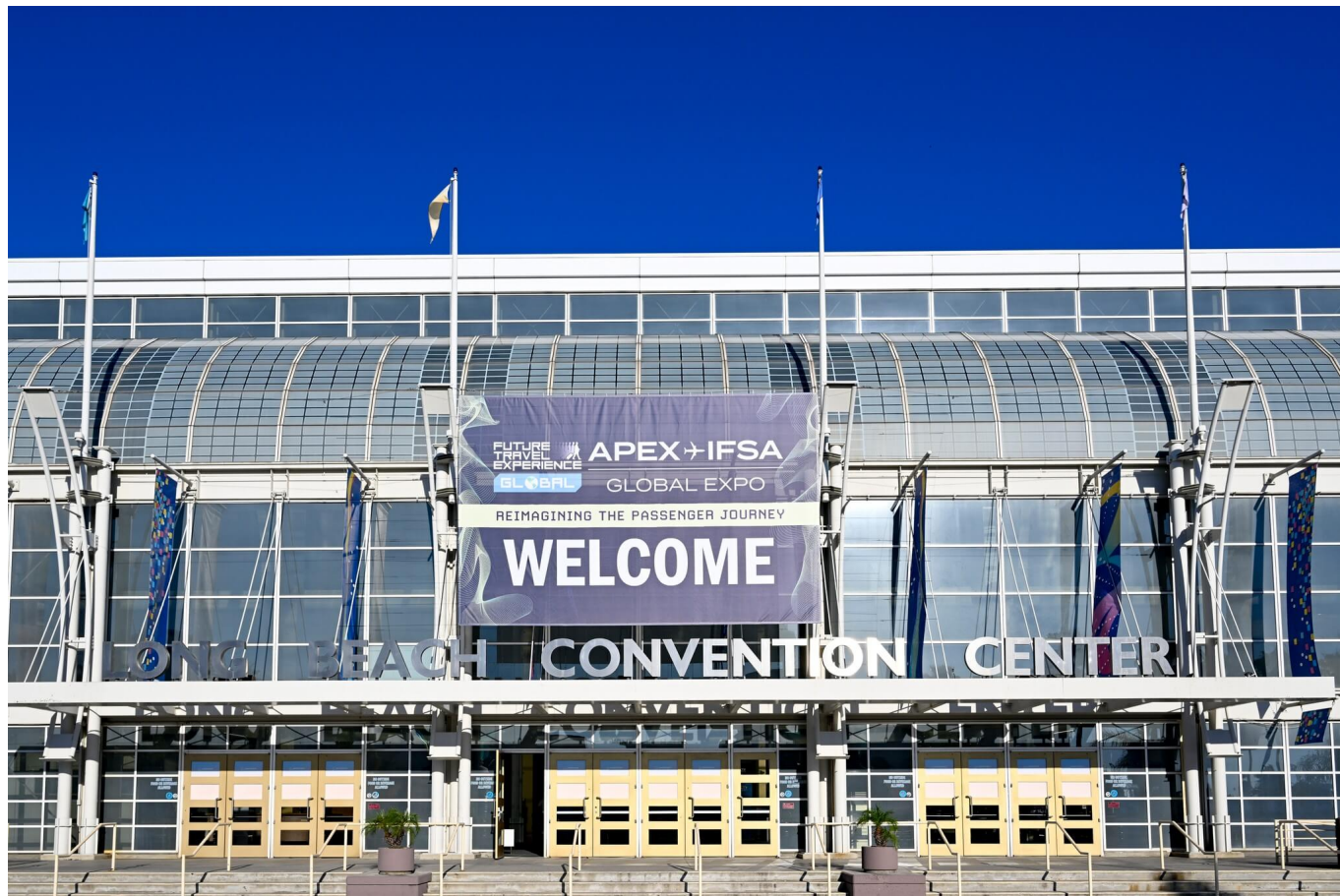


# Q&A with Dr. Joe Leader: APEX Global EXPO preview

This is a special feature from *PAX Tech's* October 2024 [APEX Global EXPO](#) issue



The Long Beach Convention Center

The industry is set to gather in Long Beach, California this week for three days of conferencing, exhibiting and networking at APEX Global EXPO 2024. With more than 100 airlines and 3,000 attendees expected across the event, co-located with IFSA Global EXPO and FTE Global, Group CEO Dr. Joe Leader gives *PAX Tech* all the details on what attendees can expect.



Dr. Joe Leader, Group CEO of APEX/IFSA/FTE, during Global EXPO 2023

**PAX Tech: What is the focus of APEX Global EXPO this year? Is a central theme emerging?**

**Dr. Joe Leader:** Our theme this year across the three events is “Transforming Air Transport” as we feature more innovation, launches and exclusives. In our thought leadership, we will delve into pivotal areas including AI, personalization, advancements in IFE, maximizing inflight ancillary revenue, leveraging enhanced connectivity and addressing supply chain challenges. The biggest airline exclusive unveiling we will do at the beginning of APEX Global EXPO will be with [JetZero](#), where APEX airlines will be able to see the passenger experience for the first time of a new blended wing aircraft that reduces fuel burn by 50 percent.

**PAX Tech: What are some new and returning favourite features that attendees can look forward to?**

**Leader:** We have an incredible range of new and returning industry leaders speaking this year including [Air France-KLM](#) Group CEO Benjamin Smith; [Virgin Atlantic](#) CEO Shai Weiss, [JSX](#) CEO Alex Wilcox; [Fiji Airways](#) CEO Andre Viljoen; [Spirit Airlines](#) EVP & CCO Matthew Klein; [Breeze Airways](#) Chief Guest Officer Fiona Kiesel; [Saudia](#) CXO Rossen Dimitrov; [EL AL](#) EVP & CXO Oren Butansky; [SAS](#) EVP & CCO Paul Verhagen; [Qatar Airways](#) SVP of Product Development & Design Xia Cai; [Air France](#) SVP Customer Experience Fabien Pelous, and many other incredible airline industry leaders providing valuable insight across our expanded thought leadership sessions. They will explain the cutting-edge trends propelling the future of aviation.

We will then host the most expansive show floor ever, where hundreds of airline leaders will meet with exhibitors to explore the latest trends in technology, food, inflight entertainment and much more. Global EXPO offers an unparalleled platform for members to advance their business through formed

strategic partnerships.

We look forward to welcoming everyone to one the aviation industry's most prestigious event of the year, the APEX/IFSA Awards ceremony topped off by a Crystal Cabin Award for Best Customer Journey. The APEX Airline Awards this year will unveil the Top 100 Airlines in the world, leverage data from more than one million passenger flights, collected through [Triplt](#). These rankings recognize the APEX World Class Airlines by [YATES+](#), reserved for the Top 10 in the world; APEX Five Star Airlines for the Top 40; and APEX Four Star Airlines rounding out the Top 100. With rigorous judging and peer recognition, the APEX/IFSA Awards carry a level of credibility and authenticity as incredible industry honours.

We're excited about first-time exhibitors such as [SpaceX Starlink](#), [Convorelay](#), [Eole](#), [Letronics](#), [Libeula Books](#), [Imagik](#), [NH Studioz](#), [Onza Distribution](#), [PCIAW](#), QVC and [Skyted](#).

We have a 97 percent return rate of exhibitors. The support and participation of all our exhibitors foster innovation and collaboration and create an unforgettable experience for all Global EXPO attendees.

***PAX Tech: What are you hoping attendees take away from the show this year?***

**Leader:** We hope to take attendees on a transformative journey into the heart of aviation's future. Through thought-provoking discussions, we will ignite a spark of innovation that will help redefine the industry. Imagine collaborating with industry leaders to drive groundbreaking advancements in supply chain, IFE technology and passenger experience. Attendees will take with them a wealth of actionable insights that will empower them to shape the aviation landscape of tomorrow.

***PAX Tech: Is there anything else you want the industry to know?***

**Leader:** If there's one big takeaway, it's this: the APEX/IFSA Global EXPO with FTE Global stands as the must-attend event for anyone serious about shaping the future of aviation. It is where real progress happens—leaders come together, major business deals close and the next wave of innovation takes off. You can't miss APEX/IFSA Global EXPO if you want to stay ahead.