

## WTCE 2025 reveals ambassador lineup



(Left to right) Melissa Adamski, Matt Crane, Kelly Stevenson, Kai Kosicki and Julianne Ponan MBE

[World Travel Catering & Onboard Services Expo](#) (WTCE) has announced the lineup of its official Ambassador panel for the 2025 exhibition. Designed to help highlight the key pillars of the event – technology, sustainability, nutrition, allergens and special meals and beverages – this year’s show will also see the addition of a technology Ambassador.

The five Product Ambassadors will play a vital role in ensuring WTCE remains aligned with key industry trends, offering attendees deeper insights and supporting the industry in developing sustainable, profitable strategies that enhance passenger satisfaction.

Kai Kosicki, founder of [Expair](#), an inflight consulting company, will provide his expert insight into technology’s role in the onboard catering and services sector. WTCE has added this pillar to the 2025 event to reflect the importance of technology and WTCE’s commitment to staying at the forefront of

industry evolution.

Advances in technology have played a transformative role in the sector, increasing revenue, enhancing efficiency, personalization and the overall passenger experience, and Kai's consultancy work focuses on optimizing the onboard experience to meet these rising expectations without driving up costs.

In addition to this, the four returning Ambassadors from WTCE 2024 (Julianne Ponan MBE, Melissa Adamski, Kelly Stevenson and Matt Crane) will be joining the event in April 2025, building on the work they did last year. The subject specialists will work closely with the event organizers to raise awareness of the event across the industry, highlight their specialist topics and provide invaluable advice and knowledge throughout the exhibition.

## **Meet the Ambassadors**

With extensive expertise in their respective fields, the WTCE Ambassadors bring a wealth of knowledge to enhance the onboard experience and support WTCE's key pillars.

Kai Kosicki is the CEO of Expair, a consulting company focusing on customers' onboard experiences. The company's main target is to optimize the onboard experience at the lowest possible cost. Kai's 25+ years of experience in the industry, having worked as a division manager at Lufthansa and Sky Airline before moving into consulting, will be a vital resource at WTCE 2025.

Kelly Stevenson, beverage Ambassador holds a Diploma in Wine and Spirits from the Wine & Spirits Education Trust (WSET), is a Certified Sommelier and a member of the Cicerone beer program. Kelly's wealth of expertise will see her provide WTCE visitors with tools to create exceptional inflight beverage experiences. From building complementary wine lists and non-alcoholic alternatives to understanding how altitude affects flavour, Kelly's knowledge will be invaluable for exhibitors and visitors alike.

Melissa Adamski is an accredited dietitian and nutritionist and will be supporting the show's nutrition pillar with her expertise in travel food and nutrition. As the founder of [Nuttet Out Nutrition](#), which supports the travel sector through food, nutrition and dietary guidance, Melissa will highlight essential aspects of health and wellbeing inflight, helping operators refine their future offerings to support passenger wellness.

Julianne Ponan MBE is the founder of allergen-free brand [Creative Nature](#) and brings first-hand experiences and insight from the "free-from" food space. Living with severe anaphylaxis and multiple food allergies herself, Julianne is dedicated to making food accessible for those with similar conditions and will advise WTCE's visitors on how to offer safer onboard experiences for those 220 million people worldwide who suffer with allergies.

Matt Crane, founder of the [Aviation Sustainability Forum](#) (ASF), brings a wealth of expertise on cabin waste management and sustainable practices to his role as Sustainability Ambassador. He will educate WTCE visitors of the impact of onboard products and services and offer insights into effective solutions that airlines can adopt to reduce cabin waste and improve sustainability.

Also returning for 2025 is the Taste of Travel Theatre, a dedicated auditorium space where the Ambassadors will be hosting talks and networking sessions, amongst other key spokespeople. This dedicated space will provide visitors of the show with targeted advice on these pillars and the opportunity to network with other, like-minded guests.

Speaking about his new role as an Ambassador, Kosicki said, "Technology is essential for meeting

passenger expectations while reducing waste and enhancing efficiency. By accurately predicting customer demand, we can help to minimise waste and create a tailored in-flight experience. I'm excited to join WTCE as an ambassador, as this is the ultimate industry event that leads the future of airline catering. My goal is to bring a focus on tech-driven solutions that not only streamline catering but also open new retail opportunities, making the in-flight experience more engaging and valuable for passengers."

Shona Thomson, Event Manager, WTCE, also commented: "We are thrilled to announce the return of the Ambassador Programme at WTCE 2025. Our product specialists bring invaluable insights into the evolving needs of the onboard catering and services industry. WTCE is committed to staying at the forefront of innovation in this sector and the Ambassador-led events are a key part of this mission, offering attendees deeper knowledge and unique value. Their presence enriches the experience for both visitors and exhibitors and we look forward to hearing more from them as we approach April."