



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 N01

VIA BOCCONI , 8 - MILANO

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

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 SPEECH

S. Attenborough, Commercial Director Virgin Galactic

16.50 SUB-ORBITAL FLIGHT MEDIUM AND LONG TERM PERSPECTIVES

Cristoforo Romanelli, Marketing & Sales Director, 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

Roberta Fusaro, Politecnico di Torino

18.10 PRESENTATION OF THE SEE LAB ACTIVITIES

Andrea Sommariva, Director of the SEE Lab

18.30 COCKTAIL/DINNER

Participation is free and upon invitation. To register [click here](#)