

DAILY NEWS

WEDNESDAY, MARCH 20, 2013

ETIHAD WELCOMES IATA TRAINING PARTNERS TO ABU DHABI



Etihad Airways and the International Air Transport Association welcome over 170 Global Training Partners to Abu Dhabi.

In the last couple of years IATA has tripled its training partner network in order to reach out to a vast aviation audience and with 440 partners in over 80 countries currently, IATA trains annually 92,000 students worldwide.

The "2013 Global Training Partner Congress" takes place in Abu Dhabi, capital of the United Arab Emirates, to update you, our partners, on the latest industry developments and challenges as well as the learning innovations that IATA's Training & Develop-

ment Institute (ITDI) has developed to address those challenges. Most importantly though, Mr. Ismail Albaidhani, Head, Global Partnerships and Learning Innovation - IATA stressed, we are here to listen to you and engage into a discussion, while gaining from the country and the segment diversity present in the room, that paves the way forward and helps us fulfill our shared vision, to develop the people of our industry.

"HELLO" IN OVER 20 LANGUAGES!

A warm welcome from the audience to Donovan Whyte, as he welcomes with Ismail Albaidhani Rosetta Stone one of the newest members of the IATA Training and Development Institute's family. Rosetta Stone is a leading technology firm that specializes in language training by leveraging on the latest technological developments in language learning and training.

Donovan expresses his excitement on the joint partnership with IATA as he believes that it's in a very good fit and that this would bring the aviation industry closer to language training through active language learning and engagement. He further mentions that this partnership was a result of a specific need and training gap that was identified and asked by our training partners in the previous IATA Training Partner Congress held in Istanbul, Turkey last year.

"Partnership means that Rosetta Stone language training can be delivered through IATA directly and that additional added features are offered through this option" explains Ismail and Donovan.

Innovation remains key to Rosetta Stone and to the partnership with IATA. As leaders in the language learning and training, Rosetta Stone builds on the core concepts of Product Development, Customer Engagement, Innovation, and Business Development.

"To be at the forefront of technological development is at the core of our business and we strive to develop even further a product that is tailored and offers true value to our customers to the aviation industry with IATA" concludes Donovan.

OPENING REMARKS

In Abu Dhabi and Etihad the rate of growth is phenomenal. People and learning is the center of our growth, Mr. Ray Gamell, Chief People and Performance Officer - Etihad Airways said. We strive for Learning and Development of the highest caliber and instill a performance culture in our people because of the fundamental belief, that the work we do with the people is critical to the success of our business strategy.

There is a strong linkage between the nation and the airline and we treat it as a gift. UAE nationals represent the majority of our people in our different segments. We source, develop, engage and deliver so when our people shine our airline shines too, Mr. Gamell concluded.





IATA Activities (priorities and the vision)

Mr. Alibaidhani highlighted in his speech that our industry's weak bottom line of less than 2% is directly correlated with the global economic growth and the industry remains vulnerable to external economic and political shocks. IATA's vision and priorities concentrate on Safety, Security, the Environment as well as several projects that will enable the industry to become even more efficient and improve the customer experience. Finally, Mr. Alibaidhani communicated that the matrix for success in our business rests on four pillars: World Developments, the Industry Priorities, the Labor Market and the Partnership & Innovation in learning and development, placing emphasis on how we create, share but most importantly apply knowledge.

HARVARD BUSINESS PUBLISHING SCHOOL

Mr. Sumit Sahni, shared the view with the audience that technology is the single most disrupting factor for Learning & Delivery. A video clearly illustrated that the Social Media revolution is the greatest revolution since the Industrial one. Harvard, Mr. Sahni said, identified that the social trend will soon hugely affect Learning. Moreover, "the key" Harvard believes, is not e-Learning but Collaborative Learning. IATA and Harvard Business Publishing School have already embarked on this direction, providing students with the Harvard Manage Mentor platform in conjunction with the industry related trainings in IATA's portfolio. Our successful partnership has entered its third year already, helping students across the world address managerial skills which are highly desirable in the workplace.

CUSTOMER EXPERIENCE INSIGHT

Representatives from the different segments in aviation also provided their views on the needs, trends and challenges for people & development faced by the industry, while sharing the best practices to address them. The airline segment recognized as a challenge in their environment the unions as well as the ageing pilots combined with the growing airline fleets. The airport segment expressed a need for more people in the turnaround coordination, frontline agents and loading operations areas. Finally, the representatives as well as the audience shared a vision to cooperate, in their function as training organizations, in order to share training materials as well as instructors to increase quality and availability of training on a global scale.



GLOBAL LEARNING PANEL

Representatives from the Middle East, Asia, Europe, Africa and the Americas gave their view on the key people developments in their regions and described the best practices in order to address the trends, needs and challenges that the industry is facing in terms of people. It is evident that there is shortage of skilled professionals in the years to come and the limited talent retention by the industry worsens those shortages for the future. Thus, the talent acquisition process takes a central role in the operations of human resources. In an effort to turn theory into practice and reduce the gap of work experience that exists for young graduates, employers are designing more dynamic trainings, providing work exposure and creating internship programs.



BRITISH AIRWAYS

Mr. Stephen A. Smith explained how British Airways have been implementing since last year the 70,20,10 model for their personnel regarding their training. 70% representing the amount of time that should be dedicated for on the job training, training by experience, coaching, mentoring. Thereby, reducing training costs immensely, increasing efficiency and feedback, engaging people more and most importantly turning training into experience without delay. Mr. Smith announced that, after having worked together with Mr. Alibaidhani in the past several months, IATA and British Airways have just started a partnership in order to create an internationally recognized "Qualification for Airport Operations" that will assist the industry in terms of training standards as well as skills retention and transferability that are so vital in meeting the demand for skilled professionals.

MEMORANDUM OF UNDERSTANDING (MoU)



Higher Colleges of Technology - Dr. Tayeb Kamali - Vice Chancellor & International Air Transport Association (IATA) - Mr. Ismail Alibaidhani - Head, Global Partnerships & Learning Innovation

THRIVING ON PEOPLE PERFORMANCE

Building talent to achieve the highest standards of skill and knowledge levels were the key highlights in the discussion led by Mr. Ismail Albaidhani (IATA) and Mr. Brendan Crasto (Kunoni Academy – India). In fact, the Travel and Tourism industry needs to fill increasing gaps in skill and knowledge which can only be addressed by effective and relevant training in these areas.

A particular focus on Vocational Training was highlighted in the session where this training need was identified in various sectors within the Travel and Tourism industry and presents viable training opportunities for IATA training partners around the world. Brendan further reinforced this statement by emphasizing that the Indian market, in particular, faces some key challenges in the areas of IQ lev-

els of students that are willing to embark in this industry as well as financial matters that may pose additional stress on acquiring new students and impedes talent from entering the very first steps of training.

The panel collectively added that the excellence in IATA training and courses must be paired with strong industry relevance where students can apply their knowledge and skills by adequate practical training on tools and systems that will prepare them to easily transition into the workforce.

In summary to the session, Brendan shared an interesting acronym – KASH (Knowledge, Attitudes, Skills, and Habits) with the audience as a model that describes the close correlation between excellence in training and people performance.



YOUR PACKAGE IS SPECIAL AND UNIQUE: ONE IN A MILLION!

Mr. Todd Treible brought the crowd to astonishment when he presented FedEx history, operations, culture, diversity, and vision. An inspiring video featured the key values of FedEx which evolved around their people and the quality and consistency of their operations. The video highlighted two key concepts of FedEx that being: The Purple Promise (Customer Value) and the People, Service, Profit (Excellence in People and Operations).

Todd also underlined the success of the joint-effort between IATA and FedEx in creating a Global Training Curriculum and how this training program proved to be tremendously positive very shortly after it was launched, in spite of the continuous changes in the marketplace (emerging markets, demographics, social media, etc.).

The training program focuses primarily on the area of Dangerous Goods Training that is delivered through distance learning (online/eLearning) or at a classroom setting (management training).

“The world is more globally integrated, especially with the growing and emerging economies” (Todd Treible)

For example, FedEx delivering over 19.8 million packages on 17 December 2012 (setting the record) can only be achieved by excellence in people and operations, adds Todd.



AND THE WINNERS ARE....

IATA 2013 Training Partner Awards

2013 Worldwide Top 10

Japan Aircargo Forwarders Association (JAJFA)
Akbar Academy of Airline Studies
IITC-India International Trade Center
Speedwings Academy for Aviation Services
Qatar Aeronautical College
Air Travel & Related Studies Centre
Etihad Airways
Trade Wings Institute of Management
International Aviation Academy of Sri Lankan Airlines
Aircargo Training Center of Japan

Africa Top Performing ATC – 2013

Nairobi Aviation College
Career Institute
Kadosh Training Services Ltd.
ISTAT-CI
Landover Aviation Business School
Sayna Consulting

South Asia Top Performing ATC – 2013

Kuoni Academy
Patriot Aviation College
Bird Education Society for Travel & Tourism
Thomas Cook (India) Ltd.

Middle East Top Performing ATC – 2013

Skyline University College
Syscoms College
National Hospitality Institute SAOG
Zabeel International Institute of Mgmt & Tech

Asia Pacific Top Performing ATC - 2013

Advanced Tourism International College (ATIC)
Kiffa Training Center
Hong Kong Travel & Tourism Training Center

Europe Top Performing ATC - 2013

AFT – IFTIM Formation Continue
Mega Airline Studies
Ecole International Lejeune

THE WORLD IS OUR HOME

YOU ARE OUR GUEST

Ahmed Al Haddad is a welcome guest on EY418 every week. He chooses the only global airline that serves Malaysia with a guaranteed fully-flat bed in Pearl Business Class, and arrives wide awake and ready to face a full afternoon's work after every flight. At Etihad, we're inspired by the best the world has to offer, and treat everyone as our guest.

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GALA DINNER HOSTED BY ETIHAD AIRWAYS

