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## Airport Areas : Territorial Marketing and Competitiveness

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- An economy of mobility and efficiency
- Airport Areas, key places and economic drivers
- Airport Area Marketing Case Studies
- How to market Airport Areas ?

## An Economy of Mobility and Efficiency

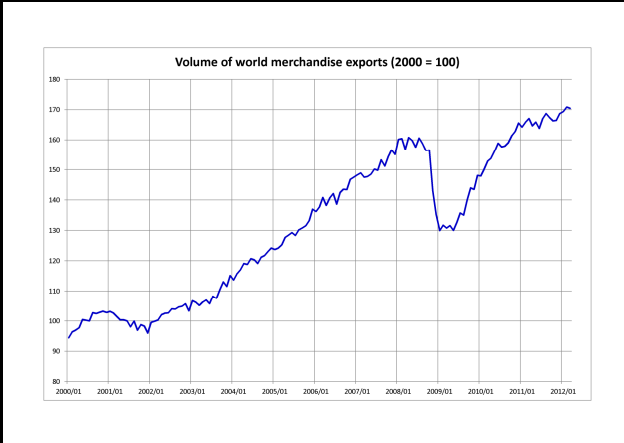


## New paradigms demand new strategies. Be prepared!

- Exchanges and Mobility are increasing
- Efficiency and Productivity are Key to Success

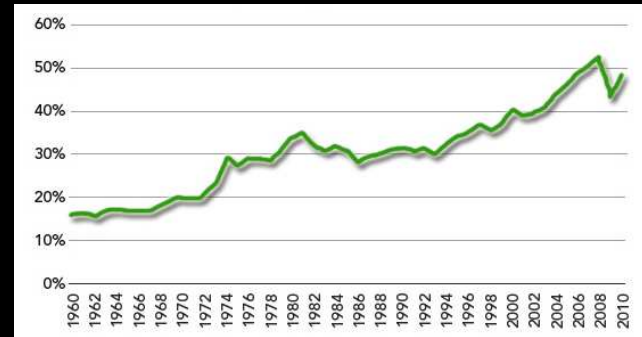


## The Mobility of Goods

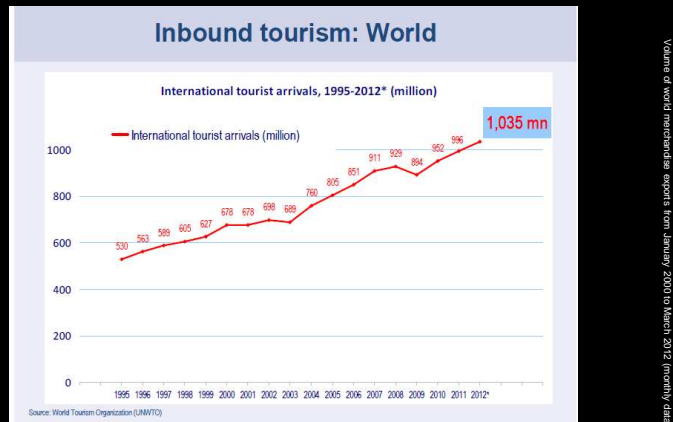


## Growth in world trade

*World imports and exports as a percentage of world GDP*



## Our Economy is driven by Mobility



## Mobility of Business Tourists

- 15% of international tourists reported travelling for business and professional purposes



For City-Regions, more and more assets are mobile



And, at the same time ...

Efficiency and productivity are Key to Success in Business



Competitiveness depends on Efficiency : « Be on Time or ...»



... you loose Clients!

## Consequently

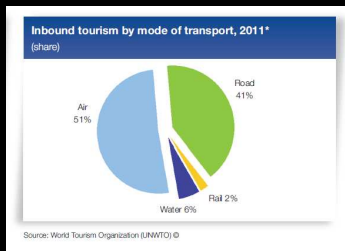
- A Company's level of Competitiveness depends on « speed », efficiency, productivity
- More and more industries need locations giving them quick access to :
  - Meeting venues
  - showrooms
  - clients or suppliers
  - (...)
- Companies have to optimize budgets

**Business Locations must hone their competitive edge!**

## Airport areas, key Places and economic drivers



## Airport Areas are key Connectors

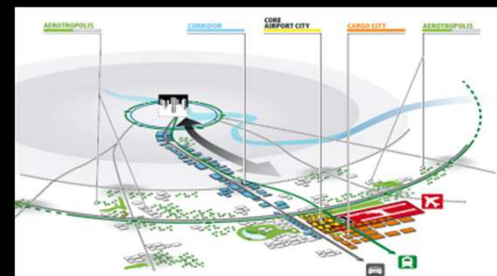


810 million passagers for the 14 main international airport (+ 10 % in 5 years)



## Airport Areas are key Locations

- Airport Areas are the Places located in and around international airports
- They offer a great accessibility
- They create an efficient environment for companies



## Airport Areas are key Locations for New Development



Headquarters, Porsche in Atlanta



Shopping Centers, Aeroville, Paris CDG



High Tech Industry, Yokohama

## Diversified industries : example of Pudong (Shanghai) and it's future plans



## Airport Areas are becoming key Locations for Training facilities



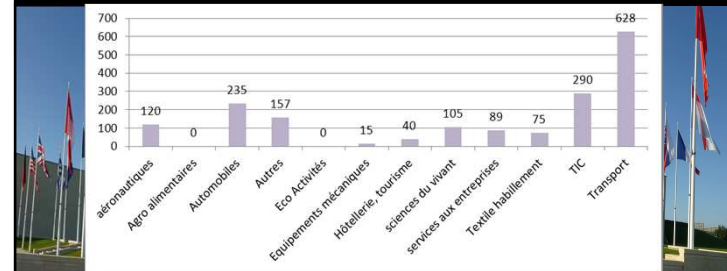
BEFORE : RESORT AREAS



NOW : AIRPORT AREAS

## Airport Areas are key Locations for Foreign Investors

2008 – 2011 : 40 new foreign companies created 1,700 jobs in the Greater Roissy Corridor



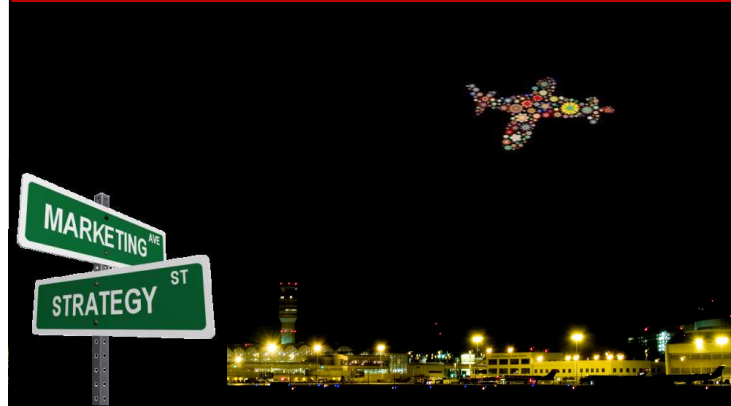
Source : PREDA / AFII / HUBSTART PARIS

## Airport Areas are key Locations for Sustainable Development



Urban Farms, Atlanta

## Airport Areas Marketing Case Studies



## Airport Areas are becoming key Business Locations, but :

- Competition is High
- Competition is Global
- Clients are demanding
- Changing global regulatory environment
- No one-stop economic development team
- Different levels of government with different agenda

## You need a Territorial strategy to make it down the road to success. The key elements are :

- Cooperation among important players
- Effective urban planning
- Development of new infrastructure
- Efficient transportation links
- Good business service mix for companies



## Marketing of Airport Areas: The Power of Alliances

Airports	Partnerships	Alliances and Brands

## Mix - Marketing of Airport Areas:

## Competition is fierce. You need a Territorial Marketing Toolbox that contains:

- A Methodology
- Techniques : brochures, trade show, branding, etc.
- Examples of Best Practice

## Find Your USP with the help of the method « Cerise Revait® »

BEFORE : GENERAL MESSAGE

➔

NOW : KEY SELLING POINTS

## Mix-Marketing of Airport Areas: Examples



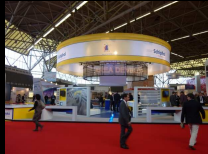
Business Incubator, Hubstart Aeropole



Business Tour, Atlanta



Brochures, Amsterdam



Trade Show, Schiphol

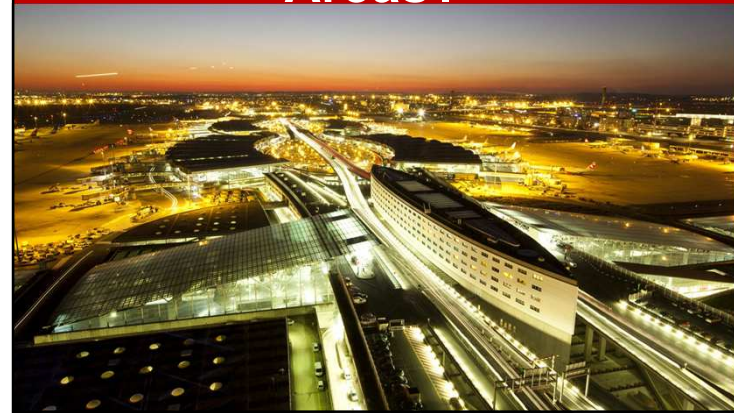


Showroom, Beijing



Team Alliance, Hubstart Datagora

## How to market Airport Areas?



## 8 Recommendations for Marketers

- Form an alliance with a governance
- Create a Brand
- Build a team to coordinate the marketing strategy
- Set up a marketing strategy
- Establish a budget
- Share a facility with a dedicated Team
- Provide services to investors
- Evaluate your actions
- And don't forget that you need Time & Confidence !



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