LIVE: APEX Premium Conference underway in Singapore

Last updated: Wednesday, November 18, 4:39 p.m. Singapore Standard Time (GMT+8). Find updates below.



Dr. Joe Leader Group CEO, APEX/FTE/IFSA welcomes attendees to APEX FTE EXPO 2026 in Singapore on the Premium Conference Stage

APEX FTE EXPO 2026 is officially underway at the Marina Bay Sands in Singapore. The morning kicked off with the official ribbon cutting to open the event, followed by welcome addresses from Dr. Joe Leader, Group CEO, APEX/FTE/IFSA and Max Gosney, Managing Director, Future Travel Experience. The APEX FTE hosts gave a warm introduction to the next two days on the APEX Premium Stage.

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Moderator Ben Thompson, BBC News Presenter (left) with panelists Jayson Goh, Changi Airport Group; Colonel Norsuriati binti Haji Sharbin, Royal Brunei Airlines; Dr. Faizal Bin Yahya, National University of Singapore; and Sam Chui, Sam Chui Aviation Media Consultancy at the opening keynote of APEX FTE EXPO 2026

This was followed by an opening keynote, moderated by Ben Thompson, BBC News Presenter and panelists Jayson Goh, Changi Airport Group; Colonel Norsuriati binti Haji Sharbin, Royal Brunei Airlines; Dr. Faizal Bin Yahya, National University of Singapore; and Sam Chui, Sam Chui Aviation Media Consultancy.

From November 18 to 19, attendees can catch the packed programming line up on the APEX Premium Conference stage at Marina Bay Sands.

11:30 a.m. – Discussion panel and case studies

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Dominic Green, Director of Inflight Entertainment, United Airlines (left) and Angela Porter, Associate Director Business Development, Spotify, present a case study on United Airlines + Spotify during the session “Inflight Focus: From inflight entertainment to intelligent engagement: Developing the next-generation platforms that will engage, connect and inspire passengers"

The morning continued with the sessions “Inflight Focus: From inflight entertainment to intelligent engagement: Developing the next-generation platforms that will engage, connect and inspire passengers,” moderated by Maryann Simson, Director, Jetway Communications.

This session focused on how modern IFEC has evolved from static catalogues into intelligent digital ecosystems, leveraging AI recommendation engines and hybrid streaming to provide real-time, context-aware engagement.

This two-part session showcased how some of these successes are shaping the next-generation of passenger experience, with panelists Dominic Green, Director of Inflight Entertainment, United Airlines; and Zhazira Mamyrbek, Manager IFE, Air Astana.

In the second part of this discussion, “BBC Studios Takes To The Skies,” attendees learned how a pioneering new service from BBC Studios, developed with Panasonic Avionics, is set to transform the

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inflight entertainment industry.



APEX CEO Dr. Joe Leader in conversation with (left to right) Zina Neophytou Senior Vice President - Out of Home & BBC News Commercial Development, Global Markets, BBC Studios; Patrick Biggerstaff, Senior Director Digital Solutions Product Line Management, Panasonic; and Ekrem Dimbiloglu, Managing Director, Onboard Strategy & Experience, Delta Air Lines

The session was moderated by Leader, with panelists Zina Neophytou Senior Vice President - Out of Home & BBC News Commercial Development, Global Markets, BBC Studios; Patrick Biggerstaff, Senior Director Digital Solutions Product Line Management, Panasonic; and Ekrem Dimbiloglu, Managing Director, Onboard Strategy & Experience, Delta Air Lines.

2:00 p.m. – Afternoon sessions
Following a break from the conference stage for speed networking, attendees returned for the session “The cabin as a growth engine: How personalisation and retail innovation have created measurable value at altitude,” moderated by Maryann Simson, Director, Jetway Communications.

With panelists Ekrem Dimbiloglu, Managing Director, Onboard Strategy & Experience, Delta Air Lines and Vanessa Dayde, VP Marketing & Communications, Thales Inflyt Experience, the session focused on the way in which intelligent retail ecosystems have transformed the cabin into a data-driven revenue engine.

Speakers explored the potential when connectivity partners support these platforms to synchronize airborne and ground systems for seamless, contactless payments and the impacts on passenger loyalty.

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3:30 p.m. – Discussion panel: “Winning the network advantage”



The final session on the APEX Premium Conference Stage for November 18, “Winning the network advantage”

In this session moderated by Seth Miller, Editor, PaxEx.Aero, panelists looked at how smart multi-network connectivity improves passenger experience and creates new value. Panelists included Philippe Schleret, VP of Aviation, Telesat; Lola de Iturbe Verea, Entertainment & Connectivity Director, Aeromexico; Ralph Wagner, CEO, Axinom; Brian Simone, Vice President, Aviation Products, Viasat; and Joshua Kok Hwa Low, Chief Commercial Officer, Royal Brunei Airlines.

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