



# IAC HOSTS SUMMIT

## Seventh Edition

Sunday 20 October 2019, 10:30 to 13:00

Walter E. Washington Convention Center, Room 202B

### Welcome Address and Opening Remarks by Master of Ceremony & Moderator

(5 minutes)

**Clay MOWRY**

Vice President – Global Sales, Marketing & Customer Experience, Blue Origin  
IAF VP for Financial Matters and IAC Evolution

### IAC 2018: the IAC of All Records

(10 minutes keynote)

**Heiner HESELER**

Chairman of the IAC 2018 Steering Committee

The IAC 2018 holds the newest record of attendance with more than 6.500 delegates from the record number of 83 countries (with 40% of delegates being below the age of 35) and more than 10.000 participants attending Public Day. The Congress Programme was a record itself, with recording-breaking numbers of Global Networking Forum Sessions (GNF), Technical Sessions, Special Sessions, and by being the most loved and tweeted IAC theme ever #InvolvingEveryone. The IAF General Assembly also elected the first ever woman to represent the Federation as President, Prof. Pascale Ehrenfreund.

### The IAF, the IAC Host and the PCO: a Commitment to Trust, Communication and Transparency

(40 minutes panel discussion)

**Christian FEICHTINGER (Moderator)**

Executive Director, International Astronautical Federation (IAF)

**Salem Humaid ALMARRI**

Assistant Director General for Science & Technology Centre, Mohammed Bin Rashid Space Centre (MBRSC)  
IAC 2020 LOC Chair

**IAC2020 PCO Representative**

**Lionel BAIZE**

Innovation & Foresight Team, Centre National d'Études Spatiales (CNES)  
IAC Paris 2021 Project Manager

**Delphine BAUDOUIN**

IAC 2021 PCO Representative  
Director of K.I.T. Group France

**Jan KOLAR**

CSAC Member, International Astronautical Federation (IAF)  
IAC 2010 LOC Chair and Past IAF Vice President

Trust, communication and transparency are fundamental to ensure the success of an IAC. This panel of IAC experts will discuss what is the best approach to develop a longstanding and trustworthy relationship between the IAF, the IAC Host and the PCO?

**Coffee Break (20 minutes)**

### The Impact of IAC Corporate Branding

(40 minutes panel discussion)

**Philippe WILLEKENS (Moderator)**

CSAC Chair, International Astronautical Federation (IAF)

**Sandy MAGNUS**

IAC 2019 LOC Co-Chair

**Ayesha ABDULLA ALMULLA**

Officer, Events Management Section, Mohammed Bin Rashid Space Centre (MBRSC)



IAC 2020 Team

**Lionel SUCHET**

Chief Operating Officer, Centre National d'Études Spatiales (CNES)  
IAC 2021 LOC Chair

**Rashad NABIYEV**

CEO, Azercosmos  
IAC 2022 Bidder

**Jonathan HUNG**

President, Singapore Space and Technology Association (SSTA)  
IAC 2022 Bidder

**S. SOMANATH**

Director, Liquid Propulsion, Indian Space Research Organization (ISRO)  
IAC 2022 Bidder

**Renata CORREIA RIBEIRO**

Head, International Cooperation Office, Brazilian Space Agency (AEB)  
IAC 2022 Bidder

An in-depth analysis of how the IAC Corporate Branding is important in representing the message and theme of the Congress. How does the IAC visual identity contribute to the success of the event itself?

**A New Era of IAC**

*(15 minutes Keynote)*

**Christian FEICHTINGER**

Executive Director, International Astronautical Federation (IAF)

New initiatives, new tools, new technologies and environmental challenges are contributing to the natural evolution of the IAC. How is the IAF responding to the current trends and how is it creating a new and improved IAC experience for its participants?

**Closing remarks by Master of Ceremony**

*(5 minutes)*

**Clay MOWRY**

Vice President – Global Sales, Marketing & Customer Experience, Blue Origin  
IAF VP for Financial Matters and IAC Evolution

**IAC Hosts Summit Lunch**

*(13:00 – 14:00, Room 202A)*