

# What's in store for AIME 2024



The Exhibition Hall on day two of AIME 2022. Photo credit: @AIMiddleEast Twitter

The 14th edition of [Aircraft Interiors Middle East](#) (AIME) is set to take place March 5 to 6, 2024 at the Za'abeel Halls 1 to 3 in [Dubai World Trade Centre](#). As the date fast approaches, and the exhibitor floorplan quickly sells out, the aircraft interiors industry is preparing to showcase the latest innovations and products to the airline buyer community.

AIME is co-located with MRO Middle East, making it the largest industry airline supply chain gathering in the MEASA region. The event takes place over two days with a variety of innovative product and technology demonstrations, leadership panels, interactive workshop hubs and abundant networking opportunities.

AIME is the ideal place for industry members to showcase their products to airline buyers, with more than 6,300 attendees from 97 countries. In addition to returning favourites, in 2024 there are some first-time exhibitors joining the floorplan including [JJATAI Aircraft Equipment Co.](#), [Schroth](#), [ExpliSeat](#) and [Optimum Aero](#).

## **Connect with buyers and lessors**

A key aspect of the event is the Hosted Buyers Programme, which facilitates meetings between the exhibitors and decision-makers from airlines. These pre-arranged meetings take place at the exhibitor's stand.

"We connect you with buyers from airlines and lessors looking for new products and suppliers," the organizers tell *PAX Tech*. "We arranged 328 meetings for our exhibitors with 49 Airline and lessor

buyers during the show in 2023.”

### **In-person and digital networking opportunities**

Networking opportunities at AIME and MROME go beyond meeting exhibitors and buyers onsite – the networking app is available to registrants to facilitate business connections between airlines, sponsors and exhibitors.

The app uses machine-learning technologies to create meaningful matches between users to elevate the networking experience for all attendees.

Attendees can download the app on the App Store or Google Play store to increase engagement, lead generation, pre-schedule meeting agendas and more before and during the event. In 2023, 1,984 meetings were arranged using the app making it a great way for exhibitors to generate leads.

Additionally, there will be networking lounges on the edge of the show floor that are open to all attendees. For visitors looking to either pre-schedule meetings via the app or host ad-hoc meetings onsite, the networking lounge is the ideal location.

### **New and returning features for 2024**



A photo of the MRO: Leaders Panel, moderated by LeeAnn Shay, Executive Editor, Business Aviation and MRO at Aviation Week Network. Speakers included Ziad Al-Hazmi, CEO, Lufthansa Technik Middle East; Fraser Currie, CEO, Joramco; Fahd H. Cynndy, CEO at SAEI; and, Frederic Dupon, VP Technical Sales and Customer Service, Etihad Airways. Photo credit: @AIMiddleEast Twitter

Some new features have found a spot on the agenda in addition to the usual favourites. Here's what's in store:

- **Airline Club Lounge:** Exclusively available for qualifying Airlines and lessors, the Airline Club Lounge is the ideal place for our VIPs to escape the busy aisles, enjoy complimentary refreshments, host informal meetings or catch up on emails. Access to this feature is by invitation only.
- **Go Live! Theatre:** The conference is the key component of the event, connecting global leaders and regional experts as they showcase and discuss the latest industry innovations. The conference will consist of presentations, panels, case studies and Q&A sessions and is free to attend.
- **Onboard Hub:** This feature showcases free and interactive content and displays products. This is where attendees will discover the latest developments in IFE and PaxEx.
- **Meeting Area:** New for 2024, organizers have added a dedicated area for one-on-one meetings to take place. Meetings can be booked via the event app, allowing attendees to find their prospects and guaranteeing tables and chairs to conduct the meeting more easily in a quieter area, away from the busy networking lounge.
- **Networking reception:** In 2024, the Closing Reception will take place on March 6 and is the perfect opportunity to continue networking once the official business has finished in a more relaxed setting. The reception is open to all event attendees and exhibitors. More details on how to RSVP, the location and timings will be released soon.

### **Registration is open**

[Registration for AIME and MRO Middle East 2024](#) is open for those who want to learn about the latest industry developments and forge new connections. Attendance is free and will give you access to world-class products, new and proven technologies, unbeatable networking, and a host of conferences and workshops.