



## EXPLORING THE HIDDEN ECONOMIC VALUE OF SPACE APPLICATIONS

September 5, 2019

Lindner Commons, 6<sup>th</sup> Floor  
Elliott School of International Affairs  
1957 E Street, NW  
Washington, DC

The SDA Bocconi School of Management-SEE Lab, the Secure World Foundation, and the Space Policy Institute are organizing this half-day workshop that will evaluate the large but not well-measured contribution of space services to efficiency and productivity of end user applications. Hidden economic effects of space are those associated with the productivity and efficiency aspects of using space capabilities and technologies as additions to or substitutes for non-space, terrestrial, means of doing all aspects of business activities including production, sales, delivery, and marketing. For consumers, they may be quality of life improvements and benefits. This event is part of a series of workshops analyzing the evolution of a sustainable space environment and economy.

**12:30pm Registration**

**1:00pm Opening Remarks and Keynote**

*Welcome: Henry Hertzfeld, Director of the Space Policy Institute, George Washington University*

*Keynote: Kevin O'Connell, Director, Office of Space Commerce, U.S. Department of Commerce*

**1:30pm Session 1: Agriculture**

*Moderator: Andrea Sommariva, Director of the Space Economy Evolution Lab, SDA Bocconi*

*Rapporteur: Marco Molina, Commercial Director, Sitael*

Speaker 1: Asa Strong, Global Agriculture Product Manager, Planet

Speaker 2: Fabio Volpe, Head of Optical & Hyperspectral Applications, E-Geos

Speaker 3: Vitaliano Fiorillo, Director of AGRI Lab and Mattia Pianorsi, Research Fellow, SDA Bocconi

*Presentations to be followed by question and answer discussion.*

**2:30pm Coffee Break**

**3:00pm Session 2: Transportation and Logistics**

*Moderator: Ian Christensen, Director of Private Sector Programs, Secure World Foundation*

*Rapporteur: Maria Cristina Falvella, Head of Strategy and Industrial Policy Italian Space Agency*

Speaker 1: Dana Goward, President, Resilient Timing and Navigation Foundation

Speaker 2: Marco Brancati, Chief Technology Office, Telespazio

Speaker 3: Hefdhi Abdennadher, Product Manager, Kayrros

Speaker 4: Rob Ruyak, Space Exploration & Satellite Solutions

*Presentations to be followed by question and answer discussion.*

**4:00pm Break**

**4:15pm Session 3: Assessing the Productivity Contribution of Space Applications**

*Moderator: Henry Hertzfeld, Space Policy Institute*

*Rapporteur: Clelia Iacomino, Research Fellow, SDA Bocconi*

Speaker 1: Marco Molina, Commercial Director, Sitael

Speaker 2: Maria Cristina Falvella, Head of Strategy and Industrial Policy Italian Space Agency

Speaker 3: Mike Gallaher, Director, Technology, Energy, and the Environment, RTI

*Presentations to be followed by question and answer discussion.*

**5:15pm Workshop Concludes**

**Gathering to follow from 5:30pm to 6:30pm at the Space Policy Institute, Suite 403 (Elliott School of International Affairs 1957 E Street, NW Washington, DC)**