

ICAO Facilitation Regional Forum

Ulaanbaatar, Mongolia
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Hosted by:



Batdari N.,

CCO/MIAT Mongolian Airlines

Remembering Steve Jobs



Questions???



photo of Business Insider article

Now I have some Questions for you...

- Did iPhone put only 3 gadgets into one as Steve Jobs implied?
- How many **gadgets** did it make obsolete or put out of everyday use?
- How many and what type of **services** did it make obsolete or put out of use?

I have some more questions for you...

- Do you bring your wallet with you everyday these days?
- Do you use your physical credit card anymore?
- Do you even carry your driver's license with you all the time?

And some more...

- How many new services have been introduced thanks to iPhone and other smartphones
- Please think of how our everyday lives have been changed since Steve introduced the iPhone in 2007

And, I have some more questions...

- Now think of technological developments before and after 2007
- Do you think that the latter part had more exciting and robust developments compared to the last 100 years?
- Can we think of how our **personal lives** were changed due to the latest technology.... was the change significant or insignificant?
- Now think of how **businesses and industries** were changed thanks to the emergence or development of
 - Cloud technology
 - Big Data
 - Facial Recognition – image processing
 - Block Chain Technology
 - AI

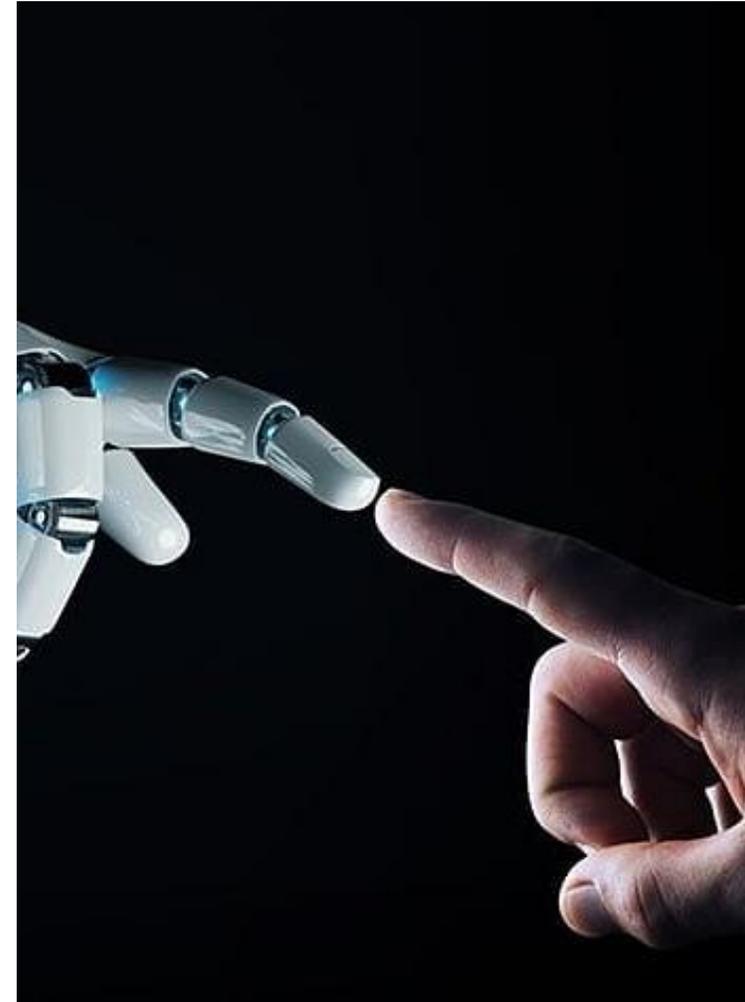


Photo from: How technology Changed Our lives by Aditya Kumar

and the Questions are continued...

- Now think of which industries were able to benefit the most?
 - Automotive, Manufacturing, Services, Entertainment, IT, Offices..., Warfare
- Now, how about the Government and Gov. related services?
 - Think of the benefit of E-Mongolia brings everyday
 - Think of your Government

The Question of Questions:

- How about the Air Travel industry?
 - Where are we compared to other industries and businesses
 - How the Authorities, Gov. Agencies, Airlines, Airports, Manufacturers, ATs are **working together** to bring about the change into the ultimate **Customer Experience**?
 - What are **the obstacles**? What are the **opportunities**?



What IATA thinks and Does?

- Accommodating strong demand will require:
 - Harmonized regulations
 - Fit for purpose infrastructure
- IATA is **collaborating** with its members, partners and governments worldwide to enable airlines to deliver a more seamless, inclusive, and secure passenger experience while improving efficiency and lowering industry costs.
- **One ID and Contactless Travel**
- In 2024 Cathay Pacific had a Proof of Concept (PoC) test in between Hong Kong and Tokyo with select Pax. The Pax were checked for Seven verifiable credentials
 - E-Passport
 - Live Biometric image
 - Visa Copy
 - Company ID
 - FFP membership
 - Retail order
 - Boarding Pass
- Two digital wallets and a trust registry to verify issuers
- It also aligns with government efforts to adopt digital travel credentials based on **ICAO standards**



It's on YouTube and IATA website. Please check out.

What IATA thinks and Does?

Other interesting initiatives by IATA

- TIMATIC – over a billion users are checked
- NDC – New Distribution Capability – a messaging standard – no need for reference number, PNR, EMD, - personalization akin to genuine modern retailing
- Offers and Orders communication – tax integration, interline data exchange
- IATA Pay
- Standardized Special Service Request

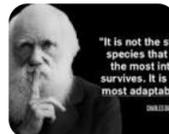
At year-end 2024,
there were
47
airlines
in 37
countries
offering IATA Pay.

What I think

- The playing field is even more uneven both for airlines and the governments:
 - Variability in the implementation capability of different airlines resulting in high initial implementation costs especially for smaller airlines and governments will have a devastating effect – it will be like the battle of David and Goliath
 - However, the benefit for smaller airlines and Governments is that, usually they are much more robust, quick and easy to implement new initiatives – thus will be able to compete with bigger players.
- Not all the governments are created equal
 - Is there a will? Is there a capability? Don't change what's working...
- The Cost of not implementing the change....

◆ AI Overview

The full quote is: "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." This quote is often attributed to Charles Darwin, although he didn't state it in exactly these words in his published works. He discussed the concept of adaptation and natural selection, emphasizing that survival depends on an organism's ability to adapt to its environment. 



- **ICAO** is the real place to push for the implementation of change – The Governments shall be the **leaders** of this change not laggards
- By being here YOU can change the Customer Experience like Steve did once with an iPhone introduction



Thank You

