

## SPOTLIGHT ON DISTRIBUTION AND NDC

A breakfast seminar offered by FBTA together with Finnair

**Time** Tuesday 19 September 2017  
**Place** Finnair HQ, Auditorium (1<sup>st</sup> floor)  
House of Travel and Transportation (HOTT), Tietotie 9, 01530 Vantaa

### PROGRAM

- 08.30 Registration and networking breakfast
- 09.00 – 09.10 Opening words  
Sari Viljamaa, FBTA + Rogier van Enk, Finnair
- 09.10 – 09.40 **We are talking NDC**  
An Insight into NDC, including the summary of airlines, GDS's and TMCs: what kind of projects are published & ongoing at the moment  
Aurelie Krau, Tech geek, Speaker & NDC Mentor, Festive Road
- 09.40 – 10.00 **Finnair's insights on NDC, distribution and business travel**  
Rogier van Enk, VP Distribution, Commercial Excellence & Data Science  
Finnair
- 10.00 – 10.20 **The Future of Airline Distribution**  
Svend Leirvaag, VP Industry Affairs and Corporate Social Responsibility  
Amadeus IT Group SA
- 10.20 – 10.45 Networking break
- 10.45 – 11.30 **What does this all have to do with me?** A panel discussion with NDC stakeholders  
Moderated by Aurelie Krau
- Corporate Buyer: Pia Degerholm, Category Manager Travel Services, Hansel
  - Airline: Rogier van Enk, VP Distribution, Finnair
  - GDS: Svend Leirvaag, VP Industry Affairs and CSR, Amadeus
  - TMC: Mattias Andersson, Managing Director, HRG Nordic
- 11.30– 11.45 **What next?** Summary of the day's learnings & next steps  
Aurelie Krau, Festive Road
- 11.45 – 12.00 Closing words  
Sari Viljamaa & Rogier van Enk