

**28th ACI EUROPE/ World Annual General Assembly, Conference
Brussels, Belgium
19 June 2018**

**Opening and Welcome Address by Bongani Maseko,
CEO: Airports Company South African and Chair: ACI World.**

Good morning ladies and gentlemen and welcome to ACI's 28th Annual General Assembly, Conference and Exhibition.

Thank you, Deputy Prime Minister Didier Reynders, for welcoming us to Brussels and for being among us today. Belgium is known around the world as the Heart of Europe and for being home to European institutions and so many international organizations, including ACI.

And let me also express my deep appreciation to our host, Arnaud Feist and your team at the Brussels Airport Company for generously hosting this important industry gathering. Thanks also go to our sponsors and exhibitors who help to make this possible.

Today I am honoured as I get to preside for the first time as Chair of ACI World at this important gathering of colleagues, friends, business leaders from all around the world.

Our Conference provides a unique opportunity for industry leaders from all regions of the world to share their expertise and experience and debate and explore ways we can continue to adapt and grow. It is the perfect forum to foster dialogue among airports as well as with stakeholders in the aviation industry as a whole.

This year's Conference theme is "**Airports as Brands and Businesses**" and will address the ongoing evolution of the airport industry into companies building brand relationships with air travellers. You will hear and discuss how your leading counterparts plan to meet the demand and expectations of customers so as to enable communities around the world to reap the vital economic and social benefits that aviation brings.

And how will airports do this while achieving the utmost in environmental stewardship, customer service and remain financially viable?

Our programme this year covers the key topics in our business. In addition to those covered in our pre-conference workshops yesterday, we will hear from both our airport leaders as well as our customer airlines and will look at the challenges of growth, sustainability and corporate social responsibility and the digital transformation.

And I am very excited to announce the publication of the definitive document on creating fertile ground for investment in airport infrastructure – a linchpin in the aviation industry's ability to accommodate the doubling of air passenger demand over these next fifteen years.

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The programme also exemplifies the attention to the passenger journey. We will launch a new Airport Service Quality survey later today, and tomorrow launch the second edition of the ACI Europe Guidelines for Passenger Service, an invaluable tool for airports in all regions.

We will also celebrate our industry's commitment to environmental stewardship with a presentation on the Airport Carbon Accreditation programme as well as the signing of a collaborative environmental management agreement.

We also have a new feature – two special briefings, not unrelated. Today is an insight on how to stand out as a brand to those travellers thinking about where to spend their holiday, and tomorrow is a briefing on Chinese aviation market developments where we can get some insights on how to position ourselves to attract that fast-growing segment.

And to close the Conference, we have scheduled an interview between the Directors General of ACI World and IATA, Angela Gittens and Alexandre de Juniac, to provide you with their insights on the next steps for our industry.

While we have quite a full programme, we have also allowed ample time for you to visit our exhibitors and learn what exciting products and services they can provide to help you deliver the services so vital to the economic and social well-being of our nations and local communities. Nor have we ignored your stomachs or your desire to have a little fun.

Our host has put together a gala dinner tonight that will show us what the world-renowned Belgian cuisine is all about and we will hail the best airports in Europe with the 14th ACI Europe airport awards ceremony.

Standing out in an increasingly commercial and competitive business environment, is a continuing challenge. As airports, as businesses in their own right, seek to strengthen our brands and the direct engagement we have with customers, we need to look critically at everything we do, challenge long-established practices, procedures, and habits. We want to be successful and we want to serve.

I trust that this conference and the networking and best-practice sharing it affords will help you do both.

Have a great Conference and thank you.

END

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