

**International Seminar on Sustainable Airport Areas**

**8<sup>th</sup> edition – Beijing Daxing**

**"Building on distinctive drivers for a long-term sustainable success"**

**[Draft Program – Updated 2018 09 12](#)**

## **Thursday October 25: International Seminar on Sustainable Airport Area (part 1)**

Location: Pullman Beijing South Hotel. 12 Ronghua S Rd.

### **Morning**

Location: Beijing Ballroom

08:00 – 09:30 Registration and welcome coffee

09.30 – 10.40 Official opening of the seminar

09:30 – 09:35 Welcome (Name TBC)

09:35 – 09:40 Introduction of the speakers (Name TBC)

09:40 – 09:50 Daxing: Mr. WANG Youguo, Mayor of Daxing District

09:50 – 10:00 Paris-CDG and Le Bourget Area: Mr. Frank Cannarozzo Vice Mayor of Paris-Terres d'Envol Metropolitan Community

10:00 – 10:40: Presentation of the 8<sup>th</sup> edition of the seminar

10.00 – 10.20: Ms. Elisabeth Le Masson, Member of the Board Hubstart Alliance

10:30 – 10:40 BNA: Name TBC

10.40 – 11.00: Coffee break

11.00 – 12.00: Presentation of the future Beijing-Daxing airport and airport area

11:00 – 11:15 Daxing: Ms. YANG Beibei, Deputy Mayor of Daxing District

11:15 – 11:30 Beijing Airport: BCIA Name TBC

11:30 – 11:45 Airport economy: BNA Name TBC

11:45 – 12:00 Experts presentations:

François Tamisier, Chief Architect, Groupe ADP Paris

Yunchun CAO, professor of Civil Aviation University of China, founder of Institute of Airport Economics

### **Networking Lunch**

12.30 – 14.00: Networking Lunch (buffet)

Location: Room Mistral Café

### **Afternoon**

2 parallel panels

14.00 – 15.30: part 1

15.30 – 15.45: coffee break

15.45 – 17.00: part 2

Panel 1: Valorizing Culture, Heritage and Local Way of life as factor of attractiveness

Location: Beijing Ballroom **1**

Panel 2: Preserving Environment and Ecology as factor of sustainability

Location: Beijing Ballroom **2**

## **Friday October 26: International Seminar on Sustainable Airport Area (part 2)**

### **Morning**

Location: Beijing Ballroom

08:30 – 09:00 Welcome coffee

9.00 – 12.00 Panel 3: Building a tailored model for economic development as factor of success

09.00 – 10.30: part 1

10.30 – 10.45: coffee break

10.45 – 12.00: part 2

Closing remarks: Hubstart Alliance: Mr Marc Deman Executive Director GIP Emploi

12:00 – 12:30 Official Conclusion of the seminar

12.00 –12.10: Paris-CDG and Le Bourget Airport Area : Michel Aumas, Councillor for International Affairs of the "Val d'Oise" Department

12.10 –12.20 Daxing: Mr. YANG Yanguang, Deputy Mayor of Daxing District

12.20 –12.25: Announcement of the 9<sup>th</sup> edition Ms. Elisabeth Le Masson, Member of the Board Hubstart Alliance

12.25 –12:30 Photo

### **Networking Lunch**

12.30 – 14.00: Networking Lunch

Location: Room Mistral Café (buffet)

### **Afternoon**

14.00 – 16.00: Business tour of the future Beijing-Daxing Airport and Airport Area

Meeting place: TBC

14.00 –14.45 Visit Beijing Economic-Technological Development Area (BDA)

14:45 –15:45 Transport to New Airport

15:45 –16:45 Visit New Airport

16:45 –17:45 Back to Hotel

### **Evening**

18:00 – 19:30 Buffet

Location: Hotel Mistral Café

### **End of the Seminar**

**Panel 1: Valorizing Culture, Heritage and Local Way of life as factor of attractiveness**

➤ **Topic:**

An airport and the business/logistics/touristic parks that develop around it, are functional standardized infrastructures using a lot of space, bringing new companies and populations. Their development tend to disrupt the traditional heritage, culture and way of life.

How is it possible to combine the development of modern infrastructures and at the same time protect the local heritage, culture and traditional way of life (urban land planning)?

How to build on the local heritage, culture and traditional way of life and valorize them as a factor of attractiveness for inhabitants, companies, employees and visitors (marketing)?

How the arrival of a new population (inhabitants, employees and visitors) could be an asset for the local culture? Under which conditions the acculturation could be a success?

Under which conditions is it possible to incorporate the local heritage, culture and traditional way of life in the tourist attractions?

➤ **Moderators:**

Max Hirsch (PhD, Research Professor, University of Hong Kong)

Ulla Ruuskanen (Project Manager, Mayor's office, City of Vantaa Finland)

➤ **Panelists from:**

Beijing, CAI Lingyu, Director of Planning Consulting Department of Beijing New Aerotropolis Holdings

Hong-Kong, Max Hirsch Research Professor at Hong-Kong University

Hong-Kong, Jean-Charles Content, ADP Ingenierie

Atlanta, Jonathan Tuley Senior Principal Planner Atlanta Regional Commission

Vantaa, Ulla Ruuskanen Project Manager, Mayor's office, City of Vantaa Finland

Edmonton, Geoff Herdman Director Real Estate and Investment Attraction, Edmonton Airport

United Arab Emirates Sanjay Khanna, CEO Ras Al Khaimah International Airport

Paris-Region, Solene Le Coz Project Manager for Airport Areas, Regional Council

And more speakers to come...

## **Panel 2: Preserving Environment and Ecology as factor of sustainability**

### ➤ **Topic:**

An airport and the related economic development tend to put a lot of pressure on the local ecology system and environment through a rapid land consumption, land- air and water pollution, destruction of local ecosystems....

Yet, the preservation of the local ecosystems is now on the one hand often a legal obligation and on the other hand a condition for improving the way of life and thus attracting companies, employees, inhabitants and visitors.

Remarkable and singular ecosystems could even be a resources for tourism.

How to combine economic development with the preservation and valorization of the ecosystems?

### ➤ **Moderators:**

Léa Bodossian, Secretary General, Airport Regions Conference

Pieter van der Horst, Chief Development Officer, Tehran Airport City

### ➤ **Panelists from:**

Beijing, LI Qinghua, General Manager of BNA Institute of Smart and Ecological Technology Company Ltd.

Shanghai Pudong, Zhang Mang, Water Treatment Division of Pudong Environmental Protection Bureau

Atlanta, Polly Sattler, Senior Sustainability Planner Hartsfield-Jackson Atlanta International Airport

Amsterdam, Jeanet van Antwerpen CEO of Amsterdam Airport Area

Angkasa Pura Airports Indonesia, Devy Suradji - Marketing and Service Director PT.

ADP Ingenierie, Emanuele TEDONE, Head of Building Department and Pascale Guesné, Head of Environment Department

Paris-CDG Airport Area, Amélie Lummaux Director of Sustainability and ESR Groupe ADP

Paris-CDG Airport Area, David Lebon Development Manager Europa City

And more speakers to come...

### **Panel 3: Building a tailored model for economic development as factor of success**

➤ **Topic:**

The "one-size fits all" model for developing airport areas has shown its limits. The reality is that each airport area needs to find its own development model to be successful.

Several questions need to be addressed in order to build a tailored and well-fitted model:

- What kind of industry positioning? How to diversify the industry beyond air transport and logistics? How to attract industries located higher up the value chain?
- How to conciliate a pro-active industrial policy with a laissez-faire market-driven policy? What are the decision-making processes, organization and operational tools needed to implement a successful sustainable industrial development?
- Specifically how to adapt the real-estate offer to the needs of the targeted companies? How to organize the land development? What are the models for the land acquisition mode?

➤ **Moderators:**

Vincent Gollain Director of the Department of Economics, Paris Region Planning and Development Agency

Todd Greene Executive Director Atlanta University Center Consortium

➤ **Panelists from:**

Beijing, LIU Dingding, Vice General Manager of Beijing New Aerotropolis Holdings

Beijing, Alexander Kirby Founder and Managing Director, Final Approach Limited

Atlanta, Shannon James Executive Director Aerotropolis Atlanta Alliance

Atlanta, Elliott Paige, Airport Director for Airport Marketing Hartsfield-Jackson Atlanta International Airport

Denver, Darryl Jones Executive Vice President Chief Real Estate Officer Denver International Airport

Vancouver, Chris Le Tourneur, CEO MXD Strategists

Vantaa, José Valanta Director of Business Development, City of Vantaa

Paris-CDG Airport Area, Xing You Paris Region Entreprise, Executive Officer for China

And more speakers to come...