



| TIME                 | PRELIMINARY PROGRAMME  |
|----------------------|--|
| 09:00 - 09:05        | Opening by MC  |
| 09:05 - 09:20        | Welcome Remarks by the Authorities <ul style="list-style-type: none"><li>• Préfet de Martinique</li><li>• Président de la Collectivité de Martinique</li></ul>   |
| 09:20 - 09:30        | Welcome Remarks – SAMAC <ul style="list-style-type: none"><li>• Nathalie Sebastien, CEO, Martinique Aimé Césaire International Airport</li></ul>   |
| 09:30 - 09:40        | Welcome Remarks - ACI LAC <ul style="list-style-type: none"><li>• Rafael Echevarne, Director General, ACI-LAC</li></ul>  |
| 09:40 - 10:10        | Enhancing passenger experience with ACI World's ASQ Programme <ul style="list-style-type: none"><li>• Valerie Vanderhacgen - Senior Director, Airport Experience &amp; Strategy ASQ - ACI WORLD</li></ul>                          |
| 10:10 - 10:35        | Enhancing customer experience to boost non-aeronautical revenues <ul style="list-style-type: none"><li>• Patrick Lucas, Founder, Airport Economics Consulting</li></ul>  |
| <b>10:35 - 11:00</b> | <b>Networking Coffee</b>   |
| 11:00 - 11:45        | Airport commercial offer and its influence on Passenger Experience <ul style="list-style-type: none"><li>• Ronaldo Herrera - Commercial Director - Morpho Travel Experience</li><li>• Italo Ruso, CEO, W Premium Lounges</li></ul> |
| 11:45 - 12:30        | Hotel infrastructure and destination positioning <ul style="list-style-type: none"><li>• Eliseo Llamazares, Partner, KPMG</li></ul>  |
| 12:30 - 12:50        | Improving air connectivity: the role of airports <ul style="list-style-type: none"><li>• Jaume Adrover, CEO, GPA</li></ul>   |
| 12:50 - 13:05        | Where innovation meets efficiency & design <ul style="list-style-type: none"><li>• Philippe Lajeunesse, General Manager, Sectus Technologies</li></ul>   |
| <b>13:05 - 14:00</b> | <b>Lunch</b>   |
| 14:00 - 14:30        | Increasing connectivity in the Caribbean and LAC region, a potential source of passenger traffic growth <ul style="list-style-type: none"><li>• Marcelo García, Chief Aviation Regulation &amp; Policy, NACO</li></ul>             |
| 14:30 - 15:15        | Panel: Enhancing passenger experience with technology <ul style="list-style-type: none"><li>• Collins, SITA, TAV, Embross, Amadeus</li></ul>   |
| 15:15 - 16:00        | Closing Panel: How airports in the region are integrating CX in their strategy and operations <ul style="list-style-type: none"><li>• TBC</li></ul>  |