

AIX and WTCE Virtual: First details

Aircraft Interiors Expo ([AIX](#)), World Travel Catering & Onboard Services Expo ([WTCE](#)) and the Passenger Experience Conference ([PEC](#)) have today announced the first details of the new virtual events, which will take place online from September 14 to 16, 2021. The events will unite the industry for three full days of targeted business meetings, a comprehensive program of thought leadership content comprising up to 30 sessions and 70 speakers, and the opportunity to discover the latest products and services.

Aircraft | **EXPO**[®]
Interiors | **VIRTUAL**

World Travel Catering[®]
& Onboard Services
EXPO | **VIRTUAL**

From Hamburg to screens around the world

Hosted on a fully digital platform, AIX and WTCE Virtual will enable the entire supply chain of cabin interior and onboard services professionals to reconnect at a critical time to accelerate the industry's recovery. The online experience will offer everyone the chance to engage and discuss new business opportunities at the click of a button.

A new way to spark new ideas

Attendees will be able to register for the online event to gain access to a personalized diary, where they can pre-schedule meetings, watch live conference sessions and browse solutions from some of the leading businesses from around the world. Attendees also have the option to favorite suppliers and conduct drop-in meetings during the event via a chat function, with the option to start a video call if required, all without leaving the platform.

The event's smart AI appointment system allows buyers to match their needs with leading suppliers to ensure they meet the right people, offering solutions that cater to their unique business requirements.

Insights on the future of the passenger experience

In addition to invaluable sourcing opportunities, the event's popular Passenger Experience Conference will provide the latest insights, with the industry's most prominent thought leaders coming together to discuss the emerging challenges facing the sector as it focuses on recovery. A full program of topics and speakers will be announced in due course.

Running alongside the Passenger Experience Conference, tailored sessions for aircraft interiors and onboard catering professionals will also be available.

AIX Sessions will also offer inspiration for the cabin interiors, inflight entertainment and passenger comfort industries. Sessions will be available on-demand during the event, meaning attendees can enjoy the flexibility of the virtual offering, while maximizing networking time and the chance to source new products during the event.

Products and solutions on display

With the industry missing out on the opportunity to see and test products in person, AIX and WTCE Virtual will bring the show floor to life online. Attendees can explore new products and solutions from a range of exhibitors across the supply chain, with product demonstrations offering insights into the key benefits and functionality of services on show.

A deep dive into the product directory will also enable attendees to view the full product offering from participating exhibitors. An array of innovative products on show will help to elevate the passenger experience and tackle the current challenges facing both the cabin interiors and onboard services industry in 2021 and beyond.

"While we all hoped we would be able to meet face-to-face in Hamburg, we're very excited about the opportunity to bring the high-quality opportunities that both AIX and WTCE are known for, online," said Polly Magraw, Event Director at Reed Exhibitions. "We also plan on delivering a program of content that will provide attendees with tangible learnings they can apply to their business as the industry focuses on recovery. We're looking forward to sharing more detail on our transition to virtual in due course."

PAX International and PAX Tech are proud Media Partners

As a proud Media Partner for the event, *PAX International* and *PAX Tech* will be distributing special digital editions of WTCE and AIX issues during the virtual show.

AIX and WTCE Virtual replace the live editions, which will not take place in 2021 due to the ongoing challenges and global restrictions on international travel. AIX and WTCE will return to Hamburg from June 14 to 16, 2022 at the Hamburg Messe.