

Registration opens for AIX and WTCE Virtual



Event organizers [Reed Exhibitions](#) have announced today that visitor registration is now open for the upcoming Aircraft Interiors Expo ([AIX](#)) and World Travel Catering & Onboard Services Expo ([WTCE](#)) Virtual events, taking place online from September 14 to 16, 2021.

PAX Tech and PAX International proud media partners for events

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



Reconnecting the global industry

Aviation professionals from across the globe will be able to view the latest products and services from the cabin interiors and onboard services supply chain. Using the virtual platform, attendees can specify products and services of interest, enabling the smart AI appointment system to match their needs with leading suppliers - ensuring they find solutions to their business requirements.

With access to a personalized diary, attendees can pre-schedule meetings with new business connections, watch live and on-demand conference sessions and browse innovations from some of the leading businesses from around the world – all within one platform. [Watch](#) the visitor walkthrough video, demonstrating the functionality of the platform.

High demand for networking opportunities

Representatives from more than 60 airlines have already registered their interest to attend, including Air France, Emirates, KLM Royal Dutch Airlines, American Airlines, British Airways, Cathay Pacific Airways, Virgin Atlantic Airways and United Airlines.

Leading suppliers including Airbus, Safran, Inmarsat, Geven, Mankiewicz, STG Aerospace, Monty's Bakehouse, The Bamboovement and Egret Aviation are among those confirmed to exhibit. The virtual events will provide attendees and exhibitors with an opportunity to reconnect, forge new partnerships and discuss the latest developments for the cabin.

Learning opportunities return online

AIX and WTCE Virtual will also see the return of its unrivalled educational opportunities with three streams running throughout the duration of the three-day event.

The Passenger Experience Conference (PEC) will return to offer a programme of live conference sessions exploring how the pandemic has driven social and economic change requiring air travel to realign to meet the expectations of the 'new normal'.



Leading industry experts representing companies including Airbus, Boeing, Panasonic Avionics, Heathrow Airport, Diehl Aviation, Inmarsat, Safran, BlueBox Aviation and the International Air Transport Association (IATA) will address a range of anticipated topics covering the industry's most pressing issues. This includes the innovative materials and methodologies underpinning the industry's recovery; climate change and the cabin footprint; the digital revolution; and how passenger engagement can be a revenue driver.

Running over three days, alongside the Passenger Experience Conference, tailored sessions for aircraft interiors and onboard catering professionals will also be available. The programme will offer on-demand sessions that will shed light on and debate key market trends and challenges.

Insights for the whole aviation industry

A carefully curated programme of AIX Sessions will explore the role of women in the aviation industry, moderated by PAX Editor Jane Hobson, the APAC market, moderated by PAX Editor-in-Chief Rick Lundstrom as well as an additional session on business jet markets.

Sustainable Aero Lab mentors will join a panel to discuss sustainability goals and the role start-ups play. Also not to miss are the Crystal Cabin Awards which will be hosted live under the AIX stream.



Other usual programs will also return, offering insight into the latest in catering and retail trends for the best possible onboard experience complete with chef demonstrations and new product launches. It will also feature an impressive line-up of expert speakers who will be examining the tools needed to enhance the experience operators provide to their customers.

A full programme for all three conference streams will be announced shortly.

"We're excited to open registration for our 2021 AIX and WTCE Virtual events and bring together the aircraft interiors and onboard services community together at a critical time to accelerate the recovery," said Polly Magraw, Event Director at Reed Exhibitions. "The virtual event will deliver not only the high quality business connections the events are renowned for, but also a programme of

thought leadership content that will provide professionals from across the global interiors and onboard services industry with tangible learning opportunities that they can apply to their business as the industry recovers."