

9th Annual

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



DEAR DELEGATE

On behalf of the Hubstart Paris Region Alliance and the Aerotropolis Atlanta Alliance, we warmly welcome you to the 9th edition of the Sustainable Airport Areas International Seminar.

The seminar takes place this year in Atlanta and we hope it will be for you an opportunity to enjoy, or discover, the charms of this vibrant city of the South-Eastern United States, home to the most traveled and efficient airport in the world.

Each year during the Sustainable Airport Areas International Seminar [SAAIS], airport areas professionals and local decision makers from around the world gather to share their vision and

best practices with a shared ambition: to achieve a sustainable development of their airport areas.

The innovative concept of sustainable airport area, initiated during the first seminar in 2011, aims to ensure airport areas a sustainable and profitable long-term development for the benefit of the regional and local communities, their businesses and their residents. This means finding answers to challenges common to all airport areas around the world such as economic diversification and upgrading, socio-economic inclusion, transport and mobility, urban planning and urban quality, environmental performance and quality of life.

The seminar provides an outstanding opportunity to learn from the experiences of the best experts in the field. It also give the delegates many occasions of networking thus increasing the community of SAAIS members.

We are thrilled to present for this 9th edition the inspiring topic: *"Disruption - The impact of Big Data, Technology and Innovation for building successful Sustainable Airport Areas"*. We have assembled an interesting program with renowned keynote speakers and a great array of experts in the four panel sessions.

In addition, you will also have the opportunity to meet Atlanta-based and Paris-Region-based start-ups which will pitch their innovative solutions. Of course, you will have the opportunity to meet them during the networking events.

We have so much to share with you. We hope you will enjoy this 9th edition of the seminar and take the best of your stay in the business-friendly Atlanta Metropolitan Area rich with culture and history.

We look forward to meeting you during SAAIS 2019 and let's find together the solutions for building the best sustainable airport areas!

Sincerely yours,

Elisabeth Le Masson, Hubstart Paris Region Alliance
Shannon James, Atlanta Aerotropolis Alliance

ABOUT SAAIS

The SAAIS [Sustainable Airport Areas International Seminar] brings together representatives from the biggest airport areas worldwide, renowned academic experts, elected officials and companies, to collectively reflect on the concept of “Sustainable Airport Areas” addressing all together economic development, social inclusion, environmental protection & sustainable land planning. Thanks to its eight last editions, the seminar becomes a major place for sharing experiences and debating.



PARIS-CDG AIRPORT AREA
Shaping the 21st century model for Airport Regions



ATLANTA
Sustainable Airports Areas: a worldwide metropolitan fact



PARIS-CDG AIRPORT AREA
Global challenges and strategies towards Sustainable Airport Areas



SHANGHAI PUDONG
Viewpoints on Sustainable Airport Areas in an International perspective



PARIS-CDG AIRPORT AREA
Living Labs for an Environment – friendly Development



ATLANTA
Shaping the 21st century model for Airport Regions



PARIS-CDG AIRPORT AREA
Fostering Human Resources as a key factor for developing a Sustainable Airport Area



BEIJING
Urban Quality and Hospitality, key factors of success for an attractive, people-centered and sustainable Airport Area



THE IMPACT OF BIG DATA, TECHNOLOGY AND INNOVATION

Atlanta Airport Marriott
4711 Best Road, Atlanta, GA 30337, USA
Salons F - H



TUESDAY

OCT 15

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

9:00 - 9:30 AM OFFICIAL WELCOME

Dr. Stuart Gulley, Chairman - Atlanta Aerotropolis Board of Director

John Selden, General Manager - Hartsfield-Jackson Airport

Frank Margain, Chairman of Choose Paris Region - Paris Region Council

9:30 - 10:00 AM PRESENTATION OF THE NEW BEIJING-DAXING AIRPORT AND THE BEIJING-DAXING AIRPORT ECONOMIC ZONE

Boming Luo, Chairman - Beijing New Aerotropolis Holdings

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

Elisabeth Le Masson, Co-founder - Hubstart Paris Region 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

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 – Plug and Play

Manuel Chauffrein, CEO and Founder – Avairx

PITCH OF START-UPS

Jean-Christophe Mifsud, President and Founder – Rubix

Edouard Mathieu, Paris CDG Airport Deputy CEO – Hologarde

Jean-Christophe Lambert, Co-founder and CEO – Ascendance

12:00 - 1:00 PM NETWORKING LUNCH



1:00 - 3:15 PM PANEL I - USING BIG DATA AND NEW TECHNOLOGIES TO ENHANCE THE ENVIRONMENTAL SUSTAINABILITY IN AIRPORT AREAS

1:00 - 1:10 PM Pitch of Start-up : Charlene Lambert, Solution Manager - Evolution Energy

1:10 - 3:15 Panel moderated by Léa Bodossian, 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

Naashom Marx, Senior Manager Strategic Innovation - Cincinnati Airport

Hugues Potart, Delegate for Sustainable Development - Groupe ADP

Stanislas Lego, Director Business Unit BU Europe/West Africa/Americas - ADP Ingenierie (Groupe ADP)

3:15 - 3:30 PM NETWORKING COFFEE BREAK

3:30 - 5:30 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

Georg Herdman, Director of Real Estate - Edmonton International Airport

Nathaniel Horadam, Managing Consultant - Atlanta Center for Transportation and the Environment

Marc Deman, Deputy GM - Hubstart Paris Région Alliance

David Aboulkheir, Deputy Director - Orly International



WEDNESDAY

OCT 16

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

**8:30 - 10:45 AM PANEL III - HOW BIG DATA AND NEW TECHNOLOGIES WILL HELP
IN TRANSFORMING AIRPORT AREAS INTO SMART, RESILIENT AND ATTRACTIVE
COMMUNITIES**

8:30 - 8:40 AM Pitch of Start-up : François Chazelle, Partner & CCO - Safety Line

**8:40 - 10:45 AM Panel moderated by Max Hirsh - Professor at University of Hong-Kong & Airport
Urbanism**

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 - AIREA & Co-founder - Airport City Academy

Arja Lukin, Project Director Airport City Aviapolis - City of Vantaa

Sergiy Ivannikov, General Director - Teichmann & Compagnons

Chris LeTourneur, President and CEO - MXD Development Strategists

Ying Ma, Planning and Consulting Manager - 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

Olivier Guichard, Deputy CEO Strategy and Business Development - ADP Ingenierie [Groupe ADP]

10:45 - 11:00 AM NETWORKING COFFEE BREAK

11:00 AM - 1:00 PM PANEL IV - USING BIG DATA AND NEW TECHNOLOGIES TO TRANSFORM AIRPORT AREAS INTO TOURIST DESTINATIONS

11:00 - 11:10 AM Pitch of Start-up : Whistler Cherubin, CEO & Founder - Trip/In Live

11:10 AM - 1:00 PM Panel moderated by Kiran Merchant, CEO - Merchant Aviation [Groupe ADP]

Airports Areas are generally seen as places where you work, where you transit, where you live but very seldom as places where you go for tourism. Airport Areas though often have interesting heritage, natural resources and amusement parks etc...

The panel will debate how new technologies could/will promoting the airport area as a tourist destination through new promotion tools (ex: virtual tours...), creating an image of “great place for visitors”. The speakers will discuss: How to use this new technology to involve the local populations (inhabitants, employees) as ambassadors of the airport area? How to enhance the image of the airport area and create a sense of place through “A good Storytelling”?

KEYNOTE SPEAKERS

Whistler Cherubin, CEO and Founder - Trip In

Arja Lukin, Project Director Airport City Aviapolis - City of Vantaa

Claude Bannwarth, CEO - Tourism Academy Paris

Joël Couillandeu, Managing Director of Operations - Merchant Aviation [Groupe ADP]

Huai-Hui Hsieh, Senior Reseacher - Taoyuan International Airport Company

Carrie Burns, Co-Founder - Atlanta Movie Tour

12:00 - 1:00 PM NETWORKING LUNCH

2:00 - 4:30 PM - ATLANTA AIRPORT AREA TOUR

MEETING POINT: ATLANTA AIRPORT MARRIOTT LOBBY

ATL Next - \$6 billion capital improvement program

Porsche / Kimpton Hotel

Flint River

Gillem Logistics Center

Gateway Center

Fort McPherson / Tyler Perry Studios

Woodward Academy

StationSoccer East Point

END OF SEMINAR



DAVID ABOULKHEIR

**Territorial Development and
Marketing Manager**
Orly international

FRANCE

David is marketing manager at Orly International, the public-private partnership in charge of promoting and developing Orly Paris airport hub.

Part of his job is to set up the right strategy to meet the needs and expectations of various stakeholders such as residents and companies located within French second airport's area.

Also consultant and speaker in regional development and place branding, he held previously several positions in this field, such as head of projects for Lille Metropolitan area, or manager of the Place Marketing Forum, France's main convention on the branding of nations, regions and cities.



MARC AREND

**Vice President of Publica-
tions and Editor in Chief**
Site Selection Magazine

U.S.A.

Mark Arend is Vice President of Publications and Editor in Chief of Site Selection magazine, the leading U.S. economic development publication.

On the editorial staff since 1997, Mark leads an award-winning team of writers and graphic designers in the bi-monthly delivery of global location analysis for senior management at corporations worldwide. Airport-related economic development, talent acquisition and foreign direct investment are among his areas of expertise.

Prior to his tenure at Site Selection, Mark held editorial positions in New York City at Wall Street Computer Review, ABA Banking Journal and Global Investment Technology. A native of Ontario and raised in Connecticut, Mark is a graduate of the University of Hartford and lives near Atlanta.



JEAN-FRANÇOIS BENON

Managing Director
Economic Expansion Committee of Val d'Oise

FRANCE

Jean-François Benon is Managing Director of the Economic Expansion Committee of Val d'Oise since 1991.

After graduating in public law at the University of Paris Assas, he began his career on the Reunion County Council as a divisor to the chairman's office. He then joined the

prefecture administration as Head of Economic affairs and Employment at the Val d'Oise prefecture. When he became Managing director of the Val d'Oise Economic Development Committee [CEEVO], he developed different offices in France [at Cergy-Pontoise and Roissy Charles-de-Gaulle Airport] and abroad - in Osaka [Japon] since 1999 and in Shanghai [China] since 2005.

Jean-François Benon is also an official advisor on foreign French trade [CCEF] since 1999, a board member of the European Association of Development Agencies [EURADA] in Brussels, and a board member of the World Cities Alliance [WCA] in Washington since 2001. The Economic Expansion Committee of Val d'Oise is a founding partner of Hubstart Paris Region Alliance®



LÉA BODOSSIAN

Consultant

FRANCE

Léa Bodossian has been ARC Secretary General from 2011 to 2018.

Before that, she has spent a significant part of her career dealing with aviation issues, especially in the European Aviation Safety Agency and in the European Commission.

Léa also ran regional representations in Brussels in the early 2000's. By training, she is a spatial planner and a researcher with a specialization on economic development nearby airports. She holds Masters degrees in Spatial planning, Political Sciences and European Affairs.



PASCALE BOULAY

Deputy Delegate for Airport Community Relations and Economic Promotion
Groupe ADP - Paris Orly
FRANCE

2016 - Present – Deputy Delegate for Airport Community Relations and Economic Promotion of Paris-Orly

- Implementation of the strategic guidelines for the development and revitalization of Orly right-of-way territories.

2010 - 2016 – HR Development Project Manager

- To pilot in the project mode the reflections and implementations of organizations of the work or structures

2008 - 2010 – Operations Manager Paris Roissy Airport

- Federate all the dealers in the implementation of a Quality of Service strategy, with a coherent, motivating and synonymous process of creating shared value.

1994 - 2002 – Regional Manager Perfumery Sector

- To ensure the development and implementation of a new concept

2002 - 2005 – Project Manager Watch and Jewellery Sector – Galeries Lafayette stores

- Drive organizational change and ensure the development of the sector



CARRIE BURNS

CEO/Chief Movie Buff
Atlanta Movie Tours

U.S.A.

Carrie Burns has been engaged in the Atlanta film industry for years, loves building experiences as well as showing off Atlanta and Georgia film. As a natural connector, Carrie often serves as a liaison between film and television crews working in “Atlanta’s backlot” of Castleberry Hill, which sparked her initial interest in the filming boom in Georgia.

She is dedicated to closing the gap between crews, neighbors and local businesses in order to create a symbiotic relationship for all involved during filming and keep the fun (and incentives) rolling in! Bringing film tourism into the mix in Georgia is a key focus of her day-to-day job and collaborating with other tour companies is a great bonus as she loves learning!

Moving to Atlanta from Miami many moons ago, she holds a Masters in Business Administration & Marketing from Mercer University and worked in web development for years. She serves as Southern Provincial VP for Delta Sigma Pi and on the ArtsATL board as well as others. Her husband Steven and she have two rescue pups, are huge Atlanta United supporters, as well as being avid beach-lovers & scuba divers!



FRANK CANARROZZO

**Vice-President in charge of
Community facilities,
Economic Development and
Territorial Marketing**
Paris Terre d'Envol

FRANCE

Frank Canarrozzo is elected in Aulnay-sous-bois since 2001.

He was Deputy Mayor in charge of Urban security and environment from 2001 to 2008.

As a specialist of municipal police, CCTV, mediation and geochronology of delinquency facts, he was the President of the association "Mission Ville" [in charge of urban policy for the mayor] from 2003 to 2008

2nd Deputy Mayor since 2014 in charge of economy and business.

President of the House of employment and the "Mission Locale" [employment of the under 25 years old], Vice-President of the company « SEMAD » which manages real estate business on Aulnay sous Bois.

Vice President of « Paris Terres d'Envol », he is in charge of Community facilities, Economic development and Territorial Marketing for the development of CDG Airport area.

Representative of his territory on the board Hubstart.



CHEN LIO

Vice President of Publications and Editor in Chief
Site Selection Magazine

U.S.A.

Lio Chen is Managing Director of the Travel and Hospitality Center of Innovation at Plug and Play. In his current role, Chen is responsible for managing and growing the overall travel ecosystem, connecting emerging tech startups with established travel and hospitality corporations.

In the past 10+ years, Chen devoted his career to two different B2B SaaS companies. He joined Nor1 as one of the founding members and later co-founded LodgIQ.

Chen's extensive experience entails leading customer success and growth, delivering sales support & professional services as well as overseeing business operations with a special focus on strategic initiatives and product engineering. Chen holds a M.S. in Hospitality Management from Purdue University.



JOËL COUILLANDEAU

**Managing Director of
Operations**
Merchant Aviation

U.S.A.

Joël Couillandeau is Managing Director of Operations at Merchant Aviation. He has a multidisciplinary engineering background and a special competence in the coordination of complex and large projects with their demanding requirements for integrating master plan,

architecture, engineering, and building systems.

Since joining ADPI in 2005, Joël has served as project manager for major design projects. Joël then was Head of the Strategic Planning Department at ADPI and oversaw all airport strategic planning projects within ADP Ingénierie, which include in the recent years planning optimization for the Shanghai-Pudong new satellite, expansion of the Santiago-Chile airport, and site selection of a major new airport in South Korea.

Since joining Merchant Aviation Joel has supervised all projects of the company. He has been working on the JFK Redevelopment for the past 2 years and is currently the project director for the design of JFK Terminal 8 Redevelopment Program.



PETER DE LEEUW

**Head of Real Estate and
Landside Development**
Vienna International Airport
AUSTRIA

Peter has headed up a five-strong Airport City development team at fast expanding Austrian airport Vienna International Airport since 2014. His role is to create the best possible future-proof environment for all companies on the airport site and for any new companies joining.

Before joining Vienna International Airport, he was a self-employed consultant in corporate real estate while he also worked for many years in real estate consultancy for industrial and office developments.

Peter is a Master of Science in Real Estate, graduating in 2008 from Donau University in Krems, Austria. In his free time he is jazz musician and plays the saxophone while he is also a keen golfer.



**MARC
DEMAN**

Deputy Director
GIP Roissy CDG

FRANCE

Marc Deman is Deputy Director of the GIP Emploi Roissy and the Hubstart Alliance, in charge of Paris CDG Airport Area attractiveness since the Alliance merged with the GIP Emploi Roissy in 2019.

He joined this public and private organization in charge of employment, training development and attractiveness, in airports Areas, in October 2013. He manages the different programs developed by the Alliance.

He formerly worked in different companies in different sectors [bank, finance, and informatics] as a Human Resources Manager where he specialized in skills transfer during companies' merging operations.

He graduated with a Master in Management at Skema Business School in 2010.



**FRANÇOISE
D'HONT**

Director of the communication and institutional affairs
CCI Seine-et-Marne

FRANCE

Françoise D'Hondt is member of Executive committee of CCI of Seine et Marne as Senior Director of the communication and the institutional affairs since 2015. She conducts actions in order to facilitate the economic development

between business corporations and territorial collectivities. She is also in charge of promoting and manage the strategic partnerships, specially about development nearby airports. Recently, In a context of transformation, she has created and managed the program of conduct of the change. Previously, as Department of Information and Economic affairs Senior Director. She has successfully implemented the new territorial economic information system. She holds an MBA at IFC [Business school]. She has been recently certified coach expert in change management for individuals or organisation from a French leading business school HEC. She is also Harrison Assessments Consultant for Talent Management.



OLIVIER GUICHARD

Deputy CEO
ADP Ingénierie
FRANCE & INTERNATIONAL

Olivier Guichard has joined ADP Ingénierie as of 1st October 2017 as Deputy CEO, in charge of Strategy and Business Development. Prior to this, Olivier developed a broad international exposure through senior leadership assignments in

the Telecom and Power engineering industries in Asia, India, Middle East and Europe.

After a first assignment as Project Manager for power network projects in Asia and Middle East, Olivier then moved to the Telecom industry where he took various operation and commercial assignments in Indonesia, Philippines, India and Middle East. Olivier then joined Alstom Grid in Dubai to lead the power networks control business in Near and Middle East between 2009 and 2014, when he was requested to lead the overall Alstom Grid Sales and Marketing for Europe and Africa.

Olivier graduated in Electronics Engineering, major in Telecom from Paris Institute of Electronics Engineering



JEAN-CHARLES HERRENSCHMIDT

Vice-President of the Seine-et-Marne CCI & Member of the Paris Region CCI Chamber of Commerce (CCI)
FRANCE

After graduating from ES-SEC, with a major in Finances [1985], Jean-Charles Herrenschmidt discovered venture capital at BANEXI, at the time a merchant bank subsidiary of BNP. He stayed there from 1986 to 93. He then joined Groupe Métin, taking over

as Operations Director at the Peugeot Métin site in Meaux [Paris region]. The group became the leading dealership group for PSA brands in Île-de-France, and also boasted dealerships for Volkswagen and KIA. Under Jean-Charles Herrenschmidt leadership, Groupe Métin's latest project, was Val d'Europe centre. Located right near major centres of interest such as Disneyland Paris and the Vallée Village shopping centre, which attract 17 million visitors a year, Val d'Europe aims to be a top-flight multi-brand automotive centre.

He was elected in 2012 to the Paris Île-de-France CCI where he still chairs the "Service" Commission. Elected in September 2016 as Chairman of the European Council for Motor Trades and Repairs [CE-CRA], Jean-Charles Herrenschmidt is taking a decidedly European slant on the automotive world.



MAX HIRSH

Professor & CEO
Urban Expert

U.S.A/HONG KONG

Max Hirsh [PhD, Harvard] is a Professor at the University of Hong Kong and CEO of Urban Experts. A leading expert on airports and urban development, his research and consultancy services focus on passenger behavior, non-aeronautical revenue, landside real estate, and airport-led urban development.

Max is the developer of Airport Urbanism, a new, people-focused approach to airport design. Max provides thought leadership for the airport industry through the popular blog *airporturbanism.com*, where he presents leading-edge strategies for tackling the key challenges that confront airports today.

He is a frequent keynote speaker and expert witness, and conducts workshops, research studies, and third-party reviews of airport-area development plans. Passionate about airports and air travel, Max works with airport authorities, developers, and urban planners around the world to help shape the future of airports and the cities that they serve.



NATHANIEL HORADAM

Managing Consultant
**Center for Transportation
and the Environment [CTE]**

U.S.A.

Nathaniel Horadam is a managing consultant at the Center for Transportation and the Environment [CTE] in Atlanta, where he develops innovative proofs of concept and demonstration projects integrating automation technologies into medium and heavy-duty vehicles.

He recently supported the Port Authority of New York and New Jersey on its fleet transition plan for zero emission buses serving landside operations at JFK, LaGuardia, and Newark Airports. Before he joined CTE, he worked with the City of Peachtree Corners to develop its automated vehicle test track, and on a Georgia Department of Transportation-funded study assessing impacts of connected and automated vehicles on the agency's planning and operations.

He spent more than four years as a management consultant with Accenture in Washington, DC and Atlanta, supporting large-scale IT systems implementations for federal and commercial clients. He has a Bachelor of Arts from Vanderbilt University and a Master of City and Regional Planning from the Georgia Institute of Technology Program.



HUAI-HUI HSIEH

Senior Researcher

Taoyuan International Airport Compagny

TAIWAN

Huai-Hui Hsieh, Senior Researcher of the Taoyuan International Airport Company, is in charge of the company's international development and the coordination of the Taoyuan Aerotropolis Project, the mega plan for the airport city in Taoyuan, Taiwan.

Before joining the Taoyuan International Airport Company in June 2019, Huai-Hui was the Vice President of Taoyuan Aerotropolis Co., Ltd., working together with Taoyuan City Government for the project's international marketing.

Huai-Hui spent her early years in Taiwan's public services. She was appointed to different posts in political or governmental institutions including the National Security Council and Taoyuan City Government.

Huai-Hui received BSC in Mathematics from National Tsing Hua University, Taiwan, and MA in Democratic Theories and Process from University of Leeds, UK. She is a PhD student on Asia Pacific studies at National Cheng Chi University, Taiwan.



SERGIY IVANNIKOV

General Director

Teichmann & Compagnons

AUSTRIA

After graduating from business school in the UK Sergiy had over 20 years of general management experience with international and Ukrainian companies in the real estate, consulting, research, education, and venture capital. Sergiy was at top management and board level positions with the group of Dutch companies in 4 ex-

USSR countries, and two large Ukrainian holdings. In the last 12 years he built his industry expertise with German-Austrian Real Estate Development and Investment Consulting firm, serving for 8 years as Project Director for Kyiv Airport City development at Boryspil airport near Kyiv. That included conceptualisation and implementation of complex mixed-use projects (offices, hotels, airport infrastructure), using sustainable construction technologies, and in close cooperation with all stakeholders from architects and engineers to lawyers and local and airport authorities.

Sergiy's current company *Teichmann & Compagnons* is a champion in sustainable office concept with reduced operating costs, protected environment, significantly improved working conditions and public image.



SHANNON JAMES

President & CEO
Aerotropolis Atlanta Alliance
U.S.A.

A native of Albany, GA, James, has made Atlanta his home and lives to makes South Atlanta a viable live, work, play area.

A graduate of Valdosta State Univ., where he received a Bachelor of Bsn. Administration in both Mgnt. and Marketing, James spent the tenure of his high performing

career in banking. During this 15-year stint James became the first African American accepted into the Park Avenue Bank Mngt Trainee Program [MTP], was a two-time recipient of the Platinum Performance Award for the Diversified Commercial Division with SunTrust and offered profitable results while serving as VP of Commercial Banking with BB&T.

James is the President/CEO of the Aerotropolis Atlanta Alliance, a 501(c)(6) Public/Private Partnership, led by a Board of 38 trusted advisors, where the collective goal is to make the Aerotropolis Atlanta area a world-class destination for business, connectivity, and living. James has helped the organization create a 501(c)(3) AeroATL Foundation, receive the 2018 Development of Excellence "Great Place Award" from the Atlanta Regional Commission.



DEBRA LAM

Managing Director
Smart Cities and Inclusive Innovation

Georgia Tech
U.S.A

Debra Lam is the Managing Director of *Smart Cities and Inclusive innovation* for Georgia Tech, and has a mandate to drive smart communities and urban innovation work across the university and beyond. She founded the Georgia Smart Community Challenge, the first state-wide effort in the nation that

empowers communities of all sizes to become smarter. Prior to this, she served as Pittsburgh's first ever Chief of Innovation & Performance where she oversaw all technology, sustainability, performance and innovation functions of city government. She crafted the city's first strategic plan for innovation, Inclusive Innovation Roadmap. Prior to that, she was a management consultant at a global engineering and design firm, *Arup*. She has been the recipient of various awards, including one of the top 100 most influential people in digital government by *Apolitical*. She has worked and lived in the United Kingdom, China, Taiwan, and Hong Kong. She is a graduate of Georgetown University and University of California, Berkeley, and serves on the boards of the MetroLab Network and Neighborhood Nexus.



ARNAUD LE CLERE

**Chairman of Hubstart
Alliance**
Paris Region Council

FRANCE

Arnaud Le Clere is currently a Paris Region elected official and a member of the Paris Region council since 2015. As a former employee of the Dassault Aviation group, he is still really interested by the aeronautics and Airport sectors. He worked in commercial, finances and human

resources department before becoming the chairman of “Perles d’histoire” company [protection of the companies’ History as an actif]. Since July 2019, Mr Le Clere is the Chairman of the Hubstart Alliance. He does want to continue to reinforce the Alliance and its actions for the attractiveness of the Paris Airport Area.

He is glad to see that the Sustainable Airport Areas International Seminar continues to be a must-attended event for the experts around the World. For this edition, he highlights the fruitful collaboration with his Atlanta-based counterpart, the AAA. Thanks to the alliance partnerships, he is sure that innovative actions can be implemented for the sustainability of the Paris Region. This territory can be an inspiring territory of experimentation, and you are welcome to visit it.



ELISABETH LE MASSON

**Delegate for Economic pro-
motion and jobs creation**
Groupe ADP

FRANCE

She is one of the Founding Member and Member of the Board of Hubstart Paris Region, the Alliance in charge of the economic development, international promotion, job creation and social inclusion of the Paris-CDG Airport Area. She has been Delegate for Economic promotion and

jobs creation of Groupe ADP since January 2016. Previously she was Delegate for Sustainable development for Paris Charles de Gaulle and Paris-Le Bourget airports from 2007 to 2015. In her 30+ years of working with Aéroports de Paris, she held numerous managerial positions from finance, to duty-free, to communication, to real-estate and to operations. She was Chief of staff of the CEO from 2006 to 2007.

She has two diplomas from two prestigious French universities, HEC - Ecole des Hautes Etudes Commerciales [HEC International Business School] and IEP-Institut d’Etudes Politiques de Paris [Paris Institute of Political Studies].

She was awarded with the French Legion d’Honneur. She is a French Foreign Trade Advisor.



STANISLAS LEGO

**Director Business Unit Europe/
West Africa/Americas**
ADP Ingenierie
FRANCE & INTERNATIONAL

Stanislas Lego is a French engineer with over 15 years experience in international energy projects within major engineering company. He is particularly interested in new technologies helping industries to turn into decarbonised and environmental

friendly activities.
At ADP Ingénierie he is in charge of the international development of sustainable airport platforms.

He is offering innovative solutions to reduce the negative impacts on the airport environment and to improve its integration in the natural surroundings and its local acceptability.



CHRIS LETOURNEUR

President & CEO
MXD Development Strategists
CANADA

Chris has thirty years of experience in Planning, Design, Land Economics and Airport Area Development. As President and CEO, Chris leads MXD Development Strategists [MXDdevelopment.com], an International Planning and Development Consultancy. Chris' project portfolio spans over six con-

tinents and 50 countries including the Americas, Europe, Russia, Australia, Asia, India, Africa and the Middle East/MENA Region. Chris has been at the leading edge of defining "SMART Airport Connected Development", "Economic Development Strategies", "Innovation Hubs", "Non-Aeronautical Revenues", "Airport Cities" and "Aerotropoli", through his involvement at international and regional airports including Dallas-Fort Worth, Denver, Phoenix, Brownfield San Diego, Sacramento, Charlotte, Atlanta, Memphis, Chattanooga, Birmingham and Pittsburgh in the USA; and Vancouver, Edmonton, Calgary, Regina, Winnipeg, Yellowknife and Halifax in Canada. Chris has also led Airport Development projects in Australia, Ecuador, Brazil, China, Hungary, South Africa, KSA and Oman.



ARJA LUKIN

**Project Director Airport City
Aviapolis**
City of Vantaa

FINLAND

Ms. Arja Lukin [M.Sc. Archt] is a Project Director of the Airport City Aviapolis, Finland. Aviapolis is situated next to the Helsinki Airport, which is Europe's northern hub for flights to Asia. Its location has made it the most rapidly growing business hub in Finland. Aviapolis currently houses 2,000 businesses. Helsinki Airport and Aviapo-

lis have a significant role in the economic development of Helsinki Metropolitan Area, as well as in the whole of Finland. Aviapolis will evolve as an attractive, livable and diverse city – true city, true polis next to busy airport.

Arja's main responsibilities are vision, brand and project lead of the public-private-development in collaboration with real estate investors, major construction companies and all the stakeholders concerned. In her visions, Aviapolis turns into source of activity, growth and prosperity – a tempting and sustainable city with urban ambience.

Arja has a wide experience in various public-sector development and management tasks. She has worked as City Architect of Vantaa and Deputy City Architect of Espoo. She is expert in airport related urbanism and frequent speaker in sector's international events.



BOMING LUO

Chairman
Beijing New Aerotropolis
Holdings Co. Ltd

CHINA

LUO Boming is Chairman at Beijing New Aerotropolis Holdings Co., Ltd[BNA] since 2012. He is also Vice General Manager of Beijing Yizhuang Investment Holdings Limited, one of the BNA's shareholders.

Before He was the director of Planning Bureau at Beijing Economic and Technological Development Area.

He is an expert in urban planning. He has guided the work of urban planning, industrial planning and urban design of Beijing Daxing International Airport and created the first comprehensive developed index system which set standards for urban planning and construction management for airport economic zone in China.



YING MA

Planning and Consulting Manager

Beijing New Aerotropolis
Institute of Smart and
Ecological Technology
Company LTD

CHINA

Good at helping governments and enterprises to better digitally transform and improve management efficiency by providing comprehensive solutions from data mining, data cleaning, data modeling

and overall solution design. Engaged in smart city and big data planning consultation and implementation. Responsible for the planning and research of smart cities in the airport economic zone, providing practical and feasible scenario solutions.



FRANK MARGAIN

Chairman Choose Paris Region

FRANCE

Franck Margain is Councilor at the Conseil Régional d'Ile-de-France [the Paris Region government authority] in association with "Les Républicains" political party. He was elected in 2010 in the opposition and then re-elected in 2015 in the Executive. In 2016, he was elected President of Choose Paris Region, the agency in charge of pro-

moting the Paris Region to attract foreign investors. After studying corporate finance at Paris II University, he began his professional career in civil engineering, followed by positions at the Samuel Montagu and HSBC banks, highlighted by responsibilities in London and Stockholm. He is now Executive Director of Deutsche Bank France. Extremely active in associations that assist homeless people and disadvantaged children, he is also director of the "Newways" NGO that focuses on children's education in third-world countries. In 2011, he presented the Minister of Health, Roselyne Bachelot, with a report on addiction among marginalized people. He authored a book entitled *Getting out of the crisis, the commitment of a Christian banker*, published by Éditions Gascogne.



NAASHOM MARX

Senior Manager of Strategic Innovation

CVG Airport (Cincinnati)

U.S.A.

Naashom Marx innovation role at CVG Airport focuses on four pillars: Clean, Transport, Secure and Connect. What does that mean? She basically gets to work with her colleagues to reinvent the airport experience.

Born and raised in Kentucky, her adventurous ways first took her across the US to the top of the Grand Teton and

over to Regis University in Denver where she received a BA in Liberal Arts. As a United States Peace Corps Volunteer, Naashom served in Bangladesh from 2003-2005.

She received her Master's in Community Planning, Economic Development, from the University of Cincinnati as a Peace Corps Fellow. She then went on to work for NGO's in Bangladesh and Uganda to bridge gaps between the non-profit, entrepreneurial, and for-profit worlds. Upon moving back to her hometown, she served as Director for the Kentucky Innovation Network, the Business Development Manager for the City of Covington and the Vice President of Business Growth and International Trade at the NKY Chamber. Most recently she served as the Director of BigCo Connections at Cintrifuse.



EDOUARD MATHIEU

Deputy CEO

Paris CDG Airport

FRANCE

Following a 4 years UK experience as Civil Engineer, Edouard joined ADP in 1999 as Industrial Supply Chain Manager until 2004.

He then held different positions within ADP Real Estate Division, to become RE Development General Manager in 2012, encompassing development

of all type of assets [offices, hotels, business parks and of course cargo warehouses and premises] both on CDG and Orly airport.

He was appointed CDG Development Director in February 2019 encompassing ADP Group cargo strategy.

He reports to Marc Houalla, Group ADP Deputy CEO and CDG airport CEO



KIRAN MERCHANT

CEO

Merchant Aviation

U.S.A

Kiran has over 30 years of experience in aviation planning, design and construction management in large-scale aviation projects from inception to completion, while balancing operational efficiency, passenger experience and financial viability. Kiran was recently the Chief of Aviation Planning Division

at the Port Authority of NY/NJ, Where he led the planning efforts of various Terminal, airside, landside and cargo planning projects. As Director of Terminal Planning for a leading consulting firm. prior to joining PA, Kiran led numerous Terminal-Planning projects at several large and small hub airports. He has worked at more than 50 airports around the world during his tenure at TWA and Continental Airlines in the Corporate Real Estate, Planning, Design and Construction divisions. Kiran is recognized as a thought leader in airport innovations and is a regular speaker at aviation conferences around the world where he conducts workshops and focus group discussions. Kiran is CEO of Merchant Aviation, a full service aviation consulting firm focusing on Airport Development and a Groupe ADP Company.



KIRSTEN MOTE

Program Director

Aerotropolis Atlanta Transit
Plan and Greenway Plan

U.S.A.

Kirsten is the Program Director for the Aerotropolis Community Improvement District [CID] since May 2015. She is responsible for the planning and implementation of the CID's transportation infrastructure projects, landscaping and maintenance projects, and governmental coordination.

Prior to joining the CID, Kirsten was a Project Manager for a transportation engineering consulting firm in Atlanta. She graduated with a Bachelor of Arts in Geography from Georgia State University in 2007, Master of City and Regional Planning from Georgia Institute of Technology in 2010. Kirsten has been a resident of the Atlanta area since 1992 and currently lives in Mableton with her husband Kyle.



MARINA PADOT

**Project Manager for airport
areas**

Paris Region regional council
FRANCE

Marina Padot is Project Manager for airport areas for the Paris Region regional council since September 2019.

French regional councils are mainly in charge of pub-

lic transportation, spatial planning, economic development, vocational training, and apprenticeship.



HANNAH PALMER

Coordinator
Finding the Flint

U.S.A.

Hannah Palmer is a native of Atlanta's southside and the author of the award-winning memoir *Flight Path: A Search for Roots beneath the World's Busiest Airport* [2017, Hub City Press]. She leads an effort called Finding the Flint, a collaboration between the Atlanta Regional Commission, American Rivers, and The

Conservation Fund focused on revealing and restoring Georgia's Flint River headwaters in the Atlanta Airport area.

As a writer and activist, Palmer's work explores the intersection of southern stories and urban landscapes. A graduate of Agnes Scott College, she earned an MFA in creative writing from Sewanee: The University of the South. She lives near the Atlanta Airport with her family.



HUGUES POTART

Delegate for Airport Community Relations and Economic Promotion
Paris ORLY Airport

FRANCE

Hugues has over 20 years' experience working in the air transport industry – having started his career in airlines such as KLM and Singapore Airlines as a sales representative before joining Groupe ADP and the airport business in 2005.

Since he joined Groupe ADP, Hugues progressed through various roles as a Cargo Marketing Manager, Head of Passenger Route Development, a role which covered all aspects of the aviation sector ranging from Government Bilateral negotiations through to market analysis, place marketing, development of full business cases, and knowledge of detailed aircraft performance.

Through this last work experience, Hugues really focused on place marketing issues and the great importance of airports' community engagement.

That's the reason why he moved to his current position as Delegate for Airport Community Relations and Economic Promotion of Paris-Orly Airport, the second largest airport in Paris and in France.



PHILIPPE SUEUR

1st Vice-President of Val d'Oise County Council
Economic development
Val d'Oise County Council

FRANCE

Mayor of Enghien-les-Bains since 1989, 1st Vice-president of Val d'Oise County Council in charge of economic development and President of the Economic Development Committee of the Val d'Oise [CEEVO].

Professor in Law, Philippe Sueur was an honorary Dean of the Law faculty of Paris Nord University from 1992 to 2002. Since June 2012, he is also a Deputy [substitute] Member of Parliament, of the 6th constituency of Val d'Oise.

Mr. Sueur is Vice-president of the Association of Mayors of listed resorts and touristic towns. Out of his interest for the social adventure of Caisse d'Epargne, he is an administrator of Natixis and the president of the Supervisory board of Ile-de-France Caisse d'Epargne, as well as the national president of IFAC [institute of education in animation].



JEANET VAN ANTWERPEN

CEO

Schiphol Area Development
Company (SADC)

NETHERLANDS

Mrs. Jeanet van Antwerpen MSC is CEO at Schiphol Area Development Company (SADC) since 2015. SADC develops high quality, sustainable, (inter)nationally competitive business parks in the Amsterdam Airport Region, the Netherlands. SADC was established in 1987 by public

and private sector parties eager to utilise the economic potential of the city and airport by joining forces and hence to strengthen the region's competitive position both domestically and internationally.

SADC has four equal shareholders [each holding 25%]: the Municipality of Haarlemmermeer, the City of Amsterdam, the Province of Noord-Holland and Royal Schiphol Group.

SADC is via the association Amsterdam Airport Area (AAA) responsible for the international marketing and acquisition for logistics and aerospace in the Amsterdam Metropolitan Area.

Since 2015 Mrs. Van Antwerpen is chairwoman of the 'Table Space and Infrastructure', Amsterdam Logistics Board.

She graduated at the University of Utrecht in 1991 in economic geography.



PIETER VAN DER HORST

Managing Director

AIREA

NETHERLANDS

Pieter is an expert in airport city / aerotropolis development and in generating non-aviation revenues. He is the Managing Director of AIREA, an Airport City development and consultancy firm and is Airport City expert at NACO, Netherlands Airport Consultancy. He is also co-owner of the Airport City Academy.

In the past Pieter worked for Schiphol Real Estate, a 100% subsidiary of the Schiphol Group. At Amsterdam Airport Schiphol he was responsible for the development [and master planning] of the landside part of the airport [the Airport City], which includes a.o. the central area [Schiphol CBD] and the commercial Real Estate in this area. After working for the Schiphol Group for more than 10 years, he became Chief Commercial & Development Officer at IKIA Tehran Airport City and worked in this role for almost two years until the sanctions on Iran were re-established by the USA at the end of 2018.

Pieter completed a Master of Science in Business and Urban Economics, a Post-doc in Financial Management and a Master in Real Estate with honors [cum laude].

Ascendance

Flight Technologies



ASCENDANCE FLIGHT TECHNOLOGIES

Contact:

Jean-Christophe Lambert
Co-founder & CEO
Mail: jcl@ascendance-ft.com
Phone: +33 643395102
www.ascendance-ft.com

Ascendance develops a Flying Taxi: a hybrid Vertical Take-off and Landing aircraft dedicated to Urban and Suburban Air Mobility.

Our unique VTOL concept will offer best-in-class performances with enough range to not only connect transportation and business hubs to cities but also connect remote places. Our aircraft will blend into existing infrastructures and regulations to ease its deployment and maximise social acceptance with limited noise and carbon footprint.



PIONEERING NEXT FRONTIERS

AVAIRX

Contact:

Manuel Chaufrein
Co-founder & CEO
Mail: manuel.chaufrein@avairx.com
Skype: [manuelchaufrein](https://www.skype.com/people/manuelchaufrein)
www.avairx.com

Strategic consulting firm specialized in emerging & innovative transport systems planning & urbanism. We advise the ecosystem - start-ups, system developers, OEMs and equipment manufacturers - and regions to better understand emerging and innovative mobility systems.

A as Avant-garde for the vision, strategic consulting services, business development, studies, change management.

I as Innovation for our ability to help our clients innovate in planning and urban planning of the mobility ecosystem and transportation systems

R as Research & Development for our ability to support and participate in collaborative R & D projects

X : X for the eXperimental dimension, and the exploration of new domains and new applications



EVOLUTION ENERGIE

Contact:

Charlène Lambert

Solution Manager

Mail: charlene.lambert@evolutionenergie.com

Phone: +33 768974120

www.evolutionenergie.com

Evolution Energie, is a french Company that creates a software solution to monitor energy consumptions, energy efficiency and energy costs on a global basis.

Our target customers are very large energy consumers, airports, cities as well as residential buildings. We provide one software dedicated to all the Energy world's aspects your company have to deal with. One software to coordinate all your services, all your departments around the crucial energy issues your company is facing.



HOLOGARDE

Contact:

Antoine Vigario

Innovation Project Manager

Groupe ADP

Phone: +33 789832389

www.hologarde.com

Hologarde proposes a solution of Hypervision and low altitude aerial surveillance, integrating all the stakes of the 3rd dimension.

Hologarde is a wholly-owned subsidiary of Groupe ADP, created in 2017 to carry out research and development in agile mode and industrialize a complete collaborative and non-collaborative drone management solution. This solution integrates the detection and surveillance system of dangerous drones for Operators of Vital Importance [Hologarde] and that of management of collaborative drones [Hologuide].

Hologarde intervenes as:

- Owner and architect of complex systems
- Software editor
- Integrator



RUBIX S&I

Contact:

Jean-Christophe Mifsud

President & Founder

Mail: jean.christophe.mifsud@rubixsi.com

Phone: +33 607427481

www.rubixsi.com

RUBIX S&I [Senses & Instrumentation] is specialized in developing and selling connected devices that allow real-time measurement and monitoring of pollutants and nuisances of the atmosphere, both outdoor and indoor. This is due to RUBIX unique know how in associating miniaturized sensors, with propriatory and innovative data processing algorithms. Additionnally, thanks to RUBIX exist-ing data banks or data banks specifically developed for custom-ers, these devices help identify the sources of nuisances (odors, particles, noises), and contribute to a more efficient remediation.

- RUBIX WATCHTOWER 1 (WT1) is specially designed to measure and monitor nuisances and toxics in outdoor environment.
- RUBIX POD is designed to measure and monitor the main phys-ical and chemical nuisances and toxics of indoor environments



SAFETY LINE

Contact:

François Chazelle

Partner & CCO

Mail: francois.chazelle@safety-line.fr

Phone: +33 608409630

www.safety-line.fr

Paris based Safety Line offers Big Data software solutions for the safety and efficiency of airline and airport operations with a focus on fuel and CO2 emissions reduction. The combination of a solid expertise in aviation associated with patented research in data science applied to air transport allow Safety Line to offer uniquely innovative solutions to airline and airport operators.

Safety Line's philosophy of integrating with whichever solutions customers already have in place, through strategic partnerships and an open architecture, allows customers to achieve better results with minimum effort.



TRIP/IN LIVE

Contact:

Whistler Cherubin

CEO & Founder

Mail: wcherubin@tripinlive.com

Phone: +33 766134232

www.tripinlive.com

Founded by Whistler Cherubin and Komi Sika, Trip/In is a travel companion that provides personalized and optimized information on activities available or retail choices in airports based on the time spent at a given airport.

Trip/In aggregates and disseminates information to travellers regarding their travel, its preparation or conduct at airports and areas around them. It provides travellers with information regarding events, concerts, shops, stands available in transit areas; at departure and at destination. Trip/In will improve conversion using big data, artificial intelligence, offer optimized content, and serve as a communication channel between travel ports and travellers through a messaging platform. (tition, pression, etc.).



tourism
academy

TOURISM ACADEMY

Contact:

Claude Bannwarth

Co-founder

Mail: c.bannwarth@tourism-academy.com

Phone: +33 682037730

www.tourism-academy.com

Tourism Academy is the only French start-up dedicated to boosting skills in the tourism industry.

Our training catalogue and our « online and in a network » training solutions are designed for employees or managers who work – or want to work – for tourism businesses, attractions or DMO.

These innovative solutions boost skills acquisition and individual commitment in group involvement among learners during their online training and IRL.

Since 2017, more than 8000 people already in work and more than 1000 job seekers have benefitted from our new solutions.

OUR SPONSORS



OUR PARTNERS



HUBSTART PARIS REGION®

A collective brand and alliance for the Paris Airport Area - CDG

WHO ARE WE ?



A non profit
alliance



Founded in
2009



More than 30 public
& private partners

WHAT WE DO ?



International
promotion



Support for local
companies in their
international development



International
prospection of foreign
investors/companies



"Best European
sustainable airport
area" positioning

PARIS AIRPORT AREA

CDG

TALENTS & BUSINESS

49,100 Companies
281,000 Jobs
700,000 Inhabitants
Major sector: Aeronautics, Logistics,
Tourism, Retail, Eco Activities
107 Business parks

INNOVATION

70 R&D Centers
7 Incubators & 4 Fablab
7,886 Students
4 Universities Consortium
within 30mn

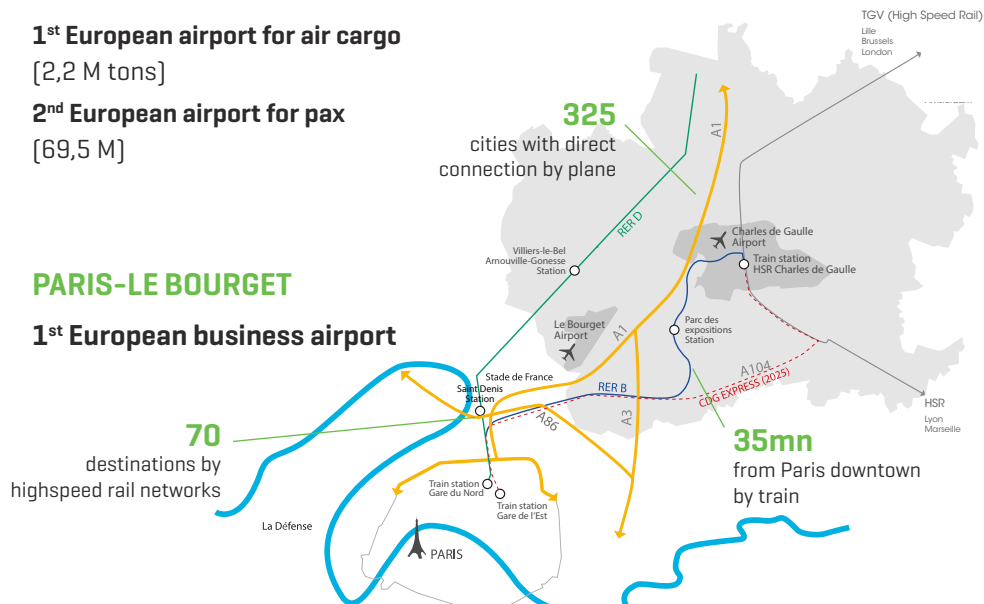
PARIS-CDG

1st European airport for air cargo
[2,2 M tons]
2nd European airport for pax
[69,5 M]

PARIS-LE BOURGET

1st European business airport

GATEWAY TO EUROPE & THE WORLD



SEMINAR

NOTES



2019 SUSTAINABLE AREAS AIRPORT INTERNATIONAL SEMINAR
ATLANTA AIRPORT MARRIOTT
4711 BEST ROAD
ATLANTA, GA 30337