

In photos: APEX FTE Asia Expo 2025

Last updated: Tuesday, November 12, 11:18 p.m. SGT. Find updates below, with all timings in local time.



APEX FTE Asia Expo 2025 is underway in Singapore

[APEX FTE Asia Expo 2025](#) kicked off on November 11 in Singapore at the Marina Bay Sands Expo and Convention Centre. Registration opened at 8:30 a.m. local time, with the expo floor officially opening at 9:00 a.m.

APEX FTE Asia Expo 2025's headline partners include [Changi Airport Group](#) and [Singapore Airlines](#), among others.

For Premium Pass holders, the Premium Conference began at 9:15 a.m. with APEX FTE Group CEO Dr. Joe Leader; FTE Chief Operating Officer, Ryan Ghee; and Changi Airport Group's Jayson Goh delivering the welcome address.



Premium conference session "Inflight Innovation - how will the latest IFEC, cabin design and service developments redefine the onboard experience?" moderated by APEX/FTE/IFSA Group CEO Dr. Joe Leader, with panelists Liyan Huang, Director - Inflight Systems, ZIPAIR; Amer Hussain, Head - Onboard Experience, Air India; Bastian Schutz, Head of XR in Travel, Meta; David Kondo, Executive Manager Inflight Customer Experience, Qantas

This was followed by the opening keynote, "Leadership strategies to maximise capacity, operational efficiency, customer experiences, revenues and workforce, and be ready for change in the Asia-Pacific region and beyond."

The keynote was led by moderator Suranjana Tewari, Asia Business Correspondent, BBC News, with panelists Richard Nuttall, President, [Philippine Airlines](#); Jayson Goh, Executive Vice President, Airport Management, [Changi Airport Group](#); and Sumesh Patel, President, Asia Pacific, [SITA](#).



Panelists explore "The End-to-End Customer Experience" on the second day of APEX FTE Asia Expo 2025

The second day of the Premium Conference began with panelists taking the stage to discuss "The End-to-End Customer Experience."

The session, moderated by Janis Tse CEO, Lounge by YATES+, YATES+partners, explored how airlines, airports and their partners are embracing and combining technology and the human touch to create unique experiences and differentiate their offer from the competition.

The panelists included Akuila Batiweti, Chief Customer Officer, Fiji Airways; Hanadi Al Aali, Chief Customer Experience Officer, Gulf Air; Samson Arega Bekele, Group Vice President Customer Experience, Ethiopian Airlines; Ambar Franco, Vice President Customer Experience, Star Alliance; and Jonathan De Oliveira, Director, Customer Experience, Azerbaijan Airlines.

"It was a privilege to share the stage with my fellow panelists each bringing powerful insights on how hospitality, design, and technology can come together to create travel experiences that are seamless, human and truly distinctive," said Samson Arega Bekele, Group Vice President Customer Experience, Ethiopian Airlines, of the panel.

From the expo floor

PAX is proud to be a media partner for APEX FTE Asia Expo's milestone event, marking 15 years in the APAC region. See our live coverage from the expo floor below:





En Route International



Anuvu



RMT Global Partners



Richard Nuttall, President, Philippine Airlines (left) with PAX Managing Editor Jane Hobson at APEX FTE Asia Expo 2025



Spafax



Korita Aviation



Gispol



Safran



Envopak



Envibe



RMT Global Partners



PAX Managing Editor Jane Hobson (left) and *PAX International* Asia Correspondent Jeremy Clark at APEX FTE Asia Expo



Quvia



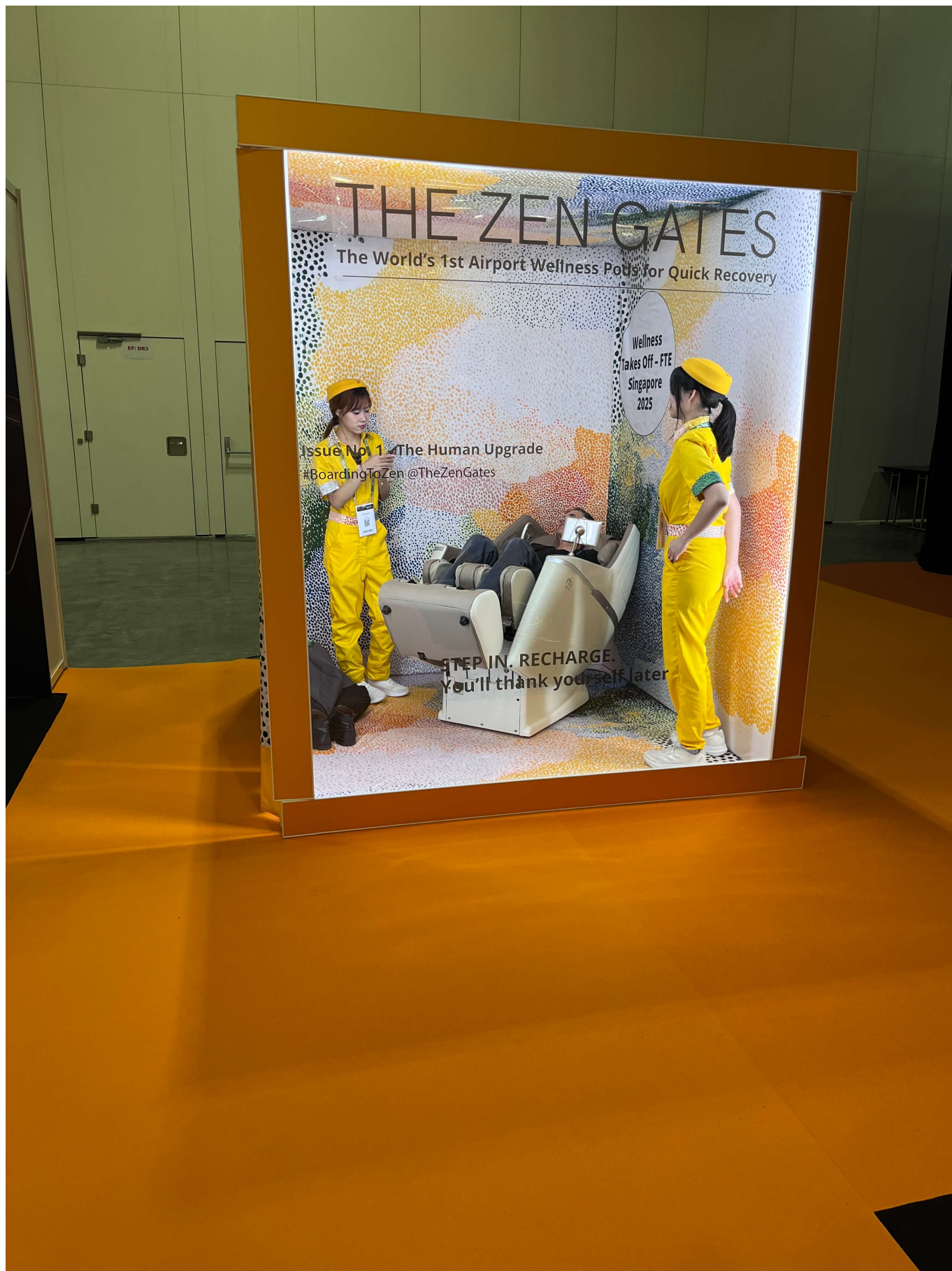
CHOYA



NEC



Manna from heaven



The Zen Gates



En Route International



JSEC Wooden Cutlery



Ivan's



CAVU



Zibo Rainbow



LINSTOL



AAB-Inflight



John Horsfall



BODD



Kaelis



Dinner with FORMIA to close out day one of APEX FTE Asia Expo 2025

Follow *PAX International* & *PAX Tech Magazines* on [LinkedIn](#) and [Instagram](#) for continuing event coverage.