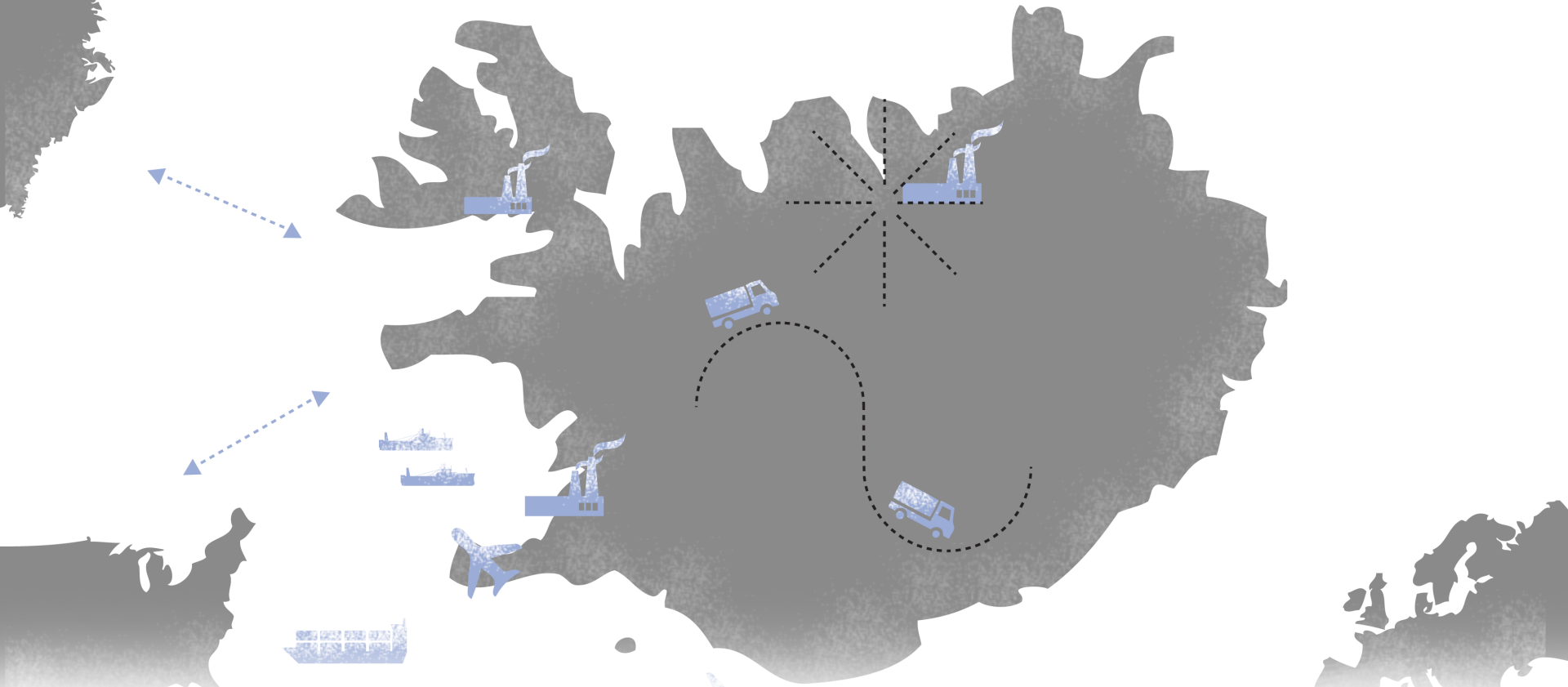


13:20 FLUGVÖLLUR ER EKKI BARA FYRIR FARÞEGA

Gunnar Már Sigurfinnsson, forstjóri Icelandair Cargo



FLUTNINGALANDIÐ ÍSLAND
MIÐVÍKUDAGINN 30. SEPTEMBER 2015 - - - Í KALDALONI Í HÖRPU - - - FRÁ 8:30 - 15:30

FLUGVÖLLUR ER EKKI BARA FYRIR FARÞEGA



SJÁVARKLASINN, SEPTEMBER 2015

GUNNAR MÁR SIGURFINNSSON

FRAMKVÆMDARSTJÓRI ICELANDAIR CARGO

78 ÁRA SAGA ICELANDAIR GROUP



1937: Flugfélag Akureyrar is established.

The airline moves to the capital and re-names itself Flugfélag Íslands. Two years later, it begins scheduled flights within Iceland on an 8-seat Beechcraft D-18.



1944: As the Second World War nears its end, three pilots establish their own competing airline, Loftleiðir. It flies to the West Fjords and Westman Islands in Iceland. One of its best aircraft is a Grumman Goose.

The same year, Flugfélag Íslands flies to Scotland for the first time.

Loftleiðir uses the Douglas DC4 Skymaster on its international routes in the 1940s and 1950s. They are Iceland's first serious long-haul aircraft: a crossing to North America takes about 14 hours.



1955: Loftleiðir begins flights to Luxembourg. The grand duchy is chosen because it is not bound to the IATA treaties. Loftleiðir is thus able to offer lower fares from North America to Europe because it does not participate in the price fixing of the IATA countries, but this also means it is more difficult to find suitable destination countries.

1957: Flugfélag Íslands purchases two Vickers Viscount 759 turboprop airliners. Powered by turbines, and with pressurised cabin space, their use cuts flying time to Copenhagen to four and a half hours.

Two years later, Loftleiðir follows suit and acquires its first Cloudmaster DC-6B aircraft.

Flugfélag Akureyrar / Flugfélag Íslands
Loftleiðir
Icelandair

"We're slower, but we're lower": Loftleiðir's ad campaign in the US is a great success at attracting passengers who want the cheapest route across the Atlantic. Loftleiðir becomes known as the "hippie airline" as it transports young people heading off to discover the world. One flight attendant recalls that during these heady years, she once had to ask passengers to smoke regular cigarettes and not pot on board.



Flugfélag Íslands acquires the country's first jet plane in 1967. It is so big that it cannot land in Reykjavík, so international flights are moved to Keflavík Airport. Passengers are also allowed to make stopovers in Iceland; this greatly increases tourism within the country.



1984: Saga Class is launched. The free alcohol is especially appreciated since beer is illegal at the time in Iceland.

ICELANDAIR

1973: After decades of fierce competition, the Icelandic government approves a merger between Flugfélag Íslands and Loftleiðir. The new airline is called Icelandair.

2000: Icelandair refurbishes its aircraft, installing new seats and a new in-flight entertainment system (where, incidentally, you can watch a feature-length version of this history). The company introduces three classes on board its aircraft: Economy, Economy Comfort and Saga Class.



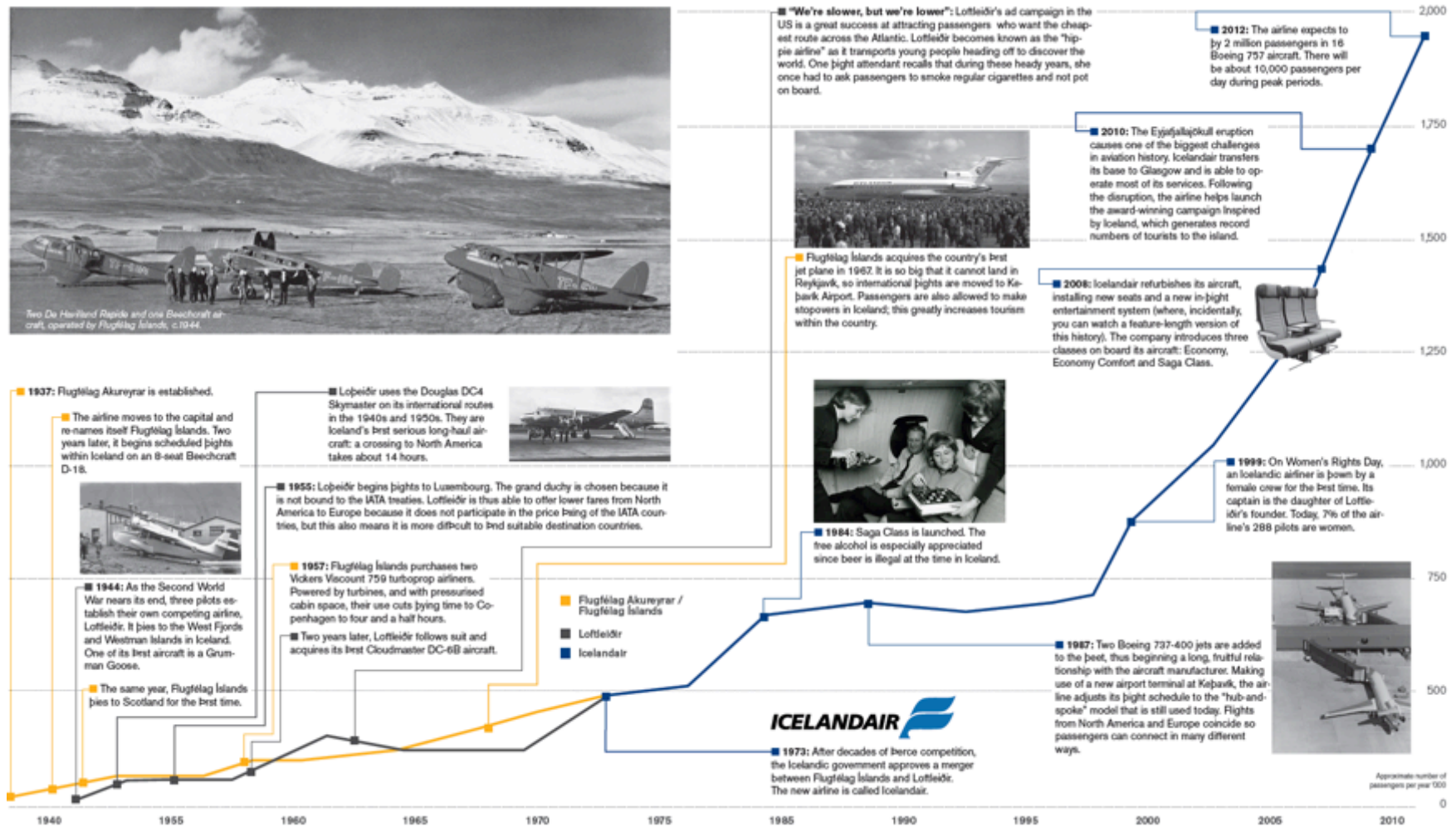
2010: The Eyjafjallajökull eruption causes one of the biggest challenges in aviation history. Icelandair transfers its base to Glasgow and is able to operate most of its services. Following the disruption, the airline helps launch the award-winning campaign inspired by Iceland, which generates record numbers of tourists to the island.

2012: The airline expects to fly 2 million passengers in 16 Boeing 737 aircraft. There will be about 10,000 passengers per day during peak periods.

1999: On Women's Rights Day, an Icelandic airliner is flown by a female crew for the first time. Its captain is the daughter of Loftleiðir's founder. Today, 7% of the airline's 288 pilots are women.



Approximate number of passengers per year '000



ICELANDAIR CARGO

- **Sjálfsætt fyrirtæki frá árinu 2000**
- **Alþjóðlegt fyrirtæki með eigin starfsemi á Íslandi, Bandaríkjunum og Belgíu**
- **Öflugt umboðsmannakerfi á öllum helstu viðskiptasvæðum Íslands, Evróua, N-Ameríku og Asíu**
- **Rekur 2 frakt flugvélar og nýtir farþegavélar Icelandair og Flugfélags Íslands fyrir frakt á 53 áfangastaði**

***FLUGVÖLLUR
ER EINS OG BRÚ***



HVAÐ HLUTVERK HEFUR FLUGVÖLLUR?

- ***Flugvöllur er „hlið“ inn í landið/svæðið***
 - *Farþegar*
 - *Frakt*
- ***Tollar og landamæragæsla***

- ***Vel heppnaðir alþjóðlegir flugvellir gegna sérstöku hlutverki í hagkerfi***
 - *Búa til öflug tengsl við umheiminn*

HVAÐ EINKENNIR ÖFLUGAN FLUGVÖLL?

- ***Staðsetning***
- ***Aðgengi***
- ***Skipulag***
- ***Skilvirkni***
- ***Aðbúnaður***
- ***Vel tengdur***
 - *Við aðra flugvelli*
 - *Samgöngur á landi*
 - *Hafnir*

SINGAPORE CHANGI FLUGVÖLLUR

54,1m

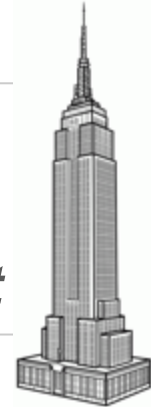
farþega

- *100 flugfélög með yfir 6.600 flug á viku sem tengir Singapore við 300 borgir í 80 löndum.*

1,84m

tonn

- *Valinn besti flugvöllur 2015 af Skytrax*
- *Jafngildir 5^{1/2} x þunga Empire State á ári í frakt*



50x

Meira en

- *Keflavíkurflugvöllur*
- *Jafngildir aðeins 10% af þunga einnar Empire State á ári í frakt*

SKIPULAG CARGO ÞJÓNUSTU Á CHANGI

- Einn skilvirkasti fraktflugvöllur í heimi
 - Hraði og tengingar
- Starfsemi fraktar á Changi flugvælinum er á sér svæði sem kallast Changi Airfreight Centre (CAC), 24-tíma fríverslunarsvæði (Free trade zone)
- CAC býður upp á mjög skilvirka tollafgreiðslu
- Höfn og flugvöllur er eitt tollsvæði
 - Vörur flæða óheft á milli
 - Sjóvara fer í flug og öfugt á lágmarkstíma

EFNAHAGSLEG ÁHRIF KEFLAVÍKURFLUGVALLAR

19.700 störf tengd flugvöllum á Íslandi

11% af starfandi vinnuafli (2014)

1,05 milljarður Evra til þjóðarinnar

9,5% af þjóðarframleiðslu

Hverjir 1000 farþegar skapa **0,95** bein störf á flugvöllum í stærðarflokki Keflavíkurflugvallar

1,2 bein störf á öðrum innanlandsflugvöllum

Bein og afleidd störf tengd flugvöllum á Íslandi

7.900 störf
0,41 milljarður Evra
3,7% af þjóðarframleiðslu

Catalytic áhrif:

11,800 störf
0,64 milljarða Evra
5,8% af þjóðarframleiðslu



EFNAHAGSLEG ÁHRIF KEFLAVÍKUR FLUGVALLAR

- *Fyrir hverja 10% aukningu í flugtengingum á Íslandi eykst þjóðarframleiðsla um 0.5%*
- *Áhrif flugs og flugvalla eru yfirleitt meiri á eyjum en á meginlandi*

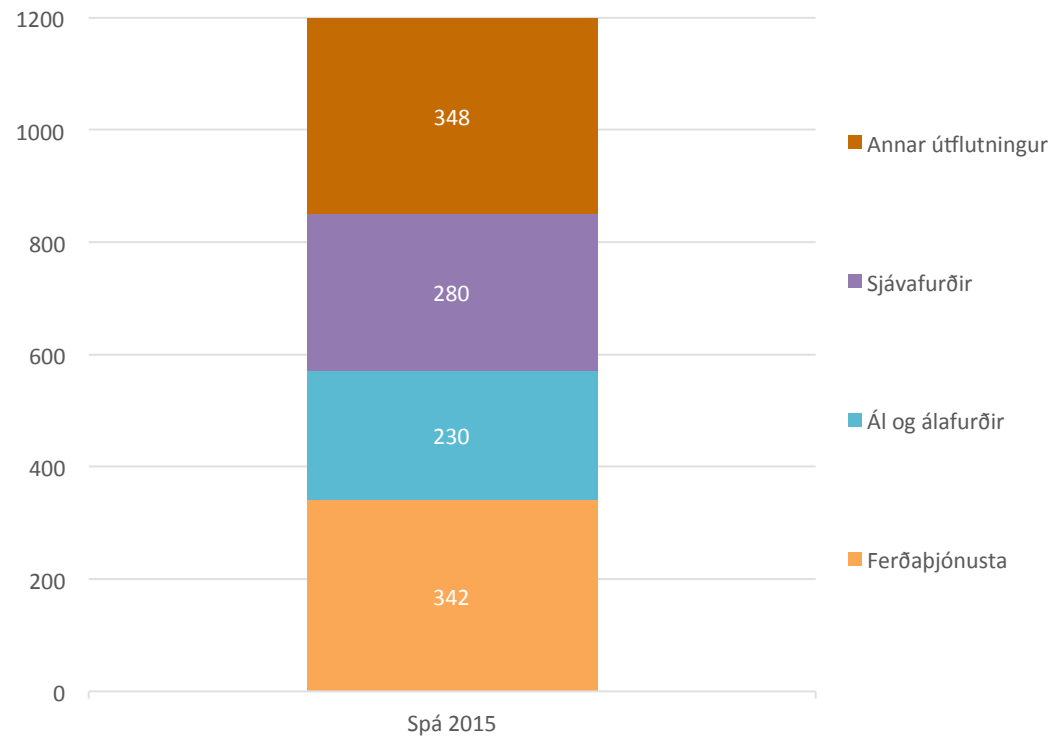
EFNAHAGSLEG ÁHRIF FLUGVALLAR

- *Samkeppnishæfni byggist á skilvirkum flutningum*
- *Með því að tengja Ísland frekar við umheiminn opnum við brú fyrir viðskipti, menntun og menningarleg tengsl*
- *Skilar öflugum fyrirtækjum sem keppa á alþjóðlegum mörkuðum*
 - *Frá eyju sem er ekki í alfara leið*
- *Eflir menningu og stuðlar að framförum og þróun samfélagsins*



EFNAHAGSLEG ÁHRIF FLUGVALLAR

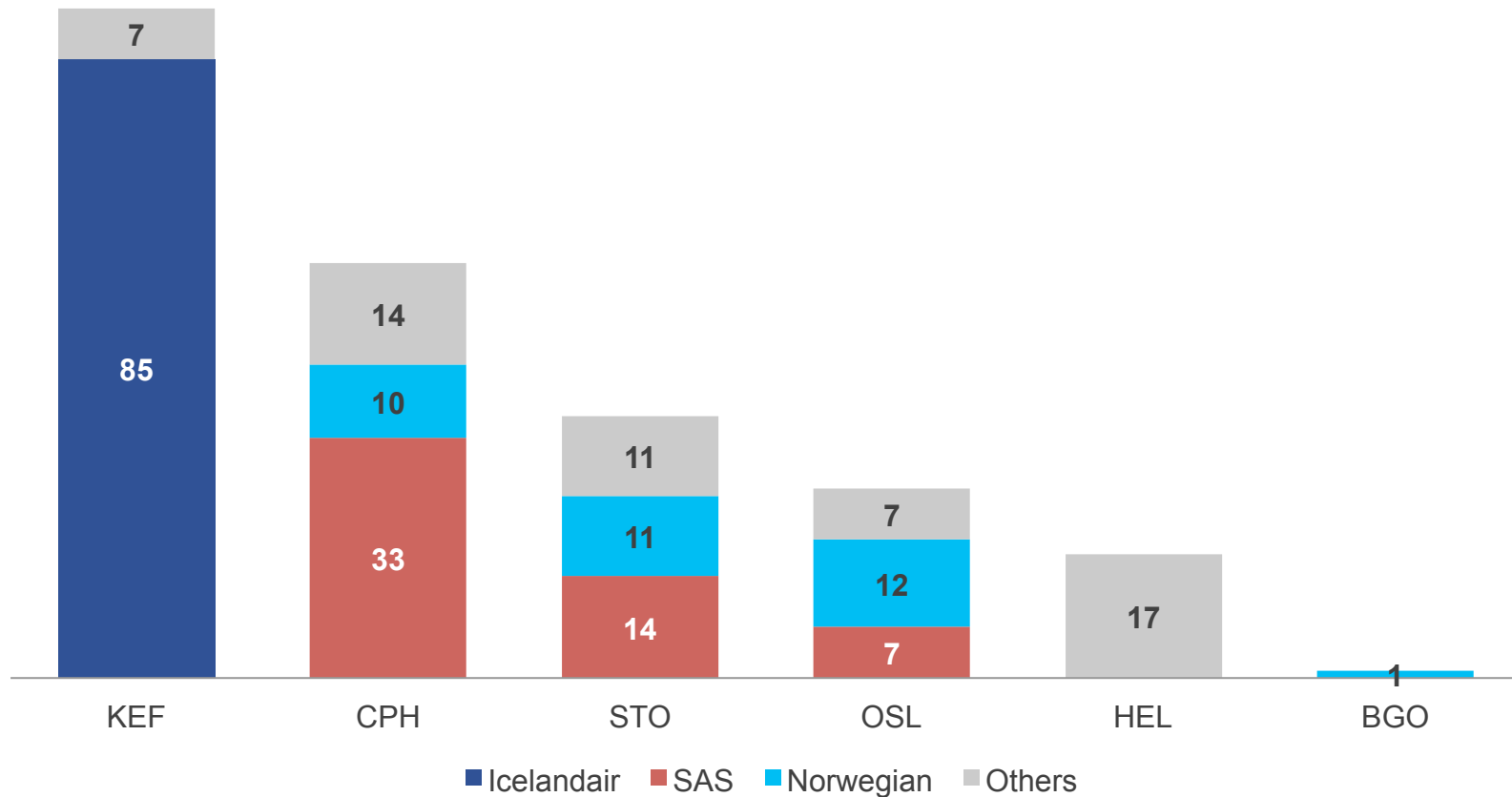
- **Útflutningsverðmæti Íslands árið 2015 eru áætluð 1.200 milljarðar ISK**





TÍÐNI VIKULEGRA FLUGA FRÁ SKANDINAVÍU TIL NORÐUR AMERÍKU

Sumar 2014





ANCHORAGE

VANCOUVER

EDMONTON

SEATTLE

PORTLAND

DENVER

MINNEAPOLIS / ST. PAUL

TORONTO

WASHINGTON D.C.

ORLANDO

BOSTON

NEW YORK
JFK & NEWARK

HALIFAX

ICELAND

HELSINKI

STOCKHOLM

TRONDHEIM

OSLO

GOTHENBURG

BERGEN

COPENHAGEN

STAVANGER

BILLUND

HAMBURG

FRANKFURT

MUNICH

AMSTERDAM

GLASGOW

BRUSSELS

ZURICH

MANCHESTER

BIRMINGHAM

LONDON

PARIS

GENEVA

HEATHROW
& GATWICK

MILAN

BARCELONA

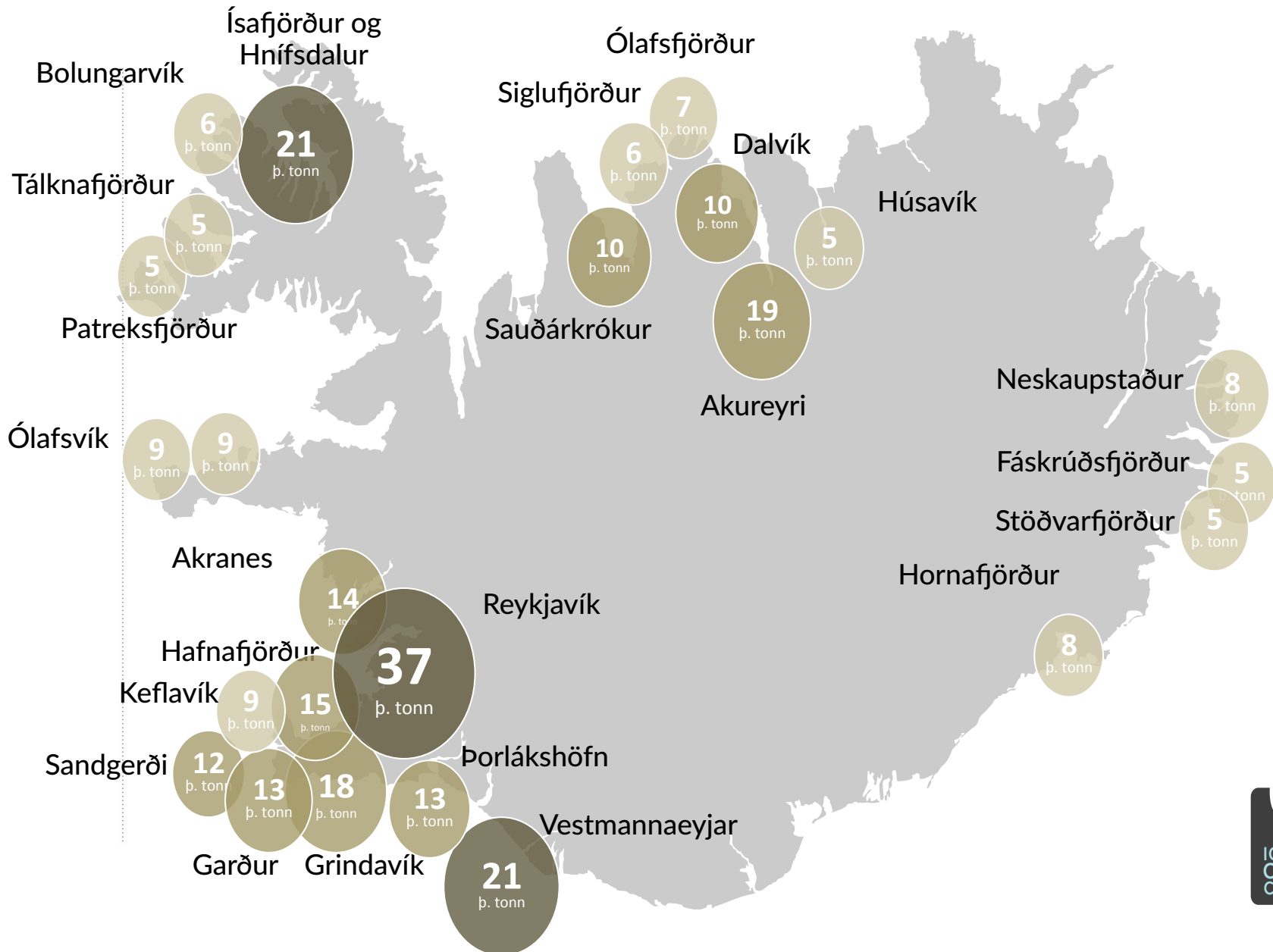
MADRID



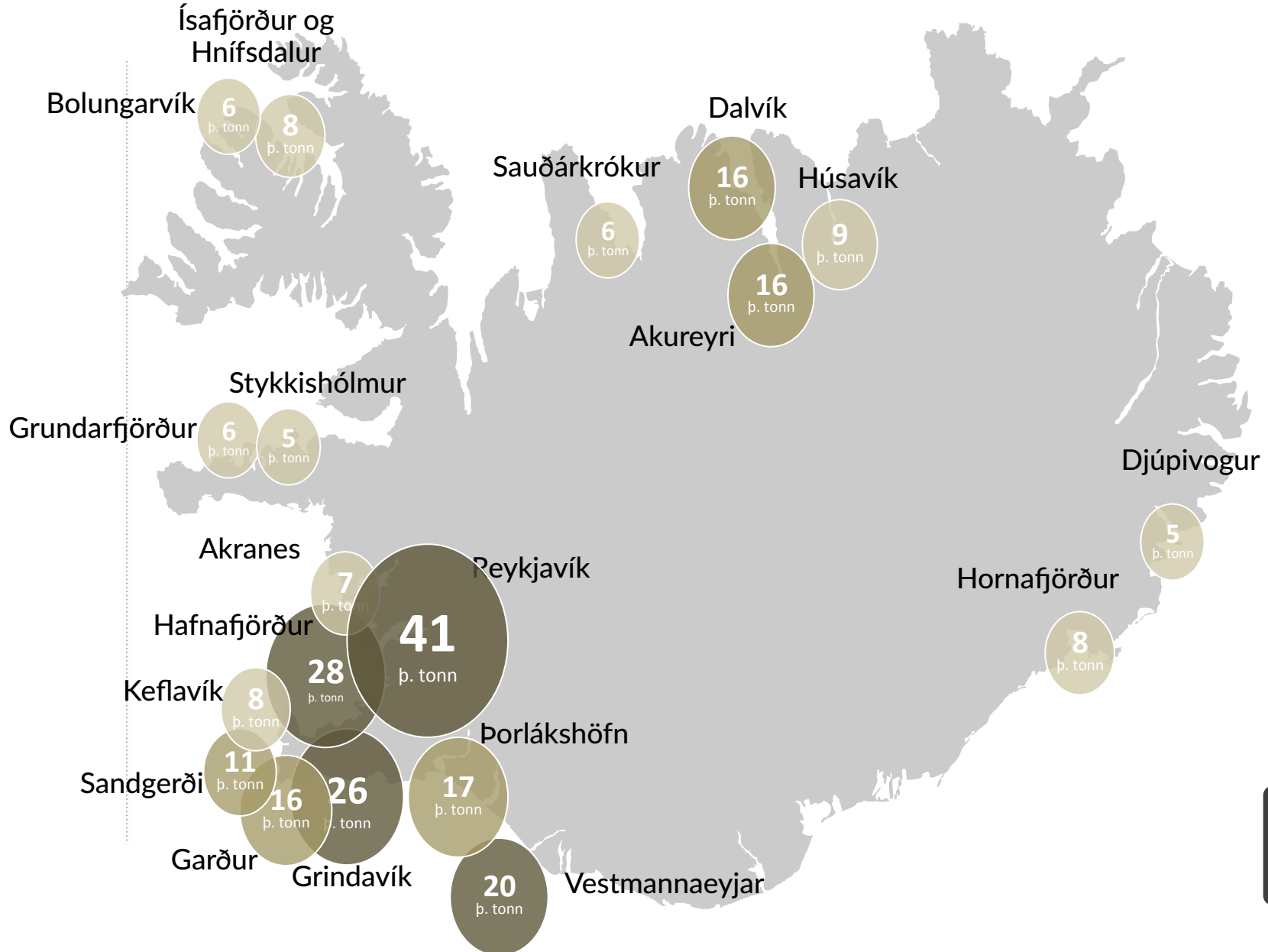
UNMATCHED FRESHNESS

ICELANDIC EXPORTED FISH HAS A UNIQUE POSITION
THAT NO ONE ELSE CAN MATCH

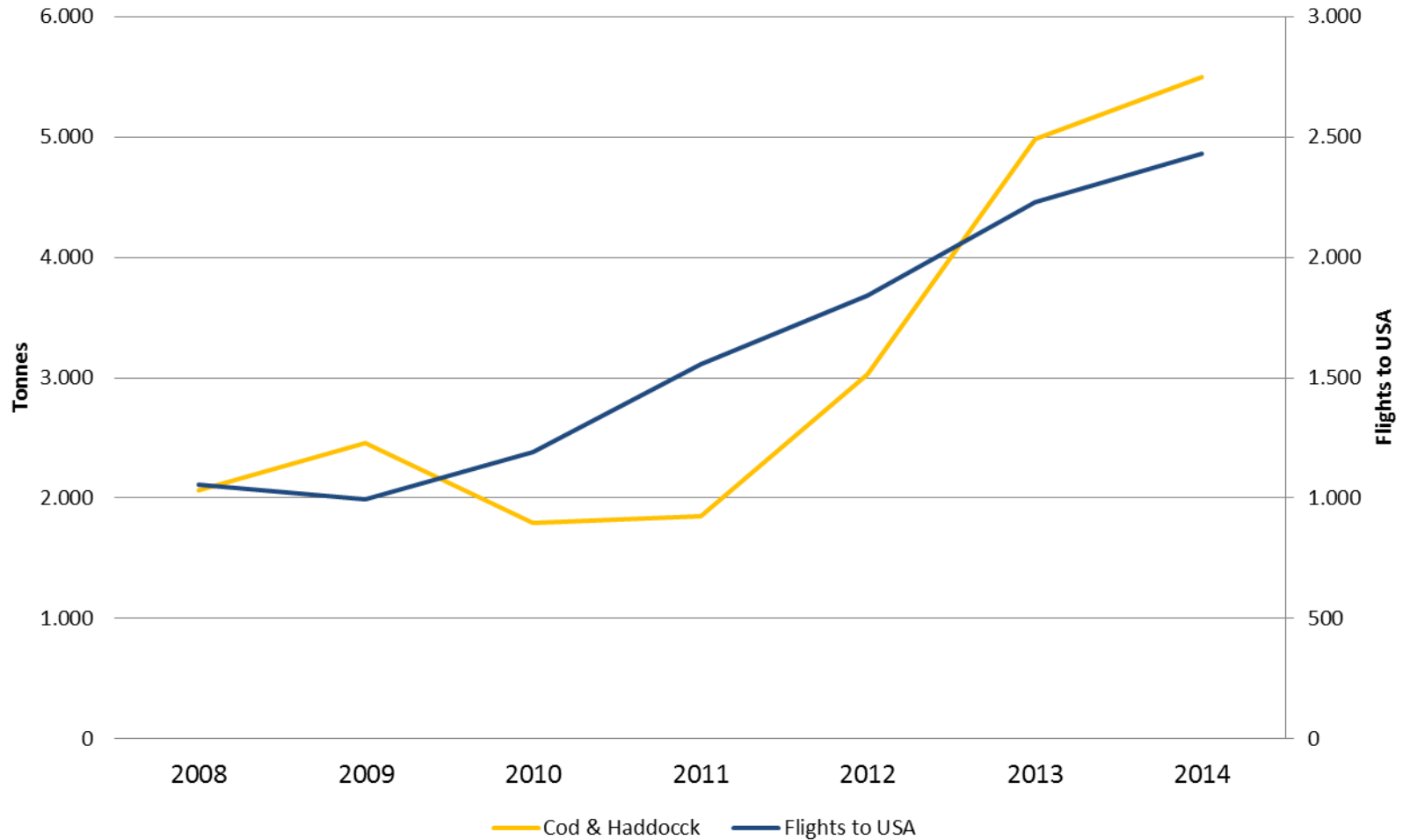
1993: bolfisks vinnslur >5.000 TONN



2013: bolfisks vinnslur > 5.000 TONN



ÚTFLUTNINGUR Á FERSKUM ÞORSK OG ÝSU TIL USA

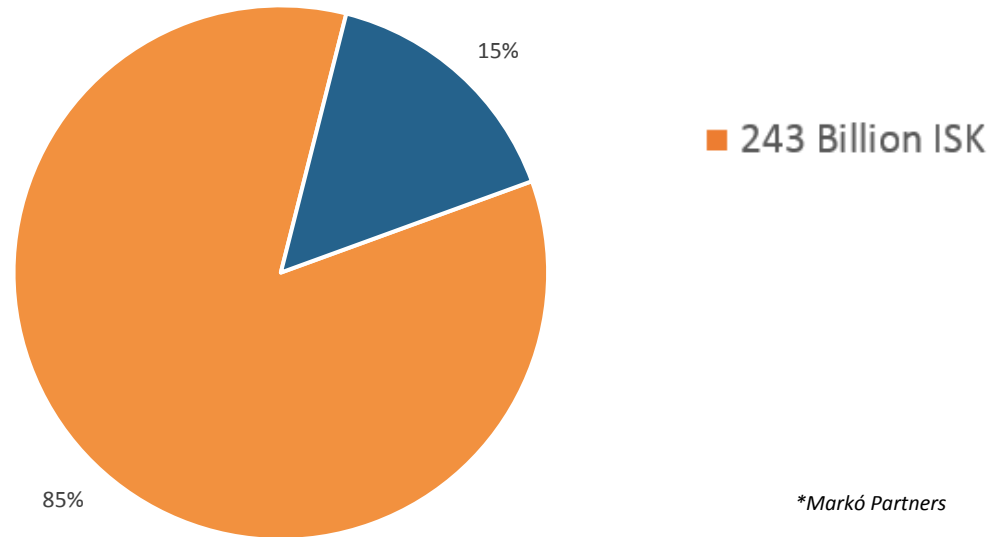


ÚTFLUTTUR FERSKUR ÞORSKUR OG ÝSA TIL KANADA



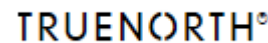
ÚTFLUTNINGSVERÐMÆTI FERSK FISKS Í FLUGI

Heildarverðmæti útfluttra sjávarafurða árið 2014



**Markó Partners*

ÍSLENSK FYRIRTÆKI MEÐ STARFSEMI Á ERLENDUM MÖRKUÐUM





TAKK FYRIR!