



## Leveraging Airports for Economic Development 2007 Executive Seminar Series

### 1. Introduction

**Airports Council International** in partnership with **CIFAL Atlanta**, the **United Nations Institute for Training and Research (UNITAR)**, and **Hartsfield-Jackson Atlanta International Airport** are pleased to offer 4 best practice sharing executive seminars for 2007. CIFAL Atlanta, the International Training Center for Local Authorities in Atlanta, is the North American affiliate of UNITAR.

### 2. 2007 Calendar of Events

Dates	Mar 1-2	May 10-11	Aug 23-24	Dec 6-7
Region	Latin America	North America	Middle East & Africa	Asia
Location	Atlanta	Atlanta	Johannesburg	Shanghai

### 3. The Role of Airports as Economic Engines of Growth

*“Share best practices to strategically position airports as regional and global engines of economic growth”*

In a globalized economy, airports have become critical economic growth engines at national, regional and local levels. The quality of services and competitiveness of airports have a strong impact on surrounding regional economies. Enhancing the connectivity, quality of services and competitiveness of airports can create jobs and spur the economic growth of the surrounding region. Cooperation and coordination between central government, local government, airport management and the business community in the form of public private partnerships are key factors of success for economic development initiatives that position airports as optimal city and country gateways, air cargo hubs, and business zones.

Airports also play a crucial role in today’s multimodal logistics and global supply chains. Air freight for example accounts for 40 percent of world trade volumes by value and is regarded as a leading indicator of the state of the world economy. Multinationals often cite the presence of a major airport as a key criterion when deciding where to locate new subsidiaries, build plants, or start operations. The time, effort and convenience of international travel for senior executives are also factors that should not be underestimated!

Hartsfield-Jackson Atlanta International Airport for example, the world busiest airport serving some 85,907,423 passengers in 2005, is the state of Georgia’s largest economic engine generating some 55,000 direct jobs and has an annual revenue impact of nearly \$19 billion to the region.

Airports can be leveraged in many areas to create jobs and new activities in support of economic development. As such airports should be viewed as an essential component of the urban planning process.



#### 4. Focus Areas

The 2007 Leveraging Airports for Economic Development Executive Seminar Series will help airports decision makers maximize the contribution of airports to the long term economic growth objectives of their city, region and country by sharing best practices that:

- ensure **safety** and **security**
- fund **investment** in critical **infrastructure**
- improve **operational** excellence
- enhance **marketing** efforts
- deploy **innovative** technologies and systems

#### 5. Strategic Outcomes from Optimizing Airports for Trade

The **Leveraging Airports for Economic Development** seminars will help airports decision makers share innovative strategies to maximize the contribution of airports to the long term economic growth objectives of their city, region and country. Participants will benefit from a shared understanding of the following outcomes:

1. The **cooperation and coordination** for **economic development** required to integrate the **strategic perspectives** of key stakeholders including trade ministers and civil aviation officials at the central government level; city executives at the local government level; airport executives as well as the needs of the local and international investors, business community and the public.
2. Mission critical **benchmarks** in **innovation, marketing, operations, and security** (including **logistics and supply chain**) that best facilitate **international investment and trade** for airports to position themselves as optimal city and country gateways, air cargo hubs, and business zones.
3. Overviews of **infrastructure investment and structuring models** for **best practice airports** (such as self managed, concessions and partnerships) that help reposition airports to both attract funding and spur regional economic growth.

#### 6. Targeted Focus

The **2007 Leveraging Airports for Economic Development** program includes 4 seminars with training sessions, demonstrations, tours, and showcases with a regional focus on Latin America, North America, Africa and Asia, facilitating the creation of viable regional and global alliances.



## 7. Participant Profile

Each seminar will bring together a select group of approximately 50 exceptional high level delegates comprising top airports executives, senior government officials, and civil aviation authorities. The discussions are facilitated by international airports, air commerce, and technology experts and thought leaders from the private sector, service providers, leading academics, international institutions and multilateral agencies such as the Inter American Development Bank and the World Bank, who facilitate the discussions and provide a valuable networking and learning opportunity.

These delegations will consist of *inter alia*:

- Director Generals of civil aviation authorities,
- general managers of airports,
- heads of authorities or corporations overseeing, owning or servicing airports,
- representatives from sister agencies such as ICAO, IATA, etc
- chambers of commerce presidents, and
- commercial development officials
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## 8. Unique Format

This program series utilizes UNITAR's integrated knowledge management methodology that emphasizes structured hands on experience based sharing of best practices, panel discussions, and the building of action plans for successful implementation. This interactive program explores the full range of opportunities and roadblocks surrounding the planning, development and growth of world class airports.

## 9. Previous Programs Calendar of Events

Dates	April 2005	March 2006	November 2006
Theme	Leveraging Airport Infrastructure Western Hemisphere	Airports & Economic Development II: Latin America	Aviation & Airport Security Preparedness: USA China
Participating Airports	Bahamas, Brazil, Canada, Colombia, Grenada, Jamaica, México, Panamá, Paraguay, Trinidad and Tobago	Argentina, Brazil, Chile, Colombia, Dominican Rep, Ecuador, El Salvador, Honduras, Nicaragua, Panamá, Perú, Venezuela	Atlanta, Beijing, Hong Kong, Baltimore-Washington

