

## **WHAT'S NEXT FOR THE AIRLINE INDUSTRY?**



At a recent Singapore Aviation Academy's (SAA) Aviation Insight Series talk, Professor Rigas Doganis, Chairman of the European Aviation Club discusses what's next for the airline industry.

In February 2013, Professor Rigas Doganis, Chairman of the European Aviation Club, presented a talk entitled 'In a Period of Structural Instability – What Next for the Airline Industry', as part of the Singapore Aviation Academy's (SAA) Aviation Insight Series. The session was attended by some 30 aviation professionals.

Professor Doganis, who is also visiting Professor at Cranfield University and Non-Executive Director at easyJet, expounded on a number of present-day challenges and the airlines' responses to these challenges. He explored how these responses affect the structure of the airline industry, and the need for network airlines to develop new business models to address present-day challenges.

SAA's Aviation Insight Series is an initiative aimed at engaging Singapore's aviation community. Through the sharing of ideas, insights and experiences, the series features the opinions of top industry leaders and addresses today's current aviation issues. The speakers from the series are invited from around the world and represent a wide range of sub-sectors, including regulators, NGOs, airlines and academia.