

## Agenda of Asia-Pacific Airport Non-Aeronautical Forum

**Date:** 6 November 2025 (Thu)

**Time:** 10:00-12:30

**Location:** Satellite Theatre



Time	Sessions	Speakers/Panelists
10:00-10:10	<b>Open remarks</b>	<b><u>Moderator</u></b> <ul style="list-style-type: none"><li>• Jacob Zhu, Founder and CEO of AIRPO, Editor-in-Chief of Airport Business Review</li></ul>
10:10-10:25	Xi'an Airport T5 cultural, commercial and tourism development strategy - to create a world-class airport cultural and museum IP according to local conditions	<b><u>Speaker</u></b> <ul style="list-style-type: none"><li>• Chen Yao, Chairwoman China West Airport Group (Xi'an) Business Development Co., Ltd.</li></ul>
10:25-10:40	Innovation and breakthrough in the non-aeronautical business of Shenzhen Airport	<b><u>Speaker</u></b> <ul style="list-style-type: none"><li>• Liu Hui, Executive Deputy General Manager of Shenzhen Airport Aviation City</li></ul>
10:40-10:45	Decoding the New Landscape, Initiatives, and Outcomes of Hongqiao's Non-Aeronautical Business	<b><u>Speaker</u></b> <ul style="list-style-type: none"><li>• Yu Chengxuan, General Manager of Marketing and Business Department, Shanghai Hongqiao International Airport Co., Ltd.</li></ul>
10:45-11:00	Smartly Crafting a City Card, Practicing the Responsibility for Common Prosperity, and Creating Enjoyable Healing Scenes	<b><u>Speaker</u></b> <ul style="list-style-type: none"><li>• Fan Yingying, Chairwoman of Zhejiang Airport Commercial Company</li></ul>
11:00-11:15	Analysis of the consumption demand and behavior of Chinese outbound & inbound passengers	<b><u>Speaker</u></b> <ul style="list-style-type: none"><li>• Bo Manhui, Chairman and General Manager, TravelSky Mobile Technology Co., Ltd.</li></ul>

11:15-11:30	AI for Traveler Services: Trends in Integrated Aviation-Rail Hubs	<b><u>Speaker</u></b> <ul style="list-style-type: none"> <li>• Wang Feng, Joyful Journey Group</li> </ul>
11:30-11:45	<b>Keynote Speech</b>	<b><u>Speaker</u></b> <ul style="list-style-type: none"> <li>• Bill Wong, Chief Executive Officer, Lava Tech</li> </ul>
11:45-12:30	<b>Panel discussion:</b> The Art of Airport Attraction: Designing Irresistible Consumer Experiences	<b><u>Moderator</u></b> <ul style="list-style-type: none"> <li>• Jacob Zhu, Founder and CEO of AIRPO, Editor-in-Chief of Airport Business Review</li> </ul> <b><u>Speakers</u></b> <ul style="list-style-type: none"> <li>• Representative, Daxing Airport</li> <li>• Derek Chu, Assistant General Manager, Retail Experience</li> <li>• Bill Wong, Chief Executive Officer, Lava Tech</li> <li>• Freda Cheung, President and CEO, Avolta</li> </ul>