

9th Annual

Sustainable Areas Airport
International Seminar
October 15-16, 2019
Atlanta, GA



ABOUT SAAIS



The Hubstart Paris Region Alliance, the Aerotropolis Atlanta Alliance and the Hartsfield-Jackson international airport are pleased to invite you to the 9th edition of The International Seminar on Sustainable Airport Areas.

This international seminar will bring together international experts from major airport areas worldwide, renowned academics, leader companies and start-ups to collectively reflect on the development of Sustainable Airport Areas.

This year's edition will focus on the impact of Big Data, Technology and Innovation for building successful Sustainable Airport Areas.



THE ROLE OF BIG DATA



TUESDAY

OCT 15

9:00 - 9:30 AM OFFICIAL WELCOME

Dr. Stuart Gulley, Chairman - Atlanta Aerotropolis Board

John Selden, General Manager - Hartsfield-Jackson Airport

Official representative[s] of the French delegation

9:30 - 9:50 AM PRESENTATION OF THE NEW BEIJING-DAXING AIRPORT

Yabo Yao, President - Beijing Daxing Int'l Airport & Chief Commander of Construction Headquarters

Pei Zhang, Business Manager - Beijing Daxing International Airport

9:50 - 10:00 AM PRESENTATION OF BEIJING NEW AEROTROPOLIS HOLDINGS. RECAP OF THE 8TH EDITION OF THE SEMINAR IN BEIJING: WHAT ARE THE MAIN TAKEAWAYS?

Boming Luo, Chairman - Beijing New Aerotropolis Holdings

**8:30 - 9:00 AM
Breakfast &
Check in**

10:00 - 10:05 AM PRESENTATION OF THE 9TH EDITION OF THE SEMINAR

Elisabeth Le Masson, Co-founder - Hubstart ParisRégion Alliance

Shannon James, President & CEO - Aerotropolis Atlanta Alliance

Gerald McDowell, Executive Director of Aerotropolis Atlanta CIDs

10:05 - 10:30 AM INTRODUCTION TO THE SEMINAR TOPIC: AN ACADEMIC PERSPECTIVE

Debra Lam, Managing Director Smart Cities and Inclusive Innovation – Georgia Tech

Max Hirsh, Professor - University of Hong Kong & Airport Urbanism: A Customer-Focused Approach to Airport Technology”

10:30 - 10:45 AM NETWORKING COFFEE BREAK

10:45 - 12:00 PM INTRODUCTION TO THE SEMINAR TOPIC: AN OPERATIONAL PERSPECTIVE

KEYNOTE SPEAKERS

Lio Chen, Managing Director Travel and Hospitality Center of Innovation PlugandPlay: “How Big Data and New Technologies Will Impact Travel and Hospitality”

Emilien Marchand, Vice President- Airbus US [TBC]: How Big Data and New Vehicles Will Revolutionize Air Transport and Cities to Make Them More Sustainable”

Lance Lyttle, Managing Director Seattle-Tacoma Int’l Airport: “How Big Data and New Technologies Will Impact Airports”

PITCH OF START-UPS

Jean-Christophe Mifsud [Rubix], **François Chazelle** [Safety Line], **Edouard Mathieu** [Hologarde]

12:00 - 1:00 PM NETWORKING LUNCH



3:15 - 5:15 PM PANEL II - HOW BIG DATA AND NEW TECHNOLOGIES WILL IMPACT JOBS, SKILLS AND EDUCATION

MODERATED BY MARK AREND, EDITOR IN CHIEF - SITE SELECTION MAGAZINE

The impact of new technologies on labor is generally seen as negative: massive jobs destruction, creation of a bi-polarized workforce [highly skilled and low-skill]...

This panel will explore through concrete examples the consequences of new technologies on the airport/ airport area jobs in terms of volume [jobs creation vs destruction] and qualifications required. The panelists will debate on the solutions to build adapted educational and vocational training programs, to identify and fill the gap between the required skills and the local workforce competence, to provide career guidance and train local inhabitants throughout their professional lives. The speakers will share their experiences in innovative ways of training.

KEYNOTE SPEAKERS

Peter De Leeuw, Director of Real Estate – Vienna International Airport

José Valanta, Director of Business Development – City of Vantaa

Georg Herdman, Director of Real Estate – Edmonton International Airport

Nathaniel Horadam, Atlanta Center for Transportation and the Environment

Marc Deman, Deputy GM- Hubstart Paris Région Alliance

6:30 - 9:00 PM - VIP DINNER

LOCATION: PORSCHE NORTH AMERICA EXPERIENCE CENTER (PEC) AND HEADQUARTERS

Attending: speakers and moderators, members of the French Delegation, members of Atlanta Aerotropolis Alliance, Atlanta partners, members of the Chinese delegation.



1:00 - 3:00 PM PANEL I - USING BIG DATA AND NEW TECHNOLOGIES TO ENHANCE THE ENVIRONMENTAL SUSTAINABILITY IN AIRPORT AREAS

MODERATED BY LEA BOSNIAN, CONSULTANT

The airport and air transport activity, the business/logistics/touristic parks, the transportation system, all these induce negative externalities for the airport area: pollutions [air, water, soil], carbon emissions, excessive consumption of or damage to natural resources [water, biodiversity], as well as production of waste reduction. All these activities tend to put a lot of pressure on the local ecology system and environment

This panel will explore how new technologies and big data could/will help in an innovative way to reduce pollutions and carbon emission, to decrease natural resources consumption, to reduce the footprint on biodiversity and to improve waste recycling. In a nutshell, how could innovation be a solution to preserve and even reconstruct the local ecosystems.

KEYNOTE SPEAKERS

Jeanet van Antwerpen, CEO - Schiphol Area Development Company

Hannah S. Palmer, Urban Designer / Writer - Leader of Finding the Flint project

John Galloway, Carbon Neutral Airport Program Mgr - San Francisco Int'l Airport [TBC]

Naashom Marx, Senior Manager Strategic Innovation - Cincinnati Airport

Hugues Potart, Delegate for Sustainable Development - Group ADP

Name TBD, Delta Airlines [TBC]

Aurélien Gomez, Public Affairs- Air France KLM

3:00 - 3:15 PM NETWORKING COFFEE BREAK



WEDNESDAY

OCT 16

**8:30 - 9:00 AM
Breakfast**

**8:45 - 10:45 AM PANEL III - HOW BIG DATA AND NEW TECHNOLOGIES WILL HELP
IN TRANSFORMING AIRPORT AREAS INTO SMART, RESILIENT AND ATTRACTIVE
COMMUNITIES**

MODERATED BY MAX HIRSH, PROFESSOR - HONG-KONG UNIVERSITY

Airport areas are generally speaking characterized by a low land-use ratio connected to a rapid urban sprawl, a massive use of cars, a non-sustainable urban quality etc...

The panel will debate how new technologies and big data could/will help to improve transportation, to help in city planning, to introduce new ways of construction, to provide easy access to amenities and services. The panelists will also explore new concepts such as the “sponge-city” concept and their interests for building resilient airport areas.

The objective is to create sustainable and attractive Airport Areas where employees and residents can find attractive places to live and work.

KEYNOTE SPEAKERS

Pieter van der Horst, Managing Director Area Airportcity Development, Naco

Arja Lukin: Vantaa-Helsinki - The Aviapolis Traffic Lab

Sergiy Ivannikov: Kiev

Chris Le Tourneur, President and CEO - MXD Development Strategist Vancouver

Ms. Ying Ma, Beijing New Aerotropolis Institute of Smart and Ecological Technology Company Ltd

Kirsten Mote, Program Director - Aerotropolis Atlanta Transit Plan and Greenway Plan

Mike Alexander, Atlanta Regional Commission

Eric Pivot, Groupe ADP Innovation Hub: Autonomous flying vehicles for linking downtown and airport?

10:45 - 11:00 AM PANEL IV - USING BIG DATA AND NEW TECHNOLOGIES TO TRANSFORM AIRPORT AREAS INTO TOURIST DESTINATIONS

MODERATED BY KIRAN MERCHANT, CEO - MERCHANT AVIATION GROUPE ADP

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KEYNOTE SPEAKERS

Ulla Ruuskanen, City of Vantaa - Aviapolis as a tourist destination

Claude Bannwarth, CEO - Tourism Academy Paris

Joël Couillandeu, Groupe ADP- ADP Ingenierie

Huai-Hui Hsieh, Taoyuan International Airport Taiwan

Carrie Burns, Co-Founder - Atlanta Movie Tour

Sanjay Khanna, [TBC]: Ras Al Khaimah | United Arab Emirates

Jason Tse, [TBC] Vancouver International Airport

12:00 - 1:00 PM NETWORKING LUNCH

2:00 - 4:00 PM - ATLANTA AIRPORT AREA TOUR

LOCATION: ATLANTA AIRPORT MARRIOTT LOBBY

END OF SEMINAR

6:00 - 8:00 PM DINNER FOR FRENCH DELEGATION AND AERO ATL BOARD MEMBERS/INVESTORS

OUR SPONSORS

