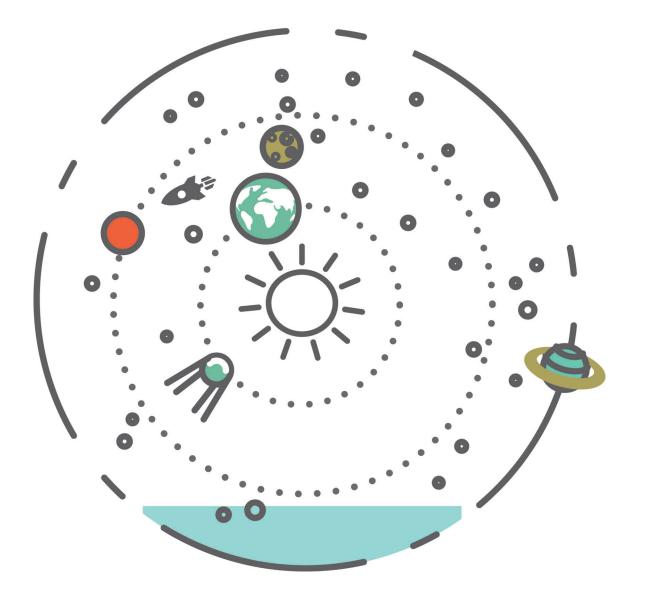
## SDA Bocconi School of Management SEE Lab Space Economy Evolution



The main theme of this year annual conference of the SEE Lab is the state of the space economy and the space tourism. The New Space Economy is undergoing substantial technological and business innovations. Space tourism is space travel for recreational, leisure, and in the future business opportunities. These suborbital flights could become point-to-point transportation for different purposes, ranging from transnational business flights to lunar space tourism. High accessibility and lower cost of air transport were the key factors of increasing international tourism, reflecting in turn the expansion of the air industry. Thus, the conference will address questions such as:

• Are the above factors replicable for the suborbital tourism market?

• Will suborbital flight be a mass tourism or it will remain a niche market?

## 16.00 WELCOME

**Giuseppe Soda**, Dean of the SDA Bocconi School of Management **Gianluigi Castelli**, Associate Professor of Practice at SDA Bocconi School of Management

## 31.05.2019

## THE ANNUAL CONFERENCE OF THE SEE LAB THE STATE OF THE SPACE ECONOMY AND THE NEW FRONTIERS OF TOURISM IN SPACE

H. 16.00 CLASSROOM N05 PIAZZA SRAFFA, 13 - MILANO

- 16.10 THE IMPACT OF SPACE BIG DATA AND ARTIFICIAL INTELLIGENCE IN THE SPACE ECONOMY: STATUS AND PERSPECTIVES Massimo Comparini, CEO E-Geos
- 16.30 KEYNOTE SPEECHS. Attenborough, Commercial Director Virgin Galactic
- 16.50 SUB-ORBITAL FLIGHT MEDIUM AND LONG TERM PERSPECTIVES Vincenzo Giorgio, CEO Altec
- 17.10 HIGH-TECH AND TOURISM EXCELLENCE TO FOSTER THE DREAM OF FLIGHT **Pierluigi Pirrelli**, CEO Sitael
- 17.30 NEW FRONTIER OF TOURISM Magda Antonioli, Bocconi University
- 17.50 TECHNICAL ISSUES IN POINT-TO-POINT TRANSPORTATION Nicole Viola, Politecnico di Torino
- 18.10 PRESENTATION OF THE SEE LAB ACTIVITIES Andrea Sommariva, Director of the SEE Lab

18.30 COCKTAIL/DINNER

