

Event Preview: AIX and WTCE Virtual

This is a special feature from *PAX International's* [September 2021 WTCE Virtual](#) digital edition, on [page 58](#).



AIX and WTCE Virtual is hosted on a fully digital platform where the entire industry can reconnect

This September marks the first-ever digital edition of Aircraft Interiors Expo ([AIX](#)) and World Travel Catering & Onboard Services Expo ([WTCE](#)), organized by RX ([Reed Exhibitions](#)). AIX and WTCE Virtual replicates the in-person show, which is due to resume next June in Hamburg.

“The focus is really going to be all about reconnecting the industry to accelerate the recovery,” Polly Magraw, Event Director at RX tells *PAX*. “Some of the key benefits for attendees will include pre-event matchmaking, pre-scheduled and drop-in video meetings during the event, and supplier product showcases and demos.”



Polly Magraw, Event Director, RX

As with the physical events, AIX and WTCE Virtual are “co-located” on the same platform. RX worked with [Sector Global](#) to create the digital platform that encompasses AIX, WTCE and the Passenger Experience Conference (PEC).

Representatives from more than 90 airlines and onboard service providers plan to participate in the virtual event, including [Air France](#), [Emirates](#), [KLM Royal Dutch Airlines](#), [American Airlines](#), [British Airways](#), [Cathay Pacific Airways](#), [Virgin Atlantic Airways](#), [United Airlines](#), as well as [gategroup](#), [Rail Gourmet Ltd](#), LNER and Eurostar.

World Travel Catering[®] & Onboard Services

EXPO | VIRTUAL

WTCE's popular programs will return, taking a deep dive into the prevalent challenges facing the catering and travel retail sectors, with sustainability at the top of the discussion agenda, looking at how disruption in the industry will lead to a brighter future.

The WTCE lineup of exhibitors includes [ECO Wheat](#), [The Bamboovement](#), [GUDRUN Group Chocolates](#), [Dolceria Corallo](#), [NibNibs](#), [PLAYin CHOC](#), [Monty's Bakehouse](#), [Egret Aviation](#), [Sola Airline Cutlery](#), Callington, [Coffee Planet](#) and more.

Aircraft Interiors | EXPO[®] VIRTUAL

AIX Sessions will offer inspiration for the cabin interiors and inflight entertainment, with discussions examining new business models, revenue streams, and a focus on bringing leaders together to share case studies and ideas. Exhibiting and speaking participants include representatives from [Cirium](#), [Tronos Aviation Consulting](#), [Diehl Aviation](#), [Safran](#), [JLS Consulting](#), [British Airways](#), [Flyr](#), [Business Jet Interiors International](#), [Camber Aviation Management](#), [Design Q](#), [Lufthansa Technik AG](#), [Sustainable Aero Lab](#), [Jetlite GmbH](#), [Eviation Aircraft](#) and more. Exhibitors include [Geven SpA](#), [MGR Foamtex](#), [Inmarsat Global Ltd](#), [Safran SA](#), [Sabeti Wain Aerospace Ltd](#), [Muirhead](#), [ADHETEC](#), [Mankiewicz](#), [Bucher](#), [International Water-Guard](#), [SEKISUI KYDEX](#), [STG Aerospace](#), [SCHOTT](#) and [Generation Global](#).

PAX Editor Jane Hobson will moderate the Women Behind Aviation panel, which will bring together a cross-section of women in senior roles in the aviation sector including Fadimatou Noutchemo Simo, Founder of Young African Aviation Professional Association; Karyn McAlphin, Design Director at [Sekisui Kydex](#); Erin "Elle" Lear, Executive Sales Director for [Jet Token](#) and Founder of [Jet Blondie](#), and Jane Hoskisson, Director Talent, Learning, Engagement & Diversity at [IATA](#).

To keep track of it all, the platform will provide each attendee with a personalized diary that will help them manage their time over the course of the three-day event.

"Allowing people to reconnect by facilitating those all-important business meetings, that's really at the heart of the AIX and WTCE Virtual experience," Magraw says.