

## EVENTS: Less than a week until WTCE and AIX Virtual event

There is just less than one week to go until the global cabin interiors and onboard services community meets online for the 2021 instalment of the World Travel Catering & Onboard Services Expo ([WTCE](#)) and Aircraft Interiors Expo ([AIX](#)). Taking place September 14 to 16, the event will reconnect the industry for three invaluable days of networking, learning and business-building.

### WTCE

# World Travel Catering & Onboard Services<sup>®</sup>



## EXPO | VIRTUAL

A host of leading onboard service suppliers will be showcasing their pioneering products and services, designed to help airlines boost their businesses and achieve sustainability goals. These include a large number of familiar exhibitors as well as many new companies who have not exhibited before.

In addition to networking and learning about innovative new solutions, visitors can also attend the many educational sessions that will take place throughout the event. Back for the Virtual event this year is the ever-popular Taste of Travel Theatre, with seven sessions covering subjects including sustainability, wellness and rebuilding passenger confidence. The Passenger Experience Conference will also return, providing visitors with an opportunity to immerse themselves in new ideas and ground-breaking solutions that provide the route-map for the evolution of the passenger experience.

Visitors can also browse the Exhibitor and Product Directories, enabling them to set-up one-to-one meetings with leading suppliers to make the most of their time across the three days. It is also possible for visitors to attend the co-located Aircraft Interiors Expo, to experience the full 360-degree passenger experience journey.

### AIX

# Aircraft Interiors | EXPO<sup>®</sup> VIRTUAL

Kicking off the programme of AIX Sessions on the 14th September at 12:30 (CEST) is the recently announced 'Airlines: The Leadership Discussion' panel. Joining Strickland, Birgir Jónsson, CEO, Play and Tonje Wikstrøm Frislid, CEO, Flyn will provide attendees with a unique perspective from two newly launched European airlines. While Tom Stevens, Director of Brand and Customer Experience, British Airways will demonstrate how a legacy carrier is adapting its onboard product offering to respond to the evolving passenger experience.

With a programme of unmissable sessions, attendees can save their seats to join a host of industry experts including representatives from Sustainable Aero Lab, Jetlite, Lufthansa Technik, IATA, Safran and Diehl Aviation, as they discuss the start-up scene in aviation; the role of women in the aviation sector; the design exchange between the business aviation and commercial airline interior sectors; and more.

## Winning innovation at The Crystal Cabin Awards

The Crystal Cabin Awards, the only international award for excellence in aircraft interior innovations, has been presented at the Aircraft Interiors Expo in Hamburg every year since 2007. This year is no different, with this year's presentation taking place on Wednesday 15th September at 15.15 (CEST) during the virtual event. A high-caliber jury made up of renowned academics, engineers, specialist journalists and airline and aircraft manufacturer representatives honor extraordinary cabin concepts and products. Winning entrants will be presented in two special categories: Clean and Safe Air Travel, and the Judges Choice Award.

"With three streams of thought leadership content across AIX, WTCE and the Passenger Experience Conference, the virtual event will provide professionals from across the industry with tangible learning opportunities that they can apply to their business as the industry rebuilds," said Polly Magraw, Event Director at RX (Reed Exhibitions). "From our newly announced exhibitors to the first-class airlines and onboard service providers already registered to attend, we can't wait to welcome everyone to this virtual edition of AIX and WTCE and look forward to getting back to Hamburg in 2022."

## **New for 2021**

### **Customize your schedule with AIX and WTCE Virtual**

With representatives from more than 150 airlines and onboard service providers already registered to attend - including Air France, Emirates, KLM Royal Dutch Airlines, American Airlines, British Airways and Virgin Atlantic Airways - the platform provides an invaluable tool to connect and pre-book those all-important meetings ahead of the show. Using the new flexible digital platform, registered attendees can search for new products and services, pre-schedule business meetings and favourite

conference sessions of interest, in preparation for the event to open.

To ensure every attendee can discover the right solution and business contacts to meet their needs, the platform's matchmaking system will pair attendees' requirements with exhibitor services and conference sessions. Once selected, the platform creates a complete show schedule of confirmed meetings and conference sessions to help maximize every moment online.

### **Discover new solutions and suppliers**

With more than 150 exhibiting suppliers from across the globe, providing over 670 products and services, registered attendees can use the product directory to view the full offering from the likes of Airbus, Boeing, Astronics, Botany Weaving, Diab, Diehl Aviation, Geven, HAECO, Hanse-Aerospace, Inmarsat, Safran, Sabeti Wain Aerospace and STELIA Aerospace. Attendees can also browse products by category spanning inflight entertainment, lighting and LEDs to galley equipment and seating.

### **Gain insights from industry leaders**

Along with pre-scheduled business meetings and a virtual show floor to explore, attendees can join 100 industry leaders and their fellow peers as they share their experiences and insights on how to elevate business strategy and embrace the trends of the future. The conference programme will touch upon key themes running throughout the show including sustainability, digitalization, cabin design, revenue generation and passenger engagement.

WTCE and AIX Virtual replace the live editions, which will not take place in 2021 due to the ongoing challenges and global restrictions on international travel. WTCE and AIX will return to Hamburg from June 14 to 16, 2022 at the Hamburg Messe. For more information on the Virtual events and to register to attend, [click here for AIX](#) and [click here for WTCE](#).

### ***PAX Tech and PAX International are proud media partners for AIX and WTCE Virtual***

As proud Media Partners for the event, [PAX International](#) and [PAX Tech](#) is distributing these special digital editions of [WTCE Virtual](#) and [AIX Virtual](#) issues during the virtual show.