

# MRO

MIDDLE EAST

Organised by

AVIATION WEEK  
NETWORK



24 February 2020: Summit  
Conrad Hotel, Dubai, UAE

25-26 February 2020: Exhibition  
Dubai World Trade Centre, (Za'abeel Halls 2&3)



The region's  
leading event  
for the  
commercial  
aviation  
maintenance  
industry

#MROME

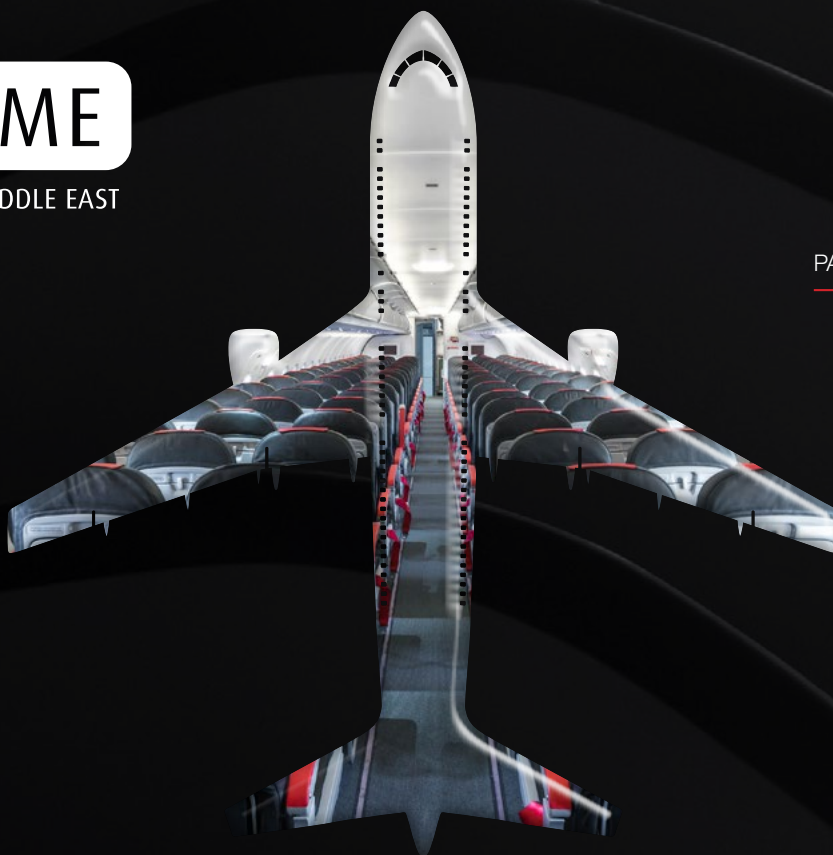
## 2020 POST EVENT REPORT

THE MIDDLE EAST'S ONLY AIRCRAFT INTERIORS EVENT



It's what's  
inside that  
counts

#AIME2020



ENTERTAINMENT

TEXTILES

LIGHTING

PASSENGER EXPERIENCE

FLOORING

SEATING

CABIN TECHNOLOGIES

LAVATORIES

WI-FI

CHEMICALS

GALLEY



## Event Summary

MRO Middle East and Aircraft Interiors Middle East (AIME) took place on February 24-26, 2020 in Dubai, UAE. The three-day event, which begins with a senior level summit at the Conrad Dubai and followed by a two-day international exhibition at the Dubai World Trade Center, is the largest of its kind in the region, gathering the entire airline supply chain.

*“I have been visiting AIME and MRO since the beginning of this show to meet all the OEMs and MROs in the same place, to meet them and get the business going forward. Our expectations were met as we have met the key OEMs and MRO's we wanted to today and started discussing future contracts. AIME and MRO Middle East is important to our company as you meet everybody under the one umbrella.”*

**Alex John**, Head of Materials, Flydubai

### Fast Facts

4,706  
Total  
Attendees



73  
Countries  
Represented



403  
Airline  
Attendees



3  
Days of  
Networking



## Exhibition Highlights

The two-day exhibition welcomed the entire aviation aftermarket, with decision makers from across the airline supply chain looking to forge secure new suppliers and forge new relationships in the highly lucrative Middle East aftermarket.

The co-located shows of MRO Middle East and Aircraft Interiors Middle East (AIME) provide attendees with a unique opportunity to meet exhibitors specialising in MRO products and services (maintenance, repair & overhaul) as well as cutting-edge technologies in aircraft interiors from around the world, all under one roof.

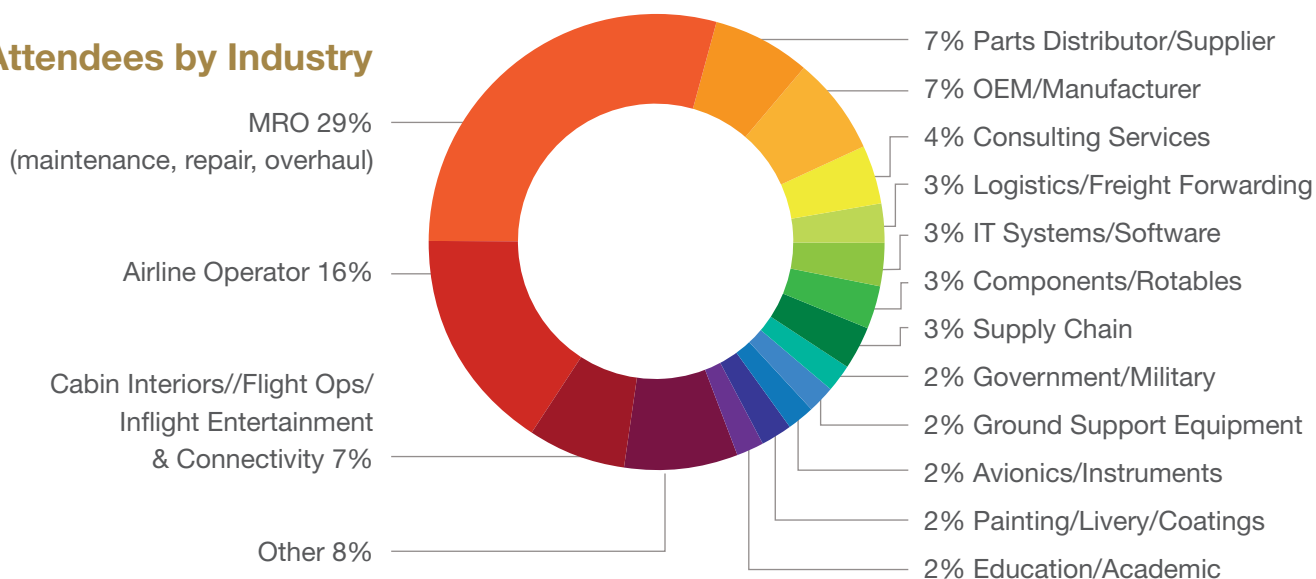
“Excellent organization and very useful for networking.”

**Mohammad Al Sirhan**

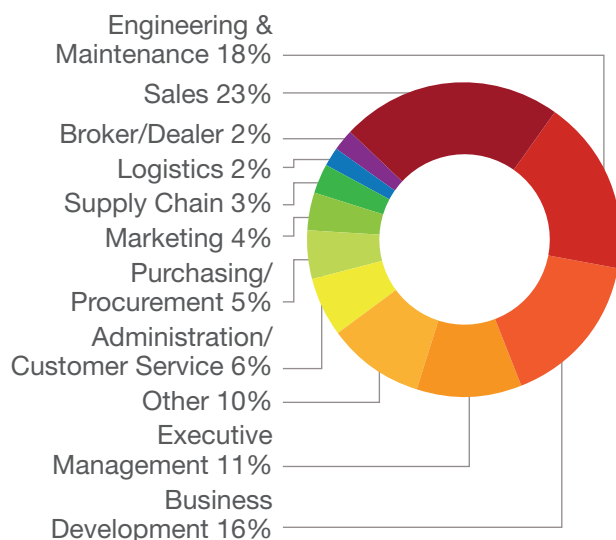
Director Engineering, JORAMCO

## Who Attended?

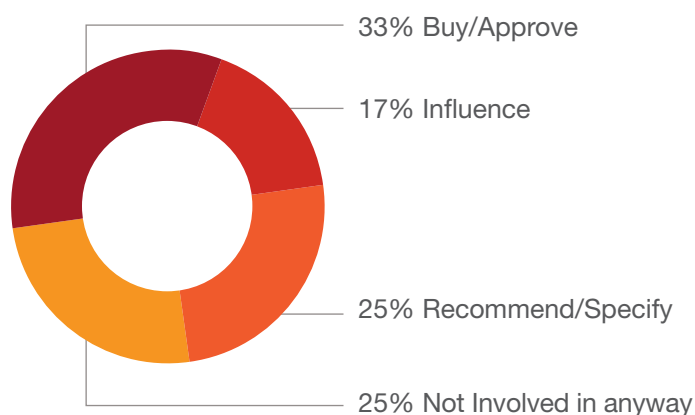
### Attendees by Industry



### Attendees by Job Function



### Purchasing Decision Makers







## Summit Highlights

The MRO Middle East Summit took place on Monday 24 February 2020, the day before the exhibition opens, at the Conrad Dubai. The one-day summit welcomed 150 senior level attendees to discuss the current aftermarket climate and the challenges that lie ahead for the Middle East region.

Led by industry experts, topics of discussion included:

- 2020 MRO Forecast and Key Trends: Identifying New Opportunities
- Strategies to Generate Business, Reduce Costs and improve efficiency thanks to NDT
- An Ever-Changing Aftermarket Landscape
- Predictive Maintenance & Engine Health Monitoring
- Engineering: A Case Study About a Successful Partnership in the Region
- CO2 Emission Reduction 2050 – How can the MRO industry contribute to IATA commitment to reduce emissions?
- Tech Talks (Panel): Success Stories and Pitfalls of Innovation

## Expert Roundtables

New for the 2020 programme, the final session was dedicated to intimate roundtable discussions, each led by an expert in that field. Delegates were able to choose from 7 topic areas depending on their area of business and interest. Roundtable topics included:

- Moving to performance-based regulations in the Middle East
- The Operators Point of View
- The OEM's Strategy
- The Airframe Leasing Industry

“MRO Middle East Summit is the premier conference event for the region. The 2020 event proved once again to be an invaluable source of industry insights and networking opportunities.”

**Lewis Wallace**

Regional Marketing Director,  
Boeing Commercial Airplanes

“Great selection of topics and speakers at the Summit. The attendance of high-class participants amongst all stakeholders in combination with the great hospitality shown by the organizer made this event a highlight.”

**Nicole Noack**

Managing Director,  
Independent Aircraft Modifier Alliance



## IFEC Seminars

Returning again to AIME 2020 in Dubai, the IFEC Seminars provided the platform for world class regional and international industry players to examine the new trends, disruptive technologies and real-life case studies within the inflight connectivity world. With engaging content delivered through keynote presentations and panel discussions, along with unique networking opportunities, the IFEC Seminars are still the meeting place for the Middle East's key decision makers.

Just some of the topics that the Seminars showcased included the likes of South African Airways sharing their experience of overcoming numerous barriers to improve their inflight experience, as well as Inmarsat shedding light on the passenger of the future, their demands and how the industry is adapting to meet them. One of the most thought-provoking discussions from the two days included Oman Air, SITAONAIR, Inmarsat and KID Systeme debating the role that IFEC will play in the future innovation of passenger experience.

The IFEC Seminars will be featuring again at the IFEC Pavilion in 2021 with more content and engaging panel sessions.

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*“It is very good to have suppliers in one place at the one time so you can schedule quite a lot of meetings in a very short time. We had a lot of meetings with our existing suppliers, past suppliers and some we wish to work with in the future so it has been very fruitful.”*

**Fred Mupende**

Senior Manager  
Corporate and Strategic Planning  
Rwandair Limited

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## Airline Buyers Programme

AIME once again provided the ideal platform for Airline Buyers to explore the latest technologies and meet a huge range of aircraft interiors suppliers.

The carefully designed Airline Buyers Programme ensured members maximised their experience while at the Exhibition. Airline Buyers were able to discover new trends and innovations happening in IFE & Connectivity from the IFEC Seminars, source new products ideas from the 300+ providers for both the Aircraft Interiors and MRO markets and access the Airline Club Lounge to further network between meetings.







## Airlines in Attendance

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Adria Airlines

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Air Arabia

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Air Canada

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Air France

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Air India

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Air Peace

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Airblue

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AirSial

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Alitalia

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Bilkis Airlines

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DHL Express

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Dubai Air Wing

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Emirates Airlines

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Ethiopian Airlines

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Etihad Airways

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flyadeal

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flydubai

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flynas

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GetJet Airlines

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Gulf Air

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Gulf Wings

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HeliDubai

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Jazeera Airways

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Jet Airways India

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Kam Air

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KLM Royal Dutch Airlines

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Kuwait Airways

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Lufthansa

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Manta Air

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Oman Air

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Pakistan International Airlines

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Pegasus Airlines

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Presidential Flight

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Rotana Jet

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Royal Fleet

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Royal Flight Airlines

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Royal Jet

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RwandAir

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Saudi Airlines

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Saudi Aramco

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Saudi Royal Aviation

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Saudi Royal Fleet

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Saudi Royal Flight

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Saudia Arabian Airlines

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Saudia Royal Fleet

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SAUDIA (SAEI)

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Saudi Gulf Airlines

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Silkway Airlines

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Silkway West Airlines

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Singapore Airlines

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Smartlynx Airlines

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Smartwings

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South African Airways

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Texel Air

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TUIfly

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Yemen Airways

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## Hear from the attendees

“The visitor numbers were lower than exhibitions held in other parts of the world, but the quality of enquiry was very good, quality rather than quantity, is key!”

**Peter Gunson**  
Managing Director, PPA Limited



“MRO Middle East is an excellent event to meet prospective airline customers for maintenance organizations to explore business opportunities.”

**Girish Deshmukh**  
Chief Marketing Officer,  
GMR Aero Technic



“MRO/AIME Middle East is an essential component in my annual calendar of events to attend.”

**Gregory Gottlieb**  
Managing Director,  
Airships Arabia



## DATES FOR YOUR DIARY

1 March 2021: MRO Middle East Summit

2-3 March 2021: MRO Middle East Exhibition

 | MARCH 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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