International Airport. With over 31 years of experience across public and private sectors, he brings deep expertise in airport management, business transformation, and technology.

Previously, he served as CEO of Jeddah Airports Company and as VP of Operations at RAC, where he led key initiatives and earned multiple global accreditations.

His leadership roles include Chief Business Development Officer at Awqaf Sulaiman Al Rajhi Holding Co. and acting CEO of Watania Agriculture Company.

AboAbah also led Tamkeen Technology as CEO and held senior positions at HRDF, Microsoft, and Cisco. He began his career in education and ICT at the Ministry of Education, contributing to national IT infrastructure.

His career reflects a strong track record in strategic leadership, operational excellence, and cross-sector innovation.



**Dragos Munteanu**  
**Head of Safety**  
**IATA**

Dragos Munteanu is Head of Safety at the International Air Transport Association (IATA), based in Geneva, Switzerland. He leads IATA's global efforts to manage aviation safety risks, ensuring alignment with Safety Management Systems (SMS) and industry best practices.

His role involves coordinating across IATA's central and regional teams to effectively address aviation hazards and reduce the risk of accidents on behalf of member airlines and the broader industry.

Before his current position, Dragos spent a decade as Assistant Director of Safety & Flight Operations at IATA in Europe. He brings over 25 years of experience in aviation, including regulatory, airline operational, safety, and quality management roles. He is also a trained IOSA auditor and safety investigator, with a strong background in aviation safety systems and oversight.

Dragos holds a degree in Aerospace Engineering from the Bucharest Polytechnics University and a Master's in Air Safety Management from City University, London. In addition to his professional responsibilities, he is an IATA instructor, delivering aviation safety courses globally.



**Capt. Mohamed Dahduli**  
**Head of Safety, Aviation Security & Quality**  
**Saudia**

Captain Mohamed is an experienced commercial pilot based in Jeddah, Saudi Arabia, with over 20 years in the aviation industry. Currently, he serves as the Vice President of Safety, Aviation Security & Quality at SAUDIA Airlines, where he is dedicated to enhancing safety standards and regulatory compliance.

Additionally, he is a board member of the Gulf Flight Safety Association (GFSA) and a member of the Security Advisory Council for the International Air Transport Association (IATA).

Throughout his career, Captain Mohamed has held significant roles in Flight Operation and Safety Management. He earned a Bachelor of Business Administration from Cambridge International College and possesses numerous certifications in Quality and Safety Management, as well as Aviation Investigation.

With a strong dedication to continuous improvement in aviation safety, Captain Mohamed Dahduli focuses on cultivating a culture of safety and quality assurance in all aspects of flight operations within the industry.



**Kashif Khalid**  
**Director of Operations, Safety & Security**  
**IATA**

Kashif provides leadership and supports IATA's regional agenda, advocating with stakeholders to further IATA's mission, projects, strategic partnerships, and industry standards. He focuses on Airports, Infrastructure, Customer Experience, Safety, Flight Operations, Cargo, Ground Operations, Security, and Facilitation.

Previously, he was Head of Assets & Acquisitions at Abu Dhabi Airports, leading global airport development and M&A for the UAE Government and its Sovereign Wealth Fund. He developed strategies for innovation, sustainability, and operations for UAE Airports. Kashif has advised global airports, governments, and investors on development projects, operations strategy, revenue development, privatizations, and public-private partnerships.

Earlier, he held senior executive positions in aviation with the Dubai Government, Abu Dhabi Government, Citi, and British Airways. Kashif graduated Magna Cum Laude from New York Tech in International Business & Economics and holds an MS-IB.

His credentials include an advanced degree in Airport Planning and Finance, IAP, and the ACI Airport Executive Leadership program. He is also a Member of the Royal Aeronautical Society (MRAeS).



**John Selden**  
**Board Member**  
**Jeddah Airport Company (jedco)**

John Selden, a former U.S. Navy pilot, is well-positioned to guide Jeddah Airport as a member of the Board of Directors and ExCom. With an accomplished 40-year career in aviation, Selden served as CEO of NEOM Airports from April 2021 to July 2023, leading the development of a futuristic airport designed to provide NEOM with global connectivity.

Before joining NEOM, he was General Manager of Hartsfield-Jackson Atlanta International Airport (ATL) from 2018 to 2021. At ATL, he realigned the multibillion-dollar capital improvement program to meet growing demand, ensuring operational efficiency and enhancing customer experience.

From 2008 to 2018, Selden held significant roles at John F. Kennedy International Airport (JFK), including Manager of Airside Operations, General Manager of Airport Certification and Safety, and Deputy General Manager. With over 9,000 flight hours, Selden has flown for American Airlines and served in Operation Desert Storm.

He holds a Bachelor of Science in Management and Technology from the United States Naval Academy and two master's degrees.



**Andre Martins**  
**Partner**  
**Oliver Wyman**

André Martins is a partner and Oliver Wyman's head of the Transportation and Services Practice in India, Middle East and Africa (IMEA).

With over 15 years of experience in strategy and management consulting, across more than 20 countries in Europe, Americas and IMEA, André advises shareholders, boards and executive management of leading private and public sector entities across a wide range of industries: aviation, maritime, surface transportation, large infrastructures, professional services and government.

His expertise covers strategy, business plans, new ventures, large transformations, corporatizations, privatizations, commercial, and spend turnarounds.



**Nagy Abu Zeid**  
**Vice President**  
**Hill International**

Nagy Abu Zeid is a seasoned aviation executive with over 29 years of international experience, currently serving as Vice President, Aviation – MENA Region at Hill International, where he leads airport sector growth and project delivery across the region.

He has held senior roles at Oman Airports, Zurich Airport, and Swissport, driving strategic growth and operational and commercial excellence.

He played a key role in the successful openings of Muscat, Salalah, and Duqm Airports, with several earning global recognitions.

At Oman Airports, he led its evolution into a world-class operator of seven airports, advancing financial sustainability, customer experience, and supporting logistics and tourism development.

He is the former Chair of the ACI Asia Pacific and Middle East Economics Committee, where he contributed significantly to shaping aviation policy, economic regulation, and ESG integration.



**Manal El-Taher**  
**Manager Financial & Distributions Service Products & Transformation**  
**IATA**

Manal El-Taher joined IATA in 2011 and is currently the Regional Manager, Transformation & Products, Financial Settlement & Distribution Services covering 67 countries across Africa and Middle East.

In her current role, she is responsible for advocating and raising awareness around IATA Industry Distribution and Payment Programs across Airlines and industry key partners such as Travel agents, Freight Forwarders, Technology providers and along with different products that provide the aviation industry with the means to save, improve, innovate, and sustain its businesses and financial health such as Modern Airline Retailing, IATA Payment Programs, and IATA Financial Gateway IFG.

Manal has 14 years of extensive experience in the aviation industry and is recognized as a subject matter expert in retailing, payment systems, digital transformation, and Agency Management Program.

Manal is fluent in Arabic and English and holds a Bachelor of Money, Banking and Customs.



**Hani Zahran**  
**General Manager**  
**Saudi Awwal Bank**

Hani is a results-driven banking leader, board member, and former CFO with 20+ years of experience enabling growth and transformation across sectors.

As General Manager at Saudi Awwal Bank, he leads the SME business and has significantly enhanced its performance through strategic focus, team development, and cross-bank collaboration.

He previously served as CFO of one of MENA's largest real estate developers and brings sharp commercial acumen and strategic vision.

A graduate of executive programs at Harvard, Oxford, and Cambridge, Hani is passionate about scaling businesses, empowering talent, and accelerating growth—particularly for SMEs in high-potential sectors like aviation.



**Yousef AlRugaibah**  
**General Manager - Global Payments Solutions**  
**Saudi Awwal Bank**

Yousef AlRugaibah is the General Manager of Global Payments Solutions at Saudi Awwal Bank (SAB)

He joined through the bank's Management trainee programme and has been with the bank for 30 years holding senior leadership roles across the organization such as Chief Digital Officer of SAB and other key positions within HR and IT.

In addition to above, he is also a core member of key committees in the bank covering digital initiatives, investments etc.

Yousef is an alumni of King Fahd University of Petroleum and Minerals and holds a Bachelor's degree in Computer Engineering, and MBA from London Business School.

Given the wide remit of roles and understanding of key business and support areas across the organization, he brings deep understanding of Digital Payments (Acceptance & Payout's), Commercial Cards, Fintech's, liquidity and working capital.



**Farah Mismar**  
**Regional Manager Sustainability, AME**  
**IATA**

Farah focuses on the decarbonization agenda of the aviation industry and advancing global sustainability. Her advocacy work involves collaborating with policy makers, international associations, and airlines across 67 states in AME.

Farah's expertise lies in analyzing and developing policy positions to address a broad range of sustainability concerns related to the industry's overarching goal of achieving Net-Zero emissions by 2050. She is also extensively involved in several environmental initiatives including long-term emission reduction pathways, sustainable aviation fuels, and the implementation of the ICAO Global Market-Based Measure (CORSIA).

Beyond her professional work, Farah has also been recognized for her contributions to Sustainable Development. She was selected to speak at the UN General Assembly's Major Group for Children and Youth in 2015 and was later nominated as a United Nations Young Leader. Farah has received numerous academic awards such as the Middle East Partnership Initiative (MEPI) Tomorrow's Leaders Scholarship, in which she earned her degrees in Legal Studies and International Affairs.



**Maryam Telmesani**  
**VP Sustainability**  
**Saudia Group**

Maryam Telmesani holds an EMBA from HULT International Business School and is a dedicated sustainability expert who pioneered multi-sectoral sustainable strategies, practices, and methodologies in Saudi Arabia and beyond.

She has held key positions as Chief Sustainability Officer for several companies, a trusted sustainability advisor, and is currently the Vice President of Sustainability at SAUDIA Group, as well as an Expert in Residence for the Hult Prize.

Maryam is also the Chair of the Sustainability Policy Group at AACO, a Committee Member of the Civil Aviation Environmental Sustainability Program with GACA, a SkyTeam Sustainability Advisory Group Member, and a Technical Committee Member of the Oil Sustainability Program.

She has participated in over 60 global sustainability events and talks, receiving numerous awards, including Top Inspirational Leaders of 2024, Women Icon of the Year 2023, Top 100 Influential CSR Leaders 2023, and Power 50 ESG Leaders 2022.



**Dr. Emad Al-Harbi**  
**Mobility Decarbonization Director - SWD Futures, Board Member & Treasurer**  
**Saudi Space & Aviation Sciences Association (SSASA)**

Dr. Emad Alharbi is a distinguished aviation expert and sustainability leader with over 20 years in the aerospace industry. As Mobility Decarbonization Director at SWD Futures in Riyadh, he leads energy transition and decarbonization efforts in aviation, aligning strategies with national sustainability goals.

His diverse background includes managing multi-million-dollar contracts at Saab Saudi. Dr. Alharbi's expertise spans program management, MRO operations, ATM systems, and corporate governance.

As a Board Member and Treasurer of the Saudi Space & Aviation Sciences Association (SSASA), he contributes to shaping the future of aviation in Saudi Arabia. He is a regular speaker at industry events like the Sustainable Aviation Futures (SAF) MENA Congress and SkyMove MENA.

Dr. Alharbi holds a Ph.D. in Industrial Engineering from the New Jersey Institute of Technology and a Bachelor's in Mechanical and Aeronautical Engineering from King Abdulaziz University, along with multiple professional certifications, including PMP® and International Certified Corporate Governance Officer.



**Andrew Sweeney**  
**Regional Sustainability Lead (METACA)**  
**Boeing**

Andrew is from the United Kingdom and graduated in 2012 from the University of Southampton with an honors degree in Mechanical Engineering. He then joined the Royal Air Force (RAF) as an Aerosystems Engineering Officer and initially served as a maintenance manager on several aircraft Squadrons, leading teams conducting operations both globally and domestically.

He then moved into a support role within the UK's Defence Equipment & Support organization, looking after the mechanical systems for the RAF's fleet of CH-47 aircraft, before completing a strategy role in the RAF's headquarters, planning the workforce requirements for the RAF's 700 strong officer cohort.

After this he completed an academic Fellowship studying Engineering for Sustainable Development at the University of Cambridge, where he graduated with distinction. This led to a role as the RAF's Sustainable Aviation strategy lead, where he was awarded an MBE in the 2025 Kings New Year Honours for his work leading the Ministry of Defence's approach to climate change risks for its aviation sector.

Recently he left public service and relocated to Dubai after being appointed as Boeing's Regional Sustainability Lead for the Middle East, Türkiye, Africa and Central Asia - leading their regional engagement on this subject.



**Maryam Al Balooshi**  
**State Lead Negotiator for Aviation Climate Change**  
**UAE GCAA**

Eng. Maryam Al-Balooshi is the founder of Aviation Environment in UAE and the region. One of the First expert in the world seconded to the Department of Environment in the International Civil Aviation Organization (ICAO-UN) in 2010.

UAE Official representative in the Committee of Aviation Environment Protection (CAEP-ICAO) since 2016, Elected as CAEP Vic Chair in Oct 2023. State Lead Negotiator for Aviation Climate Change since 2010.

Environment Manager at the General Civil Aviation Authority (GCAA) of United Arab Emirates since 2010.

In 2021 she led the idea of the establishment of UAE Low Carbon and Sustainable Aviation Fuel Committee which was endorsed by the Prime Minister Office in 202.

She holds an Engineering bachelor in Chemical Engineering and a Master's Degree in Environmental Science. She is an Author, Columnist and Artist.



**Dr. Jeffery Goh**  
**Group Chief Officer**  
**Gulf Air Group Holding**

Dr. Jeffrey Goh is the Group CEO of Gulf Air Group Holding, overseeing Bahrain's air transportation industry, including Gulf Air, Bahrain Airport Company, Gulf Aviation Academy, and joint ventures in airport services and duty-free.

Before this role, he spent over 16 years at Star Alliance, serving as CEO since January 2017, and held positions such as COO & General Counsel, VP Corporate Services, managing strategy, membership development, HR, joint sourcing, fuel projects, legal, finance, and project management. He also worked at the International Air Transport Association in Montreal and Beaumont & Son in London.

Dr. Goh has extensive international experience in both private and public sectors, with deep knowledge of global airline alliances and the airline industry. His expertise includes senior corporate management, strategy development, cross-cultural stakeholder management, and sustainability initiatives.

He serves on the Board of China Aviation Oil (Singapore) Corporation Ltd. as an independent non-executive director and chairs the Global Loyalty Organisation (GLO). Dr. Goh holds a PhD from the University of Sheffield and a Bachelor of Law from the University of Hull, UK.



**Capt. Ahmed Shanan**  
**Chairman & Chief Executive Officer**  
**Air Cairo**

Captain Ahmed Shanan is an accomplished aviation executive and active pilot with over 35 years of experience.

Currently, he serves as the Chairman and CEO of Air Cairo. His extensive career includes pivotal roles such as Director of Safety & Quality and Director of Operations.

Shanan has also held significant positions at Air Arabia Egypt, including Chief Pilot, Director of Flight Operations, and Accountable Executive.

He holds degrees in Business Administration and Aviation Science, along with an IATA Diploma in Safety and Quality.

Additionally, Shanan is an active Type Rating Examiner (TRE) for the A320 and a Flight Inspector at the Egyptian Civil Aviation Authority, demonstrating his commitment to operational excellence and safety.



**Steven Greenway**  
**Chief Executive Officer**  
**Flyadeal**

Steven Greenway was appointed Chief Executive Officer of Saudi Arabian low-cost airline flyadeal in January 2024, bringing over 25 years of travel, airline, loyalty, and advisory experience gained globally.

He was a founding member and Chief Commercial Officer of Scoot, Singapore Airlines' successful LCC subsidiary; CEO of reward-U, a pioneering Hong Kong loyalty/lifestyle programme; and President of Swoop, WestJet's ultra low-cost subsidiary in Canada.

With experience in C-level and executive board roles across Europe, the Middle East, Asia, and North America, his expertise spans sales and distribution, planning, revenue management, ancillary revenue, digital commerce, loyalty, and strategy.

In recent years, he joined Boards in manufacturing AI (T-DAB.AI - UK), VR pilot training (VTR - USA), and airline commercial solutions (Caravelo - Spain).

Before joining flyadeal, he was President Commercial at Pangiam, a solutions provider for the efficient flow of people and goods across industries including travel and transportation.

Steven holds Bachelor's degrees in Economics and Political Science.



**Adrian Hamilton-Manns**  
**Chief Executive Officer**  
**Salam Air**

Mr. Adrian Hamilton-Manns brings a wealth of expertise and profound knowledge in Airline Management, backed by over eight years of experience as a Chief Executive Officer.

His impressive career spans 28 years in aviation executive management, with a notable 14 years dedicated to the Low-Cost airline industry.

He has held several prominent executive management positions in distinguished aviation companies throughout his career.

These include roles at South African Airways, FlyArystan, and Virgin Australia, previously known as Virgin Blue Airlines.



**Linda Ristagno**  
**Assistant Director External Affairs**  
**IATA**

Since 2018, Linda has passionately advocated for a safe and dignified customer experience, championing accessibility across all segments of the travel and tourism industry.

Her involvement in the UN Tourism event, which led to the historic San Marino Declaration in 2023, firmly established IATA as a global leader for travel and tourism. In 2024, she had the privilege of speaking at the first-ever G7 Summit on Disability, proudly showcasing the aviation industry's commitment to accessible air travel.

Linda serves as the Secretary of the IATA Working Group on Accessibility, co-chairs the US Department of Transportation Advisory Committee on Accessible Aviation and is a member of the newly formed Task and Finish Task Force under the UK Secretary of State for Transport.

With an Executive master's degree in advocacy, International Negotiation, and Policymaking from the Graduate Institute of International and Development Studies in Geneva, Linda balances her impactful career with the joys of being a mother to two wonderful girls.



**Dr. Daniela Bas**  
**Expert on inclusive Tourism for Minister of Disability**  
**Italy**

Dr. Daniela Bas is a global leader in sustainable development, inclusion, and multicultural leadership, with over 30 years of international experience. President and Founder of the SustainABILITY Advocacy Boutique (SAB), she drives social change through communication and relationship management, advocating for the Sustainable Development Goals (SDGs), accessible tourism, sports for all, and inclusion.

She held senior positions from 2011 to 2023 at the United Nations in New York, leading global initiatives for social well-being. A skilled leader, she managed a team of over 70 professionals. Previously, she advised Italy's Minister of Foreign Affairs and the Presidency of the Council of Ministers.

A sought-after speaker and lecturer, she has collaborated with Columbia University, Baruch College, and European universities. She also advises Italy's Ministry for Disabilities on tourism, contributes to the Global Sustainability Benchmark in Sport (GSBS), and supports ENAC on accessibility.

A journalist and certified life coach, she worked as a broadcaster and now hosts Conversations on SustainABLE Futures. Her dedication earned multiple awards.



**Dr. Sahar Emam**  
**General Manager Public Relations**  
**Egypt Air**

Dr. Sahar Youssef Emam is the General Manager of Public Relations at Egyptair. Previously serving as MICE (Meetings, Incentives, Conferences, and Exhibitions) Manager, she led the planning and execution of major events for Egyptair and the Ministry of Civil Aviation, strengthening the airline's network and public image.

A respected advocate for accessibility, Sahar launched programs to improve travel for passengers with reduced mobility (PRMs), including a PRM handler internship. She also contributed to the 2019 IATA Passenger Accessibility Operations Manual as part of the Passenger Accessibility Process Task Force.

She holds a Doctorate in Tourism Studies focused on "Disability Inclusion Towards Sustainable Egyptian Airports," and a Master's in Aviation Management. Her academic background and industry experience drive efforts to integrate sustainability, inclusion, and innovation across Egyptair's operations.

Sahar leads strategic initiatives in aviation marketing, expanding Egyptair's opportunities and cultivating strong partnerships. Her leadership has been key to advancing accessibility and building long-term collaboration with stakeholders.

Recognized for her organizational excellence, she has received accolades for her work on major events and projects.



**Mouza Rumaihi**  
**Special Handling Manager**  
**DNATA**

With 29 years of experience in the aviation industry across various sectors, Mouza currently manages the Special Handling department, which provides dedicated support for passengers with disabilities traveling through Dubai International Airports.

Throughout her career, she has developed a strong passion for enhancing the travel experience for individuals requiring special assistance.

She is committed to ensuring their journey is seamless, comfortable, and stress-free, while maintaining a high level of care and service.

Her focus is on addressing their immediate needs while continuously working to improve our processes, striving for a more efficient and inclusive travel experience.



**Diala Halaseh**  
**Regional Head of Distribution & Payment**  
**IATA**

Diala is entrusted with ensuring AME airlines maintain control over their products, finances, and data through the adoption of modern standards, enabling them to thrive in an evolving industry landscape and consistently surpass customer expectations.

In this pivotal role, she leads the strategic direction and development of financial distribution and payment activities across the AME region.

Her responsibilities extend to the regional management of IATA Agency Programmes, including IATA Settlement Systems (ISS) for both Passenger and Cargo operations.

Diala has over 18 years of experience in aviation industry, started her career with Royal Jordanian Airlines in Cargo department then joined IATA in 2008, since then Diala took various key positions within the regional office in Amman.

Diala speaks Arabic and English Languages and she holds a BS Degree in Computer Information Systems (CIS) from the University of Jordan.



**Arved Von Zur Muehlen**  
**Chief Commercial Officer**  
**Saudia**

Arved von zur Muehlen is a seasoned aviation executive with over two decades of global leadership experience. He is the Chief Commercial Officer and EVP of Saudia, the national airline of the Kingdom of Saudi Arabia. Transforming the Commercial department into a customer - and digital first organization with a strong focus on data as a main focus area.

Prior to joining Saudia, von zur Muehlen held the same role at WestJet from 2019 to 2021, where he led initiatives in global expansion, digital transformation, and product innovation.

His earlier roles include Chief Commercial Officer at Malaysia Airlines, Senior Vice President of Commercial Network Operations at Qatar Airways, and Vice President of Sales and Marketing for Intercontinental Markets at Swiss International Air Lines. He began his career with Lufthansa, holding various leadership positions across Asia and in pricing and yield management.

Von zur Muehlen holds a degree in Business Administration from Goethe University Frankfurt.



**Rogier Van Enk**  
**Chief Commercial & Customer Officer**  
**Flyadeal**

Rogier van Enk was appointed Chief Commercial and Customer Officer of Saudi Arabian low-cost airline flyadeal in February 2025, bringing with him over 15 years of industry experience working in Europe – with British Airways and, latterly, Finland's national carrier Finnair.

During his two spells in a 12-year career at Finnair based in Helsinki, Rogier held several commercial roles covering revenue management, distribution, online sales, business analytics and ancillary product development. As Vice President Digital Revenue and Distribution, he was responsible for the airline's distribution strategy.

Prior to his move to Jeddah, his last role at Finnair was four years as Senior Vice President Customer Engagement in charge of, among others, brand, marketing, and loyalty business. He also had an 18-month tenure at British Airways as Head of Distribution and Payments in London between his Finnair jobs.

A former Board Member of Amadeus Finland while with Finnair, he also worked at global energy giant Shell post-graduation as Project Lead for the development of a new incident reporting system.

Rogier is an Aerospace Engineering graduate holding MSc and Bachelor degrees.



**Tarique Khatri**  
**Chief Commercial Officer**  
**Almosafer**

With over 20 years in the travel industry, Tarique Khatri is a seasoned executive serving as Chief Commercial Officer at Almosafer. He leads the company's sourcing and fulfillment operations, leveraging Almosafer's buying power to strengthen supplier relationships and manage service delivery.

Tarique also drives product development and revenue growth, creating innovative offerings that respond to evolving customer needs. He oversees Almosafer's distribution operations, positioning Almosafer Activities as the preferred distribution channel for merchants in KSA and expanding its reach in the market.

A core member of the team for over 8 years, Tarique played a founding role in Almosafer's first online business and now leads its Centre of Excellence (CoE) - the dedicated sourcing and fulfillment hub across travel verticals including Online, Leisure, Corporate, Government, Hajj & Umrah, and Destination Management.

His prior leadership at global travel firms like Cleartrip and Kuoni, where he led market expansion and supplier networks in the Middle East, further reinforces his ability to drive commercial success.



**Christophe Roux**  
**SVP Airlines Middle East, Türkiye and Africa**  
**Amadeus**

Christophe Roux is Senior Vice President at Amadeus, leading the airline business across the Middle East, Turkey, and Africa. With over 25 years in the industry, he has driven airline transformation globally.

He began at Amadeus in Europe, contributing to the Altea PSS platform, then expanded operations in Asia-Pacific, including leading the Singapore Airlines passenger transformation.

He also held senior IT roles at Emirates Group before returning to Amadeus to establish the Dubai Solution Center. Christophe supports airlines with innovative solutions in distribution, digital, loyalty, and airport operations.

He holds a Master of Science and an Engineering diploma from INSA Lyon.



**Vincent Coste**  
**Chief Commercial Officer**  
**Riyadh Air**

Vincent brings over 30 years of commercial leadership experience in the aviation industry, having driven growth across EMEA, the US, Latin America, Asia, and the Indian sub-continent. He has led large teams in commercial and general management roles for major multinational airlines, consistently delivering strong revenue and cost performance.

Before joining Riyadh Air, Vincent served nearly four years as Chief Commercial Officer at Gulf Air, where he led fleet modernization, network expansion, product enhancements, rebranding, and strategic growth. Prior to that, he was CCO at Kenya Airways and SVP Eastern Regions at Qatar Airways. He also spent over a decade with Air France-KLM, holding senior roles across Europe, the US, and Chile. Vincent has deep expertise in global travel markets, digital transformation, and data-driven strategies, including digital retailing, distribution, and IATA's New Distribution Capability (NDC).

At Riyadh Air, he leads the airline's commercial strategy across areas including network planning, pricing, revenue management, cargo, marketing, digital, product, and guest experience. He holds a degree in Political Science from Sciences Po Bordeaux and an MBA from INSEAD.



**Rima Tayyah**  
**Regional Director External Affairs MENA**  
**IATA**

Rima Tayyah is the Regional Director of External Affairs at IATA, based in the regional office in Amman, Jordan.

She leads airline membership, governance, and advocacy efforts on key issues impacting IATA members and the airline industry across the MENA region.

In this role, Rima provides strategic insight and analysis on regulatory and policy matters at the regional level.

Since joining IATA in 2004, she has held several key positions across the organization.

Prior to that, she began her aviation career with Alitalia Airlines, focusing on ground operations.



**Hala Alhuraibi**  
**Director of Transportation and Logistic**  
**Ministry of Investment, Kingdom of Saudi Arabia**

Hala Alhuraibi is a strategic logistics executive, with 11 years of experience in optimizing supply chain management and enhancing operational efficiencies.

Currently serving as the Aviation/Logistics Director at the Ministry of Investment, she focuses on attracting foreign investments, expanding existing logistics companies and upgrading logistics ecosystem in the kingdom.

Hala Alhuraibi holds an MBA and a bachelor's degree in supply chain and logistics achieving high academic honors.



**Dr. Samer Yaghmour**  
**Head of Development & Quality Unit, Faculty of Tourism**  
**King Abdulaziz University**

Dr. Samer Yaghmour is Head of the Development and Quality Unit and Head of the Event Management Department at the Faculty of Tourism, King Abdulaziz University, where he also serves as a faculty member in the Department of Travel and Tourism.

He holds a Ph.D. in Tourism Management from the University of Queensland, specializing in event management. His work integrates academic excellence with national development priorities through tourism innovation, strategic planning, and educational leadership.

Dr. Yaghmour has collaborated with organizations such as UNESCO, the Education and Training Evaluation Commission (ETEC), and the Education and Training Quality Authority (BQA), contributing to tourism policy evaluation and curriculum enhancement.

He has published extensively on topics including smart tourism, sustainability, and inter-organizational collaboration, and has been a keynote speaker at multiple international conferences on tourism and event innovation.



**Khalid Al Zarooni**  
**Vice President of Kingdom of Saudi Arabia**  
**Emirates Airlines**

An accomplished Vice President with over 18 years of distinguished experience at Emirates Airlines, Khalid has consistently delivered strong results across commercial strategy, market growth, and operational excellence.

Known for driving market share gains, revenue growth, and profit improvements, he has also led successful cost-reduction initiatives in highly competitive environments.

A proactive leader and team builder, Khalid excels at guiding diverse, multicultural teams through dynamic challenges and periods of change.

His leadership has been instrumental in transforming some of the airline's most challenging hubs, leveraging creativity, strategic initiatives, and strong client and stakeholder relationships to fuel sustainable growth.



**Frederico Fernandes**  
**Associate Director**  
**Wize**

Frederico Fernandes, MSc, is a Portuguese aviation and tourism consultant and investor based in Dubai. As Associate Partner at WIZE, he leads innovative strategies across the Middle East's aviation and tourism sectors. He also serves on the board of Intercontinental Aviation Enterprises, advancing aviation training initiatives.

Frederico has played a key role at the Dubai Airshow's Vista Startup Hub, mentoring startups through partnerships with Boeing Xcelerated, Intelak, Hub 71, and Plug & Play, with a focus on Advanced Air Mobility.

He has helped shape the Global Investment in Aviation Summit (GIAS) into a leading UAE government initiative, attracting \$300 million in investments.

He also promotes industry dialogue through events like the Advanced Air Mobility Summit and as director of the Arab Aviation Summit, reaching thousands of professionals worldwide.

A committed environmental advocate, Frederico champions sustainable and inclusive practices in aviation and tourism, aligning innovation with environmental responsibility to build a more equitable industry.



**Hany Bakr**  
**Senior Vice President Aviation & Maritime Security**  
**Medaire**

Hany Bakr is a seasoned aviation professional with over 20 years of global experience across airlines, ICAO, and MedAire. His expertise spans commercial, state, charter, freighter, and business aviation, having led operations in more than 120 countries.

As Senior Vice President of Aviation & Maritime Security at MedAire, Hany oversees security risk management across EMEA, Asia, and APAC, ensuring innovative and strategic solutions.

Previously, he served as ICAO's Regional Officer for Aviation Security in the Middle East and held leadership roles at International SOS and Qatar Airways, where he directed security for 50,000 employees across 100+ countries.

Hany has chaired key aviation security groups, including the oneworld Alliance Security Group, AACO Security Intelligence Task Force, and IATA's Security Executive Group.

He is a recognized industry speaker and advocate for global collaboration in aviation security and safety.



**Eng. Hassaan Khan**  
**VP Corporate Sustainability & GRC**  
**Saudia Cargo**

Engineer Hassaan Khan currently serves as Vice President Corporate Sustainability & GRC at Saudi Airlines Cargo Co, leading strategy for governance, risk, compliance, safety, security, and sustainability (ESG).

Previously, he advanced through roles including Director of Safety, Security & Special Loads, where he managed SMS, SeMS, and regulatory compliance. Before that, he was Air Cargo Operations Performance Manager for the Far East and Indian Subcontinent Region, focusing on regional oversight and operational excellence. His earlier roles at Saudia Cargo included Unit Manager for Risk Management and Process Engineer Assistant Manager, focusing on risk frameworks, compliance (GACA, IOSA), and QMS implementation. His career began at Saudi Airlines Catering in QMS and Sky Sales divisions.

This career progression highlights a deep expertise developed within the Saudi Airlines group, consistently focused on enhancing operational integrity through quality, safety, risk management, and governance.

His current executive leadership role further emphasizes the growing significance of integrated GRC frameworks in the modern air cargo industry, encompassing critical areas like cybersecurity compliance and advancing the ESG sustainability agenda in line with global trends and national initiatives.



**Mohammad Taher**  
**"The Airport Guy"**

Mohammad Taher, widely known as 'The Airport Guy', is an aerospace engineering graduate, turned content creator and educator.

While both excelling in his engineering career, becoming the aerodrome systems specialist for the biggest and most complex aerodrome in the UK, he also built a thriving online community across social media of over half a million people to empower the next generation to explore careers in aviation.

The impact he has had on the aviation sector has been recognized by the UK government who announced him as an Aviation Ambassador for the Department for Transport, as well as being named one of the top 50 most influential Muslims in Europe.

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