



# North Africa/Middle East/U.S. Aviation and Airport Conference

October 6-8, 2002 ♦ Palmeraie Hotel ♦ Marrakech, Morocco

SPONSORED BY:

**U.S. Trade and Development Agency**

in cooperation with:

U.S. Department of Commerce

U.S. Department of Transportation

U.S. Federal Aviation Administration

U.S. Embassy-Morocco

Royal Air Maroc

Morocco National Directorate of Airports (ONDA)

American Association of Airport Executives

International Association of Airport Executives

---

**Are you interested in learning how to expand your business opportunities in the North Africa and Middle East aviation and airport market? If so, attending this conference is a must!**

This event brings together key airport/aviation officials from Northern Africa, the Middle East and the United States to review new aviation sector development plans and to view the latest equipment, technologies and capabilities offered by American firms to meet the key challenges facing the airport industry worldwide. At the same time, U.S. firms will get first-hand exposure to key policy and technology issues important to North Africa and the Middle East, giving them a definitive advantage when doing business in this region.

Sponsored by the U.S. Trade and Development Agency (TDA), in cooperation with the U.S. Department of Commerce (DOC), the U.S. Department of Transportation (DOT), the U.S. Federal Aviation Administration (FAA), U.S. Embassy Morocco, Royal Air Maroc, Morocco National Directorate of Airports (ONDA), American Association of Airport Executives (AAAE) and the International Association of Airport Executives, this conference will be held October 6-9, 2002, at the Palmeraie Hotel in Marrakech, Morocco.

---

❖ **WHAT SUBJECTS WILL BE COVERED AT THE CONFERENCE?**

Speakers at the conference will include prominent aviation and airport officials from North Africa, the Middle East and the United States, U.S. government officials, leading industry consultants and aviation corporate executives.

These presentations will cover timely topics such as infrastructure case studies, new security initiatives, air traffic control modernization, airport public/private sector partnerships, air cargo development trends, enhancing airport and air traffic safety in the region, goals for planning airport expansion projects and more.



---

## ◆ WHO SHOULD ATTEND?

This event is designed to provide business executives with an edge in developing meaningful working relationships in the Northern African and Middle Eastern airport/aviation market. As a result, if your company wants to expand its business to these markets and begin making key contacts in this region, attendance at this conference is essential.

Key officials of the U.S. trade promotion team—representing the U.S. Trade and Development Agency and the Department of Commerce, as well as senior commercial service officers from U.S. embassies throughout North Africa and the Middle East—will address the working sessions of the meeting. These officials will also be available during the one-on-one meeting opportunities—a unique feature of TDA conferences.

The conference will allow companies to:

- learn how to tap government resources to gain a competitive edge in the North Africa and Middle East aviation industry;
- learn the details of these export opportunities
- discover the best match for your products and services, and
- meet privately with top airport/air carrier representatives from the region.

Since a number of top North Africa, Middle East and U.S. airport directors and air carrier executives will be attending the workshop, the meeting will provide a unique networking forum for airport/aviation executives throughout North Africa, the Middle East and the United States to discuss and debate critical and timely aviation security challenges facing the industry.

---

## ◆ BUSINESS OPPORTUNITIES AT THE CONFERENCE

The U.S. government will extend special invitations to attend this workshop to prominent airport/aviation officials from many countries throughout North Africa and the Middle East, including Morocco, Algeria, Tunisia, Egypt, Jordan, Lebanon, Oman, Bahrain, United Arab Emirates, Yemen and Saudi Arabia. TDA will sponsor the attendance of a number of delegations.

As a result, U.S. companies will have an unparalleled opportunity to visit with the key executives who lead

the airport and aviation security programs in the region.

Sponsorship opportunities include a small table-top display that will provide companies with a special opportunity to visit Northern Africa and Middle Eastern airport/aviation delegates about their specific products and services. Representatives of sponsorship companies also will be given priority for speaking opportunities at the conference.

---

---

## **Sponsorship**

Sponsors will receive: (1) priority for speaking opportunities during the conference sessions; (2) a table-top display (6 feet or 2 meters, 2 chairs and easel) to present your company's capabilities during the conference; (3) priority for sponsorship of a specific event; (4) verbal and written recognition of financial support during the conference, and (5) complimentary registrations.

## **Sponsorship Fees—\$2,500-\$5,000 (USD)**

Sponsorship opportunities are limited, so be sure to respond early.

For further information on sponsorship, please contact Spencer Dickerson, AAAE, in the United States at phone (703) 824-0500, Ext. 130, fax (703) 820-1395, or e-mail [sdickerson@airportnet.org](mailto:sdickerson@airportnet.org).

## **Delegate Fees**

If your company is unable to provide sponsorship, you may attend as a delegate for \$495 (USD). Delegate registration covers attendance at all business sessions, two luncheons, two evening events, coffee breaks and speaker handouts, but does not include the benefits available to sponsors.



## ◆ HOTEL AND TRAVEL INFORMATION

### Hotel Information

A block of rooms is being held at the Palmeraie Golf Palace Hotel, Les Jardins de la Palmeraie, Circuit de la Palmeraie, B.P. 1488, Marrakech, Morocco, e-mail: sales@pgp.ma. All attendees will receive a special rate of 1,700 Moroccan dirham/approximately \$159.00 USD for single and 2,140 dirham/approximately \$200.00 USD for double occupancy rooms, inclusive of service charge, tax and daily breakfast. To make your reservations, contact Fatima Hassoune.

- call (011) 212 44 30 10 10
- fax (011) 212 44 30 90 00/30 20 20/30 50 50
- e-mail fatima.hassoune@pgp.ma  
pgpfatima@hotmail.com

and identify yourself as part of the **North Africa/Middle East Airport Conference**. Credit cards accepted by the hotel are American Express, Diners Club, VISA and MasterCard. Reservations made after August 18, 2002, will be subject to space availability. Hotel reservations canceled on or after September 26 are subject to a penalty of the room rate for one night.

For more information, visit the hotel's website at [www.pgpmarrakech.com](http://www.pgpmarrakech.com).

### Ground Transportation

The Palmeraie Golf Palace Hotel has a free shuttlebus from the Marrakech Airport to the hotel, but you must make reservations in advance. They will also arrange car service for 150 Moroccan dirham or \$15 US dollars. Please contact the hotel in advance to make a reservation. A 15-minute taxi ride from the airport to the Palmeraie Golf Palace Hotel and costs 100 Moroccan dirham or approximately \$9 US dollars.

### Visa Information

Passports are required for all international travel. U.S. citizens traveling to Morocco for less than 90 days do not require a visa. Visitors traveling into Morocco from countries other than the U.S. should check with the Moroccan Embassy in their respective country for more specific visa information. For further information, reference the Morocco Embassy's main website at <http://www.usembassy-morocco.org.ma/>



### Special Air Fares

The official airline of the conference, Royal Air Maroc, is offering special fares from JFK to Marrakech, Morocco. Please email Susan Lausch of the AAEE staff for further information ([susan.lausch@airportnet.org](mailto:susan.lausch@airportnet.org)).

# North Africa/Middle East/U.S. Aviation and Airport Conference

October 6-8, 2002 ♦ Palmeraie Hotel ♦ Marrakech, Morocco

## ♦ TENTATIVE CONFERENCE AGENDA ♦

(SUBJECT TO CHANGE)

(ALL SESSIONS WILL TAKE PLACE AT THE PALMERAIE HOTEL)

### Sunday, October 6

- 17:30-18:30 Conference Registration
- 18:30-20:00 Opening Reception

### Monday, October 7

- 8:00-9:00 Coffee in the Registration Area
- 8:45-9:15 Welcome and Workshop Overview
- 9:15-9:45 SESSION I — Keynote Address I
- 9:45-10:15 SESSION II — Keynote Address II: Aviation Safety and Security — A Government and Industry Partnership
- 10:15-10:45 Networking Coffee Break in the Tradeshow Area
- 10:45-12:00 SESSION III — North Africa/Middle East and U.S. Airport Security Case Studies, Part I
- 12:00-14:00 Luncheon and Dessert/Coffee in the Tradeshow Area
- 14:00-15:15 SESSION IV — Global Airport Public/Private Sector Partnership and Air Cargo Development Trends
- 15:15-15:45 Coffee Break
- 15:45-16:30 SESSION V — Air Traffic Control Modernization and Aviation Safety Challenges in North Africa/the Middle East and the U.S., Part I
- 18:30-20:00 Evening Event  
*(sponsored by the Morocco National Directorate of Airports)*

### Tuesday, October 8

- 7:45-8:45 Coffee Break in the Tradeshow Area
- 8:45-9:45 SESSION VI — North Africa/Middle East and U.S. Airport Security Case Studies, Part II
- 9:45-11:00 SESSION VII — North Africa/Middle East and U.S. Airport Infrastructure Case Studies
- 11:00-11:30 Coffee Break
- 11:30-12:45 SESSION VIII — Air Traffic Control Modernization and Aviation Safety Challenges in North Africa/the Middle East and the U.S., Part II
- 12:45-13:45 Luncheon and Dessert/Coffee
- 14:00-17:00 One-on-One Private Meetings between U.S. Corporate Representatives and North African/Middle Eastern Airport and Airline Officials
- 17:00 Conference Adjournment

*For further program information, contact Spencer Dickerson at the AAAE office in the United States at: Phone (703) 824-0500, Ext. 130; Fax (703) 820-1395; E-mail [sdickerson@airportnet.org](mailto:sdickerson@airportnet.org)*

## Sponsorship/Delegate

### ◆ REGISTRATION FORM ◆

## North Africa/Middle East/U.S. Aviation and Airport Conference

October 6-8, 2002 ◆ Marrakech, Morocco ◆ Meeting #021006

#### Sponsorship fee includes:

- one delegate registration
- one-on-one briefings
- more than seven exhibit hours
- identification sign
- long-term development plans of North African and Middle Eastern airports, including detailed reports on economic and airport/aviation business opportunities
- one draped table and two chairs
- listing and company description in the conference program
- verbal and written recognition at the workshop
- priority for speaking opportunities on the program
- additional delegate registration(s)

#### REGISTER ON-LINE!

<http://www.airportnet.org/depts/meetings/calendar/calpub.htm>  
Registrations and cancellations must be submitted in writing by September 23, 2002. Refunds are issued after the workshop and are subject to a \$195 USD cancellation fee. Substitutions will be accepted without penalties; no shows will be billed.

AAAE MEMBER # (if applicable) \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_  
FIRST NAME (nickname) FOR BADGE \_\_\_\_\_ NAME \_\_\_\_\_  
TITLE \_\_\_\_\_ AIRPORT/COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY/STATE/ZIP/COUNTRY \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_

#### Please indicate type of registrant by checking the appropriate boxes below.

- Delegate Registration** *\$495 (USD)*
- Conference Sponsorship** *\$2,500-\$5,000 (USD)*  
(depending upon event. For details, contact Spencer Dickerson, AAAE, in the United States at (703) 824-0500, Ext. 130, or e-mail [sdickerson@airportnet.org](mailto:sdickerson@airportnet.org))

#### METHOD OF PAYMENT (please check applicable box)

(For electronic or wire transfer information, please call Steve Girona, AAAE, in the U.S. at (703) 824-0500, Ext. 147, or e-mail [steve.girona@airportnet.org](mailto:steve.girona@airportnet.org))

- Attached is my check made payable to AAAE (in U.S. dollars drawn on a U.S. bank)
- P.O. Number
- Upon receipt of this form, please charge my (circle one)

American Express      MasterCard      Visa

Name (as it appears on card) \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (of cardholder) \_\_\_\_\_

#### RETURN TO:

AAAE • 601 Madison Street, Suite 400,  
Alexandria, Virginia, USA 22314  
Fax (703) 820-1395 • Phone (703) 824-0504

**AMERICAN ASSOCIATION OF  
AIRPORT EXECUTIVES**  
601 Madison Street, Suite 400  
Alexandria, VA, USA 22314

First Class  
U.S. Postage  
PAID  
Permit No. 1034  
Alexandria, VA

North Africa/Middle East/U.S. Aviation and Airport Conference  
October 6-8, 2002 ♦ Palmeraie Hotel ♦ Marrakech, Morocco

---

SPONSORED BY:

**U.S. Trade and Development Agency**

in cooperation with:

U.S. Department of Commerce  
U.S. Department of Transportation  
U.S. Federal Aviation Administration  
U.S. Embassy-Morocco  
Royal Air Maroc  
Morocco National Directorate of Airports (ONDA)  
American Association of Airport Executives  
International Association of Airport Executives

