

UATP and Airline Business present:

Airline Distribution 2005

19-21 April 2005
Marriott Resort and Spa
Bangkok



**Topic: Session 1: Executive Session –
New Models in Air Travel and Distribution**
Date: Wednesday, 20 April 2005
Time: 9:45 – 11:00 am

Don Birch
President & CEO
Abacus International PTE Ltd

Don Birch is President and Chief Executive Officer of Abacus International – Asia's leading Global Distribution Service.

Don joined Abacus in 2001, bringing with him more than 30 years of experience in travel and travel information technology. After graduating from Trinity College, Cambridge, Don began his career with the Swire Group and Cathay Pacific in 1972. Over the next 25 years he occupied various key technical, sales, marketing and senior management positions in Hong Kong, Indonesia, Japan and Taiwan.

Today, Abacus has cemented its position as the leading GDS in Asia Pacific, and Don Birch is turning to new challenges. His vision is for a connected future based upon so-called Internet Protocols, that will usher in truly open and any-to-any systems that will revolutionise not only travel distribution, but fundamentally change the shape of industry relationships in the services and supply chain sectors.,

A respected commentator on current industry issues and challenges, Don is a regular speaker at major industry conferences and is known for his direct, but aspirational ideas.

