

# FTE Global to mark 20th anniversary in Dallas

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United Airlines CEO Scott Kirby speaking at FTE Global EXPO in Long Beach, California, USA, in September 2025

For its 20th anniversary edition, [FTE Global](#) is bringing the industry together under the theme “Transforming Travel Together,” highlighting the industry’s growing recognition that the biggest opportunities come from collaboration across airlines, airports, technology partners, government agencies and innovators throughout the aviation ecosystem.

“As we look ahead to our 20th anniversary, the focus is very much on how the industry moves forward together,” says Ryan Ghee, Chief Operating Officer, Future Travel Experience.

There will be a major focus on AI, automation, digital transformation, CX, sustainability, future mobility, alongside passenger experience and next-generation journeys.

“We are seeing rapid acceleration in technologies and trends like AI and automation, and we will draw focus to how they are actually being applied to deliver improvements,” says Ghee. “We are seeing a move from experimentation to real operational impact.” Sustainability will remain a priority, while future mobility concepts and emerging technologies such as robotics and humanoids can also be

expected.



Ryan Ghee, Chief Operating Officer, Future Travel Experience

A major milestone this year is FTE Global's move to Dallas, supported by [Dallas Fort Worth International Airport](#), [Southwest Airlines](#) and [Dallas Love Field Airport](#). As one of the world's major aviation hubs, Ghee says Dallas is a perfect fit for the event. The move has already attracted a wider mix of attendees and exhibitors. On top of that, co-locating with [IFSA Global EXPO](#) brings even more energy and creates great crossover between industries. *PAX Tech* is proud to serve as a media partner for the event.

The expo floor will feature returning partners and industry leaders, including [Synect](#), returning as Diamond Sponsor, alongside [Samsung Electronics America](#), [AWS](#), [Motorola Solutions](#), [SITA](#), [Publicis Sapient](#) and [Airware](#).

The event's program will include keynotes, panels, case studies, innovation showcases and the introduction of a Moonshot Competition, all focused on sharing practical ideas and real-world examples of how aviation is evolving today.

“This year is as much about people as it is about ideas,” says Ghee. “It is about celebrating the relationships that have shaped the industry over the past 20 years.”