

14 02 2013

Cergy, France

TERRITORIAL ATTRACTIVENESS

PROGRAMME

FOR AIRPORT REGIONS

8.45 **Registration**

9.30 **Welcome words form**

Arnaud Bazin

Chairman of Val d'Oise County Council

Sergi Alegre Calero

President of the Airport Regions Conference (ARC)

10.00 **ROUND TABLE I : THE CHALLENGES OF TERRITORIAL COMPETITIVENESS FOR AIRPORT REGIONS**

Challenges of globalisation from territories perspective

Patrice Noisette Professor - Chair in Urban Economics - ESSEC

Francis Clinckx

Member of Economical, Social and Ecological Regional Council of Ile de France

Airlines strategies in a mondialised context

Guy Tardieu

Delegate General of Federation of commercial aviation

Impact of new Intrants

Lea Bodossian

Secretary General Airport Regions Conference (ARC)

Airport in competition - territories in competition : impacts and consequences

Vincent Gollain

Director of Territorial Marketing & Coordinator of Hubstart Paris®, Paris Region Economic Development Agency

11.45 Debate

12.15 **Conclusions of the morning**

François Scellier

Airport Regions Conference Vice President, Deputy & President of Val d'Oise Economic Development Agency

12.30 Lunch

14.00 **ROUND TABLE II : MARKETING STRATEGIES OF AIRPORT REGIONS**

North America's approach :

Washington DC (USA)

Leo Schefer

President of the Washington DC Airports Task Force

Atlanta (USA)

Bill Cronin

President of Invest in Atlanta
Atlanta Economic Development Agency

Japan's approach :

Osaka

A representative of Osaka Prefectural Government

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ROUND TABLE II : MARKETING STRATEGIES OF AIRPORT REGIONS

European's approach :

Madrid : Strategy marketing

David Sola

Madrid Economic Development Agency

Frankfurt : Pole of logistics intelligence

Dr Stephan Walter

HOLM Frankfurt (House of logistics)

London : Global approach

Shamal Ratnayaka

Principal Transport Planner – Aviation - Transport

Grand Roissy : Cooperation at local level : Hubstart Paris®

Elisabeth Le Masson

Delegate for Sustainable Development, Aeroports de Paris – Member of the Executive committee, Hubstart Paris®

16.30 Debate

17.00 ROUND TABLE III : HOW CAN EUROPE SUPPORT AIRPORT TERRITORIES ?

Michel Montaldo

Val d'Oise County Council Vice President, in charge of International and European affairs

Jean-Claude Detilleux

Chairman of the Board of Directors, Paris Region Economic Development Agency

Sergi Alegre Calero

President of the Airport Regions Conference (ARC)

A member of European Parliament

Patrick Bernard-Brunet

European commission - Directorate-General for Regional and Urban Policy

18.00 Debate

18.15 **Conclusion**

Arnaud Bazin

Chairman of Val d'Oise County Council