

LIVE: Industry gathers in Dubai for 14th edition of AIME

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Networking opportunities are abundant at AIME Dubai

The 14th edition of Aircraft Interiors Middle East (AIME), co-located with MRO Middle East, is officially underway in Dubai. The two-day event kicked off this morning at 10:00 a.m. at the Dubai World Trade Centre, bringing 240 exhibitors, more than 120 airlines and 80+ speakers together under one roof.

The passenger experience remains the central focus of the event, with exhibitors pulling out all stops to showcase their latest innovations for prospective airline buyers.

Opening Remarks at the GoLive! Theater: 10:30 a.m. to 10:40 a.m.

The conference opened with remarks by Georgia Halliday, Conference Producer, at [Aviation Week Network](#) at 10:30 a.m. in the GoLive! Theatre. The GoLive! Theater at this year's AIME Dubai event is sponsored by FedEx.

Panel: 11:10 a.m. to 11:50 a.m.



"The Future of Cabin Design - Anticipating and Adapting to Emerging Trends", moderated by Sam Chui

The first panel of the event took place this morning in the GoLive! Theatre at 11:10 a.m. "The Future of Cabin Design - Anticipating and Adapting to Emerging Trends" looked at shifting consumer behaviours and preferences that are reshaping cabin interiors. Moderator Sam Chui, Managing Director of [Sam Chui Aviation Media Consultancy](#), acted as the moderator for the panel, with speakers Daniel Kerrison, Senior Vice President of Inflight Operations, [flydubai](#); Jo Rowan, Associate Director - Strategy, [PriestmanGoode](#); Eduardo Matos, Director Customer Care, Product and Hospitality, [Etihad Airways](#) and Dennis Markert, Director of Business Development, Global Sales and Marketing, [Astronics](#).

Onboard Hub Speaker: 11:30 a.m. to 1:40 p.m.



Arjun Sreekumar, Global Director Aerospace and Defence, Frost & Sullivan

Meanwhile, over in the Onboard Hub, attendees gathered for “Flight Forward: Emerging Trends in Aircraft Interiors”, an address delivered by Arjun Sreekumar, Global Director – Aerospace and Defence, [Frost & Sullivan](#).

On the floor where exhibitors display the latest in tech innovation and pax services, several more speakers addressed AIME attendees as the afternoon progressed. At 11:55 a.m., Robert Weissenborn, Director of Sales, [AerQ GmbH](#), led the discussion on “Why are cabins stuck in the past when it comes to digitalization?”, looking forward to the future of onboard tech.



Jo Rowan, Associate Director - Strategy, PriestmanGoode and Alia Al Qalam Al Yafie, Manager Inflight Entertainment & Connectivity, Oman Air, engage in a Fireside Chat at AIME

At 12:20 p.m., Jo Rowan, Associate Director - Strategy, [PriestmanGoode](#) and Alia Al Qalam Al Yafie, Manager Inflight Entertainment & Connectivity, [Oman Air](#), arrived in the Onboard Hub for a casual discussion in the “Fireside chat: Shaping the future of in-flight experience” segment.

Shortly thereafter, Priyanga Wijewardana, Strategy Manager (Office of CEO), [SriLankan Airlines](#), spoke on “Strategizing Onboard Digital Experiences.”

GoLive Theatre! Hosted by FedEx: 1:20 p.m. to 1:50 p.m.



FedEx hosted session at AIME Dubai (Photo Credit: Georgia Halliday via LinkedIn)

GoLive! Theater sponsor, FedEx, hosted a session, “From Growth to Success - Take the Next Steps Now with FedEx Aerospace Solutions” in the space early this afternoon. Aerospace specialists from FedEx provided insight into the current MRO supply chain concerns across the industry and spoke on how FedEx can provide solutions.

The session was moderated by Gail Jenkin, Regional Account Manager, Worldwide Sales for Aerospace Middle East & Africa, [FedEx Express](#). Speakes included Rahul Kitson | Regional Manager Worldwide Sales Middle East and Africa, [FedEx Express](#); Tim French, Managing Director Worldwide Sales, Asia Pacific, Middle East and Africa, [FedEx Express](#) and Ken McMahon, Managing Director AMEA Customer Solutions and Special Services Asia Pacific, Middle East and Africa, [FedEx Express](#).

Onboard Hub Speaker: 1:40 p.m. to 2:05 p.m.

Back in the Onboard Hub, Scott Dugdale, General Manager Europe & Global VP of Product, [CribMaster](#), spoke to attendees about cabin maintenance in the segment “Revolutionizing Aerospace Maintenance: How CribMaster's Inventory Management and RFID System Prevents FOD and Optimizes MRO”.

AIME Presentation: 1:50 p.m. to 2:10 p.m.

Following the FedEx-hosted session, an AIME Presentation took place in the GoLive! Theater. The presentation, “Strategic Skyweight - Unleashing Financial Efficiency in Aviation through Innovative Lightweight Cabin Technologies” was delivered by Adrien Danière, Vice-President of Sales for the Commercial Aviation Division, [EXPLISEAT](#) and covered how lightweight technology is reshaping the future of air travel.

Final Onboard Hub Speaker of Day One: 2:05 p.m. to 2:30 p.m.

Before the Onboard Hub began winding down for the day, Timm Woszidlo, Application & Technical Support Manager, [INTAMSYS](#), spoke to attendees about “Exploring the Power of 3D Printing with INTAMSYS in Aviation and Beyond.”

This was followed by closing remarks at 2:30 p.m., while the exhibition hall remained open and lively for another few hours.

AIME Presentation: 2:10 p.m. to 2:30 p.m.

Back in the GoLive! Theater, special presentations for AIME attendees continued throughout the afternoon with a special presentation, “Technical Documentation – The Hidden Necessity for Continued Airworthiness” at 2:10 p.m.

The presentation focused on the need for training of technical authors and engineers and a heightened awareness of this in the aerospace sector today. Speakers Neil Langridge, Technical Director and Chief Technical Author, [Liberty360 Ltd](#) and Ann Seach, Co-Founder and CEO, [Liberty360 Ltd](#), conducted this engaging session.

AIME Presentation: 2:45 p.m. to 3:15 p.m.



Dirk Seiffert, AerQ, moderates the session, “What’s coming next in the world of Digital and cabin IFEC systems and its Commercial Potential?”

Next up in the GoLive! Theater, a session called “What’s coming next in the world of Digital and cabin IFEC systems and its Commercial Potential?” enthralled attendees by delving into the technological advancements and trends shaping IFE.

Dirk Seiffert, Head of Sales, [AerQ GmbH](#), moderated the session which included panelists Alia Al

Qalam Al Yafie, Manager Inflight Entertainment & Connectivity, [Oman Air](#); Riadh Jaidi, IFEC Engineering Duty Manager, [Gulf Air](#) and Priyanga Wijewardana, Strategy Manager (Office of CEO), [SriLankan Airlines](#).



Panel moderated by James Pozzi, Aviation Week Network, at MRO Middle East 2024

MRO Middle East, co-located with AIME, also hosted sessions throughout the day in the GoLive! Theater, including "Capacity Issues on the Horizon?" where panelists explored how the aviation sector is tackling the surge in MRO demand. The session was moderated by James Pozzi, Aviation Week Network, featuring speakers: Yasin Birinci (Turkish Technic), Fraser Currie (Joramco), Justin O'Donnell (Riyadh Air), Andrew Holder (Ryanair) and Kailash Krishnaswamy (Spirit AeroSystems).

Hosted Session by IFS: 3:50 p.m. to 4:20 p.m.

The final hosted session of AIME Dubai day one, "Digital Transformation & Data – How the Right Data Enables Real-Time Decision Making for Operators, MROs and OEMs" brought delegates to the GoLive! Theater for a discussion on harnessing data for real-time decision-making in the aviation industry.

Speaker John Callahan, CTO Aerospace and Defense, [IFS](#), provided insight into how the right software solution and data are critical to leveraging the insights for informed decision-making.

Closing Remarks: 5:00 p.m.

Day one came to an official close in both the exhibition hall and GoLive! Theater at 5:00 p.m. local

time, with closing remarks by Georgia Halliday, Conference Producer, [Aviation Week Network](#).

Attendees will reconvene tomorrow morning for the second and final day of AIME Dubai 2024 at 10 a.m. in the GoLive! Theater and 11:25 a.m. in the Onboard Hub.