

Video Clip: FTE APEX Virtual Expo preview

PAX International Editor Jane Hobson (top right) speaks to FTE Founder and CEO Daniel Coleman (top left) and APEX CEO Dr. Joe Leader on what to expect at FTE APEX Virtual Expo 2021

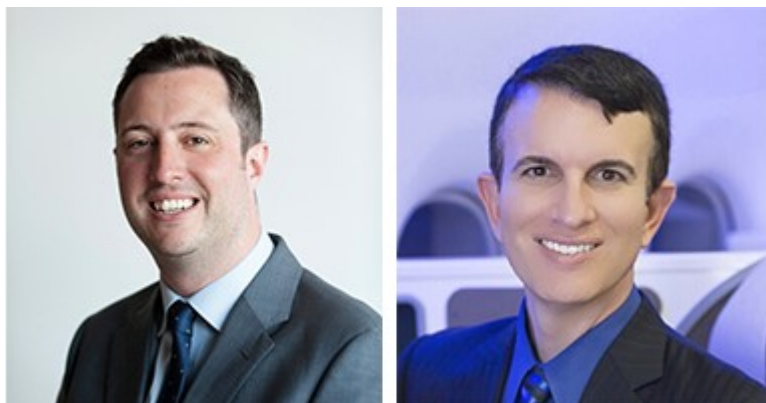
[FTE APEX Virtual Expo 2021](#) kicks off May 25 to 26. The theme is ‘*Relaunching global air transport*,’ focusing on the ideas, concepts and solutions needed to drive the global restart of aviation.

As a Media Partner for the event, [PAX Tech](#) and [PAX International](#) met with [FTE](#) Founder and CEO Daniel Coleman and [APEX/IFSA](#) CEO Dr. Joe Leader to learn about the event highlights that stand to take the Virtual Expo to new heights.

“This really isn’t just another webinar,” Coleman tells *PAX*. “We are really proud to provide a platform for the many established industry suppliers who pivoted to make their proposition even more relevant to the times that we’re living in.”

Coleman says this year’s Expo sees many new exhibitors, such as [Reckitt](#), the hygiene conglomerate behind brands such as [Dettol](#). Exhibitors in health safety and commercial innovation are joining the Expo as these sectors are becoming even more important to the industry. Some suppliers, such as [FORMIA](#), are even innovating their own presentation centers to adapt to the virtual landscape.

Live surveys will be issued to attendees, seeking to gain insights from industry players about what practices may stick around post-pandemic; what protocols airlines and airports might maintain.



Daniel Coleman, Founder & CEO, FTE, and Joe Leader, CEO, APEX/IFSA

“We’re going to give all of our attendees a very fresh perspective on what’s possible in a new world,” Leader says.

The conference will share case studies from those who are doing more than just talking, Coleman says. Insights from key industry trials will be revealed, as well as learnings and visions of the future from many industry segments.

The list of [CEO speakers](#) includes United Airlines, Western Sydney Airport, Turkish Airlines, Etihad Airways and more. Speakers will take a deep dive into the strategies for recovery and what they have learned. AirAsia will participate in a guest session to share details about its evolution of reimagining what it means to be an airline in the years ahead.

Other conference features include the Business Model Transformation Think Tank. FTE [launched a crowdsourcing effort](#) in March for the 2021 Expo, for which the submitted suggestions will be presented at the upcoming event.

While usually hosted behind closed doors, the APEX/IFSA Board of Governors meeting will be live broadcast. At the meeting, the Board will set the agenda for the year ahead, with an eye on health safety, sustainability, personalization and biometrics. This year's event also introduces a special Expo conference stage that is free for everyone. Only premium attendees were invited to this stage at last year's event.

"FTE and APEX wanted to make certain that everyone [gets] access to the great insights," Leader says. "We learned a tremendous amount from the last [FTE APEX Virtual] Expo and we made some big changes that really will encourage a lot more one-to-one interaction. It's going to make it feel much more [engaging] until we get back to in-person events just a few months from now."