LIVE: FTE Premium Conference takes off at Marina Bay Sands

Last updated: Wednesday, November 18, 4:43 p.m. Singapore Standard Time (GMT+8). Find updates below.



Max Gosney, Managing Director, Future Travel Experience welcomed attendees to APEX FTE EXPO this morning on the APEX 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 FTE Premium Stage.

This was followed by an Opening Keynote delivered by Headline Partner, Jayson Goh, Executive Vice President, Airport Management at Changi Airport Group.

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

11:10 a.m. – Keynote session: Behind the scenes with Cathay Pacific

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Aldric Chau, Regional General Manager for Southeast Asia and Oceania at Cathay Pacific Airways presented on embracing innovation to enhance passenger experience

In the opening keynote on the FTE Premium Conference stage, Aldric Chau, Regional General Manager for Southeast Asia and Oceania at Cathay Pacific Airways spoke to attendees about embracing innovation to enhance CX, optimize airport operations and empower the workforce.

This was followed by the session “How HKIA became the first airport in the world to achieve IATA OneID certification, plus what comes next,” with presenter Peggy Chiu, Deputy General Manager, Terminal & Passenger Experience, Airport Authority Hong Kong.

11:40 a.m. – The AI and digital transformation forum: Implementing frameworks for AI adoption

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(From left to right) Javed Malik, Founder, Bytes not Bricks; Glen Francis, Strategic Advisor, Google; Azman B. Ahmad, Head of Customer Experience, AirBorneo Airways; and Sylvie Ladame, Sales Director EMEA APAC, Atrius in the session "The AI and digital transformation forum: Implementing frameworks for AI adoption"

In this insightful session, speakers examined how to successfully implement strategic frameworks for scalable AI adoption across live operations.

The moderator, Javed Malik, Founder, Bytes not Bricks, showcased real-world deployment blueprints, examining how governance, data protection, and operational frameworks must evolve to safely and successfully integrate AI.

This was followed by a panel discussion that explored its implementation featuring panelists Glen Francis, Strategic Advisor, Google; Azman B. Ahmad, Head of Customer Experience, AirBorneo Airways; and Sylvie Ladame, Sales Director EMEA APAC, Atrius.

2:00 p.m. – Special session: Innovation at Changi Airport Group
Following the afternoon's speed networking session and Tech & Innovation Tour, attendees returned to the FTE Premium Conference stage for a session moderated by **Ryan Ghee,** Chief Operating Officer, Future Travel Experience.

Presenter Jeffrey Loke, Senior Vice President, DIVA (Digital Factory), Changi Airport Group, discussed Changi Airport Group's recently launched Terminal X, which is designed to bring innovators together under one roof. While Jason Lin, Vice President Airport Operations Strategy & Transformation, Changi Airport Group, spoke on autonomous operations at Changi Airport.

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3:30 p.m. – In Focus: Japan – innovation, future trends and strategies
This session provided an exclusive preview of some of the technologies set to feature at APEX FTE's next World Innovation Summit, which takes place in March 2027 in Tokyo, Japan.

This two-part session began with an exclusive joint presentation from Ryohei Mishima, Vice President, Airport Operations, Japan Airlines, and Naoyuki Segawa, Vice President, Digital Transformation Development, Tokyo International Air Terminal Corporation (TIAT). Both companies share a vision to shape the future of airports and enhance customer experience value through the proactive use of advanced technologies and Japanese hospitality Omotenashi hospitality.

This was followed by a special presentation from Takuya Matsuo, Executive Officer / CMO, Strategy Lead, ZIPAIR, entitled "The ZIPAIR story: Successfully building an airline from the ground up and future proofing through digital innovation."

5:00 p.m. – Day one closing remarks
The first day of the conference wrapped up with Max Gosney, Managing Director of APEX Future Travel Experience sharing his key takeaways, standout moments and observations from across the show floor, reflecting on the ideas and conversations shaping the future of the passenger experience.

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