

**PATA Technology Forum Programme**  
**September 6, 2015**  
**(As of Aug 25, 2015)**

**Sunday, September 6, 2015**

- 0900-1230 PATA Technology Forum in partnership with Phocuswright and Connecting Travel  
 Venue: Cassia, Conference Hall, BIEC
- 0830-0900 Registration
- 0900-0915 IT Scenarios by Karnataka  
 Shri Mohandas Pai, Chairman of Karnataka Tourism Vision Group
- 0915-0925 Opening Introduction: Phocuswright Fast Track  
*The Phocuswright Fast Track offers recent research of the Indian travel market, covering topics such as the Indian holiday and packaged traveler, what's next for online travel in India, and more. Participants will understand Indian travelers' shopping and booking behaviors, learn what segments are poised for online and mobile success, explore innovative travel solutions, and gain insight and data.*  
 Tony D'Astolfo, Managing Director, Phocuswright Inc.
- 0925-0940 Phocuswright Research Spotlight: Indian Holiday and Packaged Traveler  
*Travelers have grown confident with online shopping and are now primed to embrace higher value online purchases. This research presentation highlights evolution of the Indian traveler, and how their shopping and booking habits are transforming the rather traditional holidays and packages segment.*  
 Chetan Kapoor, Research Analyst, Asia Pacific, Phocuswright Inc.
- 0940-1015 Executive Roundtable: Beyond Air – The Next Phase of India's Online Travel Story  
*For nearly a decade, most online travel intermediaries focused on flights. With customers maturing, time is ripe for new segments to take the spotlight. Understand the future of India's online and mobile travel opportunities from some of the most popular and upcoming brands.*  
 Ritesh Agarwal, Founder and CEO, OYO Rooms  
 Nikhil Ganju, Country Manager, India, TripAdvisor  
 Hari Nair, Founder and CEO, HolidayIQ.com  
 Subramanya Sharma, Chief Marketing Officer, Cleartrip  
 Anand Subramanian, Director of Marketing Communications, Olacabs.com  
 Moderated by Chetan Kapoor, Research Analyst, Asia Pacific, Phocuswright Inc.
- 1015-1050 Executive Roundtable: Travel Innovation Summit Alumni Spotlight  
*Hear from entrepreneurial companies with some of the newest innovations designed to transform the travel industry.*  
 Anshuman Bapna, Founder and CEO, Mygola  
 Pawan Marwaha, Co-Founder and Chief Grabber, TableGrabber  
 Saket Newaskar, Founder and CTO, TripHobo  
 Clement Wong, Founder and CEO, BeMyGuest  
 Moderated by Tony D'Astolfo, Managing Director, Phocuswright Inc.
- 1050-1115 Executive Interview with MakeMyTrip  
 Rajesh Magow, Co-Founder and CEO India, MakeMyTrip  
 One-on-one interview with Tony D'Astolfo, Managing Director, Phocuswright Inc.
- 1115-1130 Coffee break hosted by Connecting Travel

1130-1230

**Connecting Travel: Technology Trends Defining Business Strategy**

*This session will focus on how key market global players are redefining their business models to adopt the accelerated pace in which communication, marketing, loyalty initiatives and the buy-side equation is influencing B2B and B2C relations. Social media and virtual networks are creating vertical platforms that are aggregating professional, consumers, advisers and investors into communities that are defining how businesses exchange information, communicate and trade.*

Tony Tenicela – Moderator – Global Leader and Managing Business Development Executive, IBM Corporation

Helena Egan - Director of Industry Relations, TripAdvisor

Kenny Picken - CEO, TravelTek

Phil Napleton - Senior VP of Products & Professional Services, Open Destinations

Rika Jean-Francois- Partnerships, Messe Berlin (ITB)

Mike Kistner - Chief Executive Office and Member of Board, RezNext Global Solutions Pvt. Ltd

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