

LOW COST CARRIERS

17-18 June 2009 ✈ Pacific Regency Hotel, Kuala Lumpur, Malaysia

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OUR KEYNOTE SPEAKERS:



Bruce Buchanan
Chief Executive Officer
JETSTAR AIRWAYS



Azran Osman-Rani
Chief Executive Officer
AIR ASIA X



Dato Seri Bashir Ahmad
Managing Director
**MALAYSIA AIRPORTS
HOLDINGS BERHAD**

FEATURING 15 KEY ISSUES:

- ✦ What's next?: The future prospects of low cost industry
- ✦ Building competitive advantage through key partnerships and joint ventures
- ✦ Meeting investors' expectations: Return on investment and profitability
- ✦ 360 degree appraisal - A necessity
- ✦ Aircraft financing and leasing under the current economic climate
- ✦ Case examples: Low cost airlines - Strategic planning and challenges
- ✦ Differentiation strategies for low cost airlines
- ✦ Low cost long haul: Could this business model work for longer flights?
- ✦ Managing low cost carriers in uncertain times strategies and practices
- ✦ Selecting new routes and effectively managing route network expansion
- ✦ The case of Munich airport: Attracting low cost carriers with better value airport deals
- ✦ The evolution of LCC distribution: One size does not fit all
- ✦ The impact of the emergence of low cost carriers on the travel and tourism industry
- ✦ The latest developments of low cost carriers in Asia
- ✦ Reaching new limits: Optimising airline IT investments

GAIN INVALUABLE INSIGHTS FROM OUR PANEL OF DISTINGUISHED SPEAKERS IN THE AVIATION INDUSTRY:



Tom Bemstein
Managing Director
**TBE INTERNATIONAL
LIMITED**



Timothy J O'Neil-Dunne
Managing Partner
T2IMPACT LTD



Dato' Azmi Murad
Senior General
Manager - Operation
Services
**MALAYSIA AIRPORTS
HOLDINGS BERHAD**



Dewakar Goel
Qualified instructor, **IATA** &
Human resource consultant,
ICAO & General Manager,
**AIRPORTS AUTHORITY
OF INDIA**



Eric Conrad
Travel &
Transportation
Industry Leader
**IBM GLOBAL
BUSINESS SERVICES**

- >>> **David W. Hedley-Noble**, President & CEO, **AEROBRAND**
- >>> **Kenneth J. Goldstein**, President, **KJG CONSULTING**
- >>> **Reinhard Zeller**, Head of Airport Consulting, **MUNICH AIRPORT**
- >>> **Alfonso Cusi**, Managing Director, **MANILA INTERNATIONAL AIRPORT AUTHORITY**
- >>> **Dr. Mario Arturo Ruiz Estrada**, Senior Lecturer and Researcher, **DEPARTMENT OF ECONOMICS, FACULTY OF ECONOMICS AND ADMINISTRATION (FEA), UNIVERSITY OF MALAYA (UM)**

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The key strategy to ensure success in low-cost carriers is to provide travel basics to the customers, at the same time, running on a lean and focused operating model.



LOW COST CARRIERS

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**
Kenneth J. Goldstein
President
KJG CONSULTING

9.10 **KEYNOTE SESSION:**

WHAT'S NEXT?: THE FUTURE PROSPECTS OF LOW COST INDUSTRY

- Critical issues in the industry that affect profitability and sustainability
- Strategic plans and ways to overcome challenges
- Future opportunities locally and regionally

Bruce Buchanan
Chief Executive Officer
JETSTAR AIRWAYS

9.55 **KEYNOTE SESSION:**

BUILDING COMPETITIVE ADVANTAGE THROUGH KEY PARTNERSHIPS AND JOINT VENTURES

- Lowering costs by achieving operational efficiency gains
- Optimising opportunities with innovative partnerships
- Joint ventures with existing strong brands

Dato Seri Bashir Ahmad
Managing Director
MALAYSIA AIRPORTS HOLDINGS BERHAD

10.40 MORNING REFRESHMENT

10.55 **LOW COST LONG HAUL: COULD THIS BUSINESS MODEL WORK FOR LONGER FLIGHTS?**

- The "no frills" concept: Can it keep the passengers happy when they need to fly long hours?
- Overcoming the issues of safety, time-zone constraints and crew schedules
- Justifying the extra costs

Dato' Azmi Murad, Senior General Manager - Operation Services
MALAYSIA AIRPORTS HOLDINGS BERHAD

11.40 **REACHING NEW LIMITS: OPTIMISING AIRLINE IT INVESTMENTS**

CASE EXAMPLES

- Current technological advances in airline IT infrastructure
- Aligning airline IT infrastructure with business plans
- Build and design for flexibility and adaptability

Eric Conrad
Travel & Transportation Industry Leader
IBM GLOBAL BUSINESS SERVICES

12.25 NETWORKING LUNCH

1.45 **AIRCRAFT FINANCING AND LEASING UNDER THE CURRENT ECONOMIC CLIMATE**

- How can airlines continue to update their fleets?
- Who are the potential investors in aircraft finance projects?
- What are the factors that drive these investors?
- In what way can you build successful relationships with investors?

Tom Bemstein
Managing Director
TBE INTERNATIONAL LIMITED

2.30 **MEETING INVESTORS' EXPECTATIONS: RETURN ON INVESTMENT AND PROFITABILITY**

CASE EXAMPLES

- The low cost finance and investment climate in Asia
- Fuel price hedging strategies and impact on operations
- When should you be aiming to reach profitability

Dr. Mario Arturo Ruiz Estrada
Senior Lecturer and Researcher
DEPARTMENT OF ECONOMICS,
FACULTY OF ECONOMICS AND ADMINISTRATION (FEA),
UNIVERSITY OF MALAYA (UM)

3.15 AFTERNOON REFRESHMENT

3.30 **SELECTING NEW ROUTES AND EFFECTIVELY MANAGING ROUTE NETWORK EXPANSION**

- Key factors to consider when identifying new routes
- Route development strategies – Integrating new routes with the existing routes
- Route modification – Adjusting schedule to accommodate demands
- When and how to move operations to a more profitable route

Kenneth J. Goldstein
President
KJG CONSULTING

4.15 **PANEL DISCUSSION:**

MANAGING LOW COST CARRIERS IN UNCERTAIN TIMES STRATEGIES AND PRACTICES

Moderator:
Kenneth J. Goldstein
President
KJG CONSULTING

5.00 **END OF DAY ONE**

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To gain long staying power in the industry, the airlines must be able to execute the promised value services to their customers.



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8.30 MORNING COFFEE

CHAIRPERSON'S OPENING REMARKS

Dewakar Goel

*Qualified instructor, IATA
& Human resource consultant, ICAO
& General Manager
AIRPORTS AUTHORITY OF INDIA*

KEYNOTE SESSION:

THE LATEST DEVELOPMENTS OF LOW COST CARRIERS IN ASIA

- Airlines safety
- Service quality
- Rising petrol prices and labour costs
- Competition with legacy carriers

Azran Osman-Rani

*Chief Executive Officer
AIR ASIA X*

10.00 MORNING REFRESHMENT

THE IMPACT OF THE EMERGENCE OF LOW COST CARRIERS ON THE TRAVEL AND TOURISM INDUSTRY

- The challenges faced by the travel and tourism industry
- Boosting the travel and tourism industry in Asia with low cost airlines
- How the use of low cost airlines affects travellers' real motives and travel behaviour?
- Working with hotels and property developers

Alfonso Cusi

*Managing Director
MANILA INTERNATIONAL AIRPORT
AUTHORITY*

THE EVOLUTION OF LCC DISTRIBUTION: ONE SIZE DOES NOT FIT ALL

As LCCs mature we see a hybridisation approach emerging. At opposite ends of the scale Southwest Airlines is now participating in all GDSs yet Ryanair steadfastly refuses to join. The lines between Legacy and LCC are blurring – The emergence of the HVC Hybrid Value Carrier with characteristics from each model is fast taking hold.

Timothy J O'Neil-Dunne

*Managing Partner
T2IMPACT LTD*

12.00 NETWORKING LUNCH

THE CASE OF MUNICH AIRPORT: ATTRACTING LOW COST CARRIERS WITH BETTER VALUE AIRPORT DEALS

CASE STUDY

- What can airports do to attract low cost airlines?

- Incentive programmes: Establishing profitable relationships with airports
- Turning airport into global low cost aviation hub

Reinhard Zeiler

*Head of Airport Consulting
MUNICH AIRPORT*

2.15 DIFFERENTIATION STRATEGIES FOR LOW COST AIRLINES

- Low cost airline branding and marketing strategies
- How to retain customers and generate new ones

David W. Hedley-Noble

*President & CEO
AEROBRAND*

3.00 AFTERNOON REFRESHMENT

3.30 LOW COST AIRLINES - STRATEGIC PLANNING AND CHALLENGES

CASE EXAMPLES

- Change drivers in airline industry
- Brand image and customer behaviour
- Low cost carriers - Strengths and challenges
- Helicopter services and railways as prospective competitors
- Regional airports - A myth or reality

Dewakar Goel

*Qualified instructor, IATA
& Human resource consultant, ICAO
& General Manager
AIRPORTS AUTHORITY OF INDIA*

4.15 360 DEGREE APPRAISAL - A NECESSITY

- Performance appraisal in aviation industry
- What is 360 degree appraisal
- The stakeholders for appraisal system
- The feedback process for low cost carriers
- The impact of 360 degree appraisal in aviation industry

Dewakar Goel

*Qualified instructor, IATA
& Human resource consultant, ICAO
& General Manager
AIRPORTS AUTHORITY OF INDIA*

5.00 END OF CONFERENCE

HOPE YOU HAD A PLEASANT FLIGHT WITH US

DISTINGUISHED PANEL OF SPEAKERS:



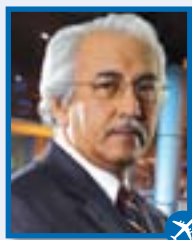
Bruce Buchanan
Chief Executive Officer
JETSTAR AIRWAYS

Bruce Buchanan was appointed CEO of Jetstar commencing 1 October 2008. Bruce participated in the establishment of Jetstar in 2003 and its subsequent launch in May 2004 and has been a critical driver of the expansion of the Jetstar brand and operations both domestically and internationally. Bruce was previously Group General Manager Commercial, responsible for Jetstar's network planning, marketing, pricing, sales and distribution, government relations, strategy and commercial systems. He has helped oversee the rapid development of Jetstar from its original business case, to its brand and operational launch – seen as one of Australia's most successful – and through a sustainable expansion. Bruce managed the development of Jetstar's value based long haul international model which successfully launched in November 2006. Jetstar's Australian operations now serve 20 domestic Australian and 10 international destinations from Australia with an existing fleet of 31 A320 family aircraft and six A330-200 aircraft. Jetstar has achieved profitable returns for the Qantas Group since its inception and achieved a record AUD\$118 million Profit Before Tax for the 2008 financial year. Prior to joining Jetstar, Bruce worked for The Boston Consulting Group for five years where he was a core member of the Travel and Tourism practice area. Bruce has worked for various airlines within Australia, Asia and United States in a wide range of areas including sales, distribution, pricing, marketing, airline loyalty programmes, finance and business strategy. Mr Buchanan has a Civil Engineering Degree from The University of New South Wales, and a Master of Business Administration from The Australian Graduate School of Management and the Anderson School at UCLA. He is a director of Orangestar and Jetstar Pacific.



Azran Osman-Rani
Chief Executive Officer
AIR ASIA X

In July 2007, Azran was appointed as Chief Executive Officer of AirAsia X, the world's first truly low-cost long-haul airline. He led the start-up team that developed the business plan, raised capital, secured relevant licenses and approvals, acquired aircraft and launched AirAsia X's first inaugural flight to the Gold Coast, Australia in November 2007. To-date, AirAsia X has rapidly expanded its network to Perth and Melbourne in Australia, Hangzhou (Shanghai) and Tianjin (Beijing) in China, and London – breaking many long-haul airline conventions and pioneering various innovative services. Even with its nascent aircraft fleet, AirAsia X operates with the world's lowest long-haul unit cost and the world's highest aircraft utilisation. Its London route is the longest low-cost flight in service today. Despite a lot of initial skepticism from industry observers, AirAsia X achieved positive operating cashflow in less than six months, ratcheted up over RM400 million in sales in its first year, and began operating with positive net profitability by the end of 2008. AirAsia X is an associate of AirAsia Berhad, the public-listed largest low-cost airline in Asia. Through common shareholding, a long-term brand license agreement and shared services and resources, AirAsia X is able to capitalise on the strength of AirAsia's global brand, unparalleled short-haul feeder network in Southeast Asia, and scale benefits from shared operations. Prior to his appointment, Azran was formerly the Senior Director of Business Development for Astro All Asia Networks plc, a leading Asian digital satellite television and radio broadcaster, where he led the start-up and operational launch of Astro's international investments and joint ventures across Southeast Asia, India and Greater China – having oversight management responsibility for a portfolio of over US\$300 million invested in these businesses. Azran was formerly an Associate Partner of McKinsey & Company, an international management consultancy, where he co-led its Asia Pacific Corporate Finance & Strategy practice. He holds a Masters degree in Management Science and a Bachelors degree in Electrical Engineering, both from Stanford University. He is 37 years young, a competitive Ultimate Frisbee player, a keen surfer and will try any extreme physical sports challenge.



Dato Seri Bashir Ahmad
Managing Director
MALAYSIA AIRPORTS HOLDINGS BERHAD

Dato' Seri Bashir Ahmad, aged 59 and a Malaysian is the Managing Director and CEO of Malaysia Airports Holdings Berhad since June 2003. Malaysia Airports is a public listed company and operates KL International Airport and 38 other airports in Malaysia. Dato' Seri Bashir is a graduate of University Malaya with a Bachelor of Arts Degree (Honours) majoring in International Relations. He started his career with Malaysia Airlines ("MAS"), the National carrier of Malaysia. He has held various senior positions in Malaysia Airlines during the 29 years of service in the said organisation. He started as a Management trainee in 1972 and rose up to the position of sales manager and marketing manager by 1982. He was promoted to the position of International Relations Manager in 1982 and rose up the ranks to become Deputy Director of International Relations in 1991. In that capacity his primary function was to acquire traffic rights for the expansion of MAS network to 79 destinations. He became the Director of Corporate Planning in 1992 and was the Senior Vice-President of Commercial until 1997. He was then appointed as the Executive Vice-President of the airline. As the Executive Vice-President he was responsible for the achievement of airline revenue budget and operational efficiency, covering the areas of planning, marketing, distribution, flight operations and cabin crew, customer services and ground operations. Dato' Seri Bashir was appointed as the Aviation Advisor of the Ministry of Transport Malaysia in 2001 and he held the position until he became the Chief Executive Officer of Malaysia Airports Holdings Berhad in 2003. As the CEO in Malaysia Airports, he sets the direction of the company and manages the overall performance of the company which includes the airports and several aviation as well as non-aviation related subsidiaries, such as the hotel and plantation subsidiaries. Apart from the Malaysia Airports Main Board, Dato' Seri Bashir Ahmad also sits on the Board of Finance and Investment Committee, Board Risk Management Committee and Board Planning and Development Committee of MAHB as well as some of the subsidiary Boards. Dato' Seri Bashir, in his course of work has been a member of Industry Affairs Committee of IATA, Committee member of Association of Asia Pacific Airlines, Board member of ASEAN Tourism Association, member of British/Malaysia Business Council, Board member of Malaysian Tourism Promotion Board and Vice president of Malaysian Hockey Federation. He sits in the Asia-Pacific ACI (Airports Council International) Board and the World Governing Board of ACI.

Tom Bemstein has over 19 years of aviation experience and has previously held senior management roles at Qantas Airways, Dragonair, Oasis Hong Kong Airlines and now heads an independent aviation consultancy and aircraft-leasing firm in Hong Kong. Tom's experience ranges from heading aircraft and maintenance services procurement, airline planning and government relations departments to managing MRO facilities, aircraft introductions and aircraft retirements leaving him well qualified in the areas of Aircraft Trading & Leasing, Fleet Planning, Engineering Commercial, Aircraft Technical, and Airline & MRO strategy development. Tom holds various aircraft maintenance licenses, an honors Degree in Mechanical Engineering, Masters of Business Administration and a Six Sigma black belt qualification from GE.

Timothy J O'Neil-Dunne, T2's Managing Partner, serves as the lead for the Airline, Aviation and Airport Practice. Timothy has worked in aviation and travel distribution for more 30 years, including time with many global and start up airlines plus Worldspan and Microsoft/Expedia before founding T2Impact in 1998. He leads the group's efforts in the international arena, providing e-commerce services to travel and technology clients, and others involved in transaction processing oriented e-businesses. Timothy was a founding management team member of the Expedia team where he headed the Ground Transportation and International portfolios. He was formerly Head of Technology for Worldspan. He is a published authority on Global Travel Distribution, he recently co-authored a definitive study on Low Cost Carriers published by Flight Global.

Dewakar Goel graduated with a degree in Bachelor of Science (B.Sc.), Bachelor of Laws (LL.B) and Master of Business Administration (MBA). He has worked for over Seven years in the Private Sector starting from the level of Trainee to Personnel Officer. He has also worked with IAAI over two decades on different managerial positions right from the level of Asst. Manager to Jt. General Manager at Delhi, Bombay, Kolkata Airports and Head Quarters. Presently, he is posted as General Manager (Personnel & Administration) for Regional Headquarters, Southern Region and Chennai Airport. Dewakar acted as Chairperson and Speaker for "Asian Airports Summit 2008" held at Singapore and he was also offered ICAO assignment as Human Resource Consultant for Botswana. He has a number of publications, which include a reference book on "Departmental Enquires", published by JAICO, Bombay, a text book on "Performance Appraisal and Compensation Management – A Modern Approach" published by Prentice Hall of India and a reference book "Living a Stressful life with Joy", published by UBS, New Delhi.

Kenneth J. Goldstein is a recognised International Expert in Global Trade and Worldwide Business. Not only has he lectured and been a guest speaker on the subject at the Kellogg School of Business of Northwestern University, University of Wisconsin-Madison, Michigan State University and the Smeal College of Business at Pennsylvania State University, but he has also taught on it on the college & graduate level at various institutions of higher learning. He has served on various boards on an Executive capacity in the International Arena in both Delaware and Illinois, and been on several economic and business development missions for Local, State the Federal Government. Having built an Export Management Company to help serve small and medium sized American concerns seeking markets overseas, he has been successful in marketing both American products in the markets of the European Union, Eastern Europe, the Mideast, Far East, Southeast Asia, China; Central and South America, and Australasia; and bringing foreign goods to the American

Market. He has worked and lived in what were the nations behind the Iron Curtain, and traveled extensively worldwide. He is at ease in many languages, cultures and global situations having dealt with many foreign Governments on many levels. Having studied at the University of Tennessee, where he obtained a Bachelors of Science in Business Administration with emphasis in Marketing and Transportation, he is well versed in all facets of logistics and supply chain management, and has an extensive background in all modes of transportation. Most recently he served as the General Manager for an airline and aviation security and services firm at one of the nation's larger hub airports, and helped set up the security operation there.

Reinhard Zeiler has an extensive worldwide experience in airport consulting. He specialised in Operational Readiness & Airport/Terminal Transfer (ORAT) and he is a leader for international airport consulting projects. As a Head Airport Consulting in Munich Airport International, he is responsible for the sales, set-up, operations, financial results and administration for various International consulting projects such as Madrid, Bangkok and London Heathrow. Reinhard has a Masters Degree in Economics, University of Hagen, Germany. He has a publication on The Munich Approach for Operational Readiness and Airport Transfer of a New Airport, Airport 2000 – Trends for the New Millennium (Sovereign Publications Ltd.)

Eric Conrad Eric Conrad leads IBM's Travel & Transportation Industry, comprising Air, Travel Related Services, Freight & Logistics, and Rail, Globally and in Asia Pacific. Across his 25 year career, Eric has gained extensive, direct experience in creating business value for Travel & Transportation clients, working across the United States and in many Asian economies. With major clients such as Singapore Airlines, Malaysia Airlines, Japan Airlines, Cathay Pacific Airways, Qantas, Korean Air, Finnair, Air Canada and others, Eric has been able to create significant client benefits through major multi-year partnerships with IBM focused upon technology-driven transformation. In addition to his work with major airlines worldwide, Eric has also contributed to the success of many Freight & Logistics companies, including Hutchison Port Holdings, Hanjin Shipping, DHL, Singapore Airlines, and United States Postal Service. He has also worked with key Government transportation authorities such as the Hong Kong Port Maritime Board, Hong Kong Transport Department, and Malaysia Ministry of Transport to bring about change in the Freight & Logistics Industry. Eric has an MBA in International Business (1st in Class) from the University of Connecticut, USA. He graduated with a Bachelor of Science (Business Administration, Quantitative Operations) from the University of Delaware, also in the USA.

Dato' Azmi Murad
Senior General Manager - Operation Services
Malaysia Airports Holdings Berhad

Alfonso Cusi
Managing Director
Manila International Airport Authority

Dr. Mario Arturo Ruiz Estrada
Senior Lecturer and Researcher
Department of Economics, Faculty of Economics and Administration (FEA), University of Malaya (UM)

David W. Hedley-Noble
President & CEO
AeroBrand



LOW COST AIRLINES NEED TO BE ABLE TO REDEFINE THE 'VALUE' THEY ARE OFFERING TO THEIR TARGET CUSTOMERS OVER AND OVER AGAIN IN ORDER TO GAIN THE MARKET TRUST



According to IATA and ICAO projections, low cost carriers (LCCs) will outpace their full service rivals in terms of traffic growth and earnings in 2009. Now predicted tougher economic conditions and lower fuel prices will give the LCC sector a major advantage in 2009.

~ IATA and ICAO ~

Why this is a MUST ATTEND conference:

- ✓ A timely updates on the current trends, challenges and opportunities that lies in the local, as well as regional LCC industry
- ✓ Identifying bright prospects for LCC in 2009
- ✓ A platform to exchange views and brainstorm for strategies to boost profitability and ensure smooth operations in the airline business
- ✓ A networking opportunity with likeminded peers and with those in the LCC industry

Who Should Attend:

Senior Level Executives, Senior Officials and Decision-Makers from:

- Ministry of Transportation
- Department of Civil Aviation
- International Air Transport Organisations
- Regional, Low Cost and Charter Airlines
- Airports
- Aircraft Manufacturers and Suppliers
- Aircraft Maintenance Companies
- Aircraft Financing and Leasing Companies
- Aviation Industry Consultants
- Logistics Companies
- Investment Banks

Others include: Political and Economic Risk Specialists, IT Vendors, Managers from Marketing and Sales, Strategic Planning and Development, Database Management/Data Warehousing/Data Mining, New Business Development Managers and Financial Analyst, Aviation Lawyers.

WHY THE SKIMPY OFFERINGS?

Cost-conscious mainstream airlines are trimming the fat, otherwise known as amenities, to provide the lowest fares possible. But as the flagships slim down, the category of low-cost carriers is rapidly beefing up, giving passengers the option of flying both comfortably and affordably.

Low-cost carriers tend to keep their prices down by flying out of fringe airports, relying on online booking and providing just the necessary level of onboard services. Many stock their fleets with one type of aircraft to minimise the amount of training for crews.

The low cost airline business has experienced extraordinary growth in recent years in terms of passengers carried, airlines launched, aircraft ordered and worldwide distribution. It has come to a momentous point in its growth curve and the option of low cost airlines is posing exciting challenges and opportunities to the airline market.

The fluctuating fuel prices, an economic downturn and continuing environmental pressures mean that challenging times are ahead for the aviation industry. The low cost carriers must carefully evaluate their models, identify new revenue streams and attract the most profitable customers if survival is to be ensured in a hotly competitive and challenging marketplace. Taken together, all these new-model operations are set to represent an even greater proportion of the total commercial airline industry in the future.

As more and more countries are adopting an open sky policy, the LCC industry is faced with significant economic challenges with rising costs and competition. However, rising costs is by far the most important issue that has to be addressed if an airline needs to stay afloat and profitable.

Considering the above factors, **LOW COST CARRIERS**, organised by Asia Business Forum, will offer some serious analysis of all aspects of the growth in the LCCs industry. This Conference will throw light on the key topics facing the airline industry during the economic downturn and discuss successful strategies shaping the evolution of the low cost model, the future for long-haul low cost and how airlines can become more environmentally friendly in their operations and explore new opportunities. It will bring together key figures from the several airlines and a panel of distinguished speakers of several organisations in the aviation industry from **US, Europe and Asia**.

Stay ahead of competition by gaining insights from the inside! Hear about the latest developments directly from low cost carriers CEOs, airport authorities, aviation consultants and many others experts from the industry itself.

ATTEND THIS CUTTING-EDGE EVENT AND LEARN ABOUT STRATEGY, INNOVATION, AND THE FUTURE OF THE LCC INDUSTRY

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369
email puanes@abf-asia.com to reserve your place today

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LOW COST CARRIERS

17-18 June 2009 | Pacific Regency Hotel, Kuala Lumpur, Malaysia

- Yes! Please register the following delegate(s) for this Conference (**Please photocopy for more delegates**)
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Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia



Email: **umi.nadrah@abf-asia.com**



WEB: **http://www.abf-asia.com**

Your investment for attending this Conference is:

	Early Bird Fee <small>(If payment & registration are received by 15 May 2009)</small>	Regular Fee <small>(Payment after 15 May 2009)</small>
Conference Only	RM3,695	RM3,995

The fee includes lunch, refreshments and conference documentation.

Note: For payment by Local Order, early bird fee will only apply if the local order is executed and **payment fully released to us on or before the early bird deadline.**

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

PAYMENT METHODS

- Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia.** Enclosed is our cheque/draft for RM _____
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Important Notice: Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **28 May 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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