



EDITORIAL

New space markets: from dynamics to needs

For a number of years, the space markets have been experiencing various structuring transformations (emergence of private stakeholders from the new economy, electrical propulsion, rapid development of broadband satellite applications, etc.). Among these, the transformation related to strong demand dynamics from the emerging countries is not the least.

For a very longtime, the space markets have remained the playing field of half a dozen major powers. Those times have passed: for more than a decade, emerging countries are clearly part of the scenario. According to the latest Euroconsult figures, some thirty telecommunication or Earth observation satellites have been launched by emerging countries over the last ten years, while some forty other satellites, currently under construction, should be put in orbit within three or four years. Still according to Euroconsult, the fifteen countries benefiting from a space industry will share 90% of the satellite market by 2022. At the same time, some thirty new countries gradually acquiring telecommunication or Earth observation satellites — such as the United Arab Emirates, Angola, Bulgaria, Peru and Morocco recently, and maybe tomorrow Colombia, Bangladesh, Poland, Oman or Mongolia — will represent a market estimated at a billion dollars a year. This market is seen as a sustainable growth source for the space industry, at a time when more mature markets experience at the best flat demand curves.

Beyond these impressive figures, the related challenges for the industry are numerous. While it is true that many of these emerging countries are acquiring satellite systems in order to support their socioeconomic development or to sell the related services abroad, let us not forget about an increasingly important issue, in view of the undeniable interest that customers and providers take in it: training. Whether focused on the purchased equipment or on more transversal skill development objectives, the related needs are becoming more diverse, depending on the nature of the customer, the targeted professional profiles and the topics covered. IAS, leveraging its rich partner network, strives to meet this variety of needs by providing a customized service offer, ranging from academic to tailor-made training solutions. These end-to-end solutions invariably have a common feature: a fine-tuned and constant human support based on an intercultural approach. This key element has contributed for a long time to the success of our Institute on these markets, which we know stand for high level of requirement.

CONTENTS

Operational activity _____ P2

> IAS attended the 2015 Aero India air show

IAS news _____ P3

> Institutional video project for IAS

Agenda _____ P4

Partners' testimony _____ P4



Pierre VALENTI
Managing Director



INDIA

IAS attended the 2015 Aero India air show



From the 16th to the 20th of February, Valérie Barthe, Head of Business Development, and Etienne Fleury, Key Account

Manager, went to Bangalore to carry out prospecting actions during the 2015 Aero India air show.

The agenda of this mission included meeting both French and Indian industrial stakeholders, such as HAL (Hindustan Aeronautics Limited), DRDO (Defence Research and Development Organisation), Airbus, Airbus Helicopters, Dassault Aviation, and ATR.

Working meetings have been organized with HAL in order to review the previous session of the «Aerospace Leadership Development» training, which took place in October 2014, to prepare the next session planned in April 2015, and to identify new training needs.

The reception held on the 17th of February by the GIFAS and the French Embassy was attended by some ten Indian professionals from the IAS alumni network.

SAUDI ARABIA

Third successful session of the «Aviation Management Professional Diploma» training for Saudia



From the 25th of January to the 9th of February, the third session of the «Aviation Management Professional Diploma» (AMPD) took place at the Saudia Training center in Jeddah. Twenty-three future managers of the national airline attended this wide skill development program designed in 2012 by IAS for its Saudi customer. This training, «managing an airline», was based on various practical cases addressing topics such as cabin layout or airline global strategy. In total, eight modules were led by Airbus and AirBusiness Academy experts. Monia Zaki, Key Account Manager for Middle-East, was present to coordinate the training and insure a pedagogical follow-up for each trainee.

The graduation ceremony will take place in Jeddah in April, with the participation of our industrial (Airbus, ATR, and CFM) and educational partners (Toulouse Business School), as well as IAS management team.

BRAZIL

GIFAS presidential mission in Brazil



From the 9th to the 13th of March 2015, Valérie Barthe, Head of Business Development, and Adeline Verdier, Key Account Manager, took part to a GIFAS mission organized in Brazil and led by Mr. Marwan LAHOUD, the GIFAS President.

The agenda included meetings with Helibras in Itajubá and with SMEs from the São Jose dos Campos space cluster, as well as the inauguration of the new Thales Alenia Space facilities.

In parallel, working meetings have been organized by IAS with Visiona, Thales Alenia Space, DCTA, Instituto Tecnológico Aeronautico (ITA), the French Embassy, Agência Nacional de Aviação Civil (ANAC) and CNPq in order to identify new training needs.

CHINA

Mission in Beijing and Taipei



From the 5th to the 9th of January, Valérie Barthe, Head of Business Development, and Adeline Verdier, Key Account Manager, carried out in Beijing and Taipei a recruitment mission

for the 2015-2016 IAS Master program, as well as a prospecting mission for specific training actions.

Working meetings have been organized in Beijing with our long-time partners, AVIC (Aviation Industry Corporation) and CAST (China Academy for Space Technology). The agenda of the mission also included meeting advisors to the French Embassy and the local AirBusiness Academy office.

It continued in Taipei at AIDC (Aerospace Industrial Development Corporation) and AASRC (Aeronautical & Astronautical Society of the Republic of China).

A hearty dinner in Taipei on the 8th of January allowed us to maintain relationships with the former trainees who benefited from IAS training programs.



FRANCE

Potential cooperation with IDEST



On the 20th of January, Pierre Valenti, IAS Managing Director, and Valérie Barthe, Head of Business Development, met the management of IDEST (Institut du Droit de l'Espace et des Télécommunications) in order to discuss potential cooperation initiatives. Founded in 2000, IDEST is attached to the Interdisciplinary College of Research at the University of Paris-Sud, and offers a Master's degree in Space Activities and Telecommunications Law. This Master's degree will complete this year the range of advanced masters offered by IAS in the frame of its Master program, which recruitment for 2015-2016 started in January. Other potential cooperation initiatives were also discussed during this first meeting, namely regarding specific training activities.

UNITED ARAB EMIRATES

Space sector: a new prospecting mission in the Gulf region



For a second year in a row, IAS attended the CABSAT trade show,

which took place in Dubai from the 10th to the 12th of March. This major event for the space sector in the Gulf region provided our Managing Director, Pierre Valenti, and our Key Account Manager, Monia Zaki, with the opportunity to have business meetings with local stakeholders (Nilesat, Yahsat, and Taqnia Space), as well as with the French industry sharing current or future challenges in this market (Airbus Defence and Space, Arianespace, and Thales Alenia Space).

This mission in the United Arab Emirates was preceded by a trip to the Sultanate of Oman, allowing to review new training perspectives with the Royal Air Force of Oman (RAFO), an IAS long-time customer. Working meetings have also been organized with the local representative of Airbus Defence and Space as well as with His Excellency Mr. Roland DUBERTRAND, Ambassador of France in Muscat.

Institutional video project for IAS



In 2014, IAS, as part of the development dynamics of its digital communication and in order to enhance its visibility, has deployed a quarterly newsletter and a new website. This year, IAS completes this scheme with the production of an institutional video. This video will be available on the home page of the Institute's website, and shown at our booth at Le Bourget Air show. As a partner to support this project, IAS chose Pinkanova, a company specialized in audiovisual consultancy, production and communication.

Refurbishment works on the IAS campus

Together with the CROUS of Toulouse Midi-Pyrénées, our partner in charge of managing and operating most of IAS campus since the 1st of January 2014, the Institute will be launching an infrastructure refurbishment program in the spring. Beyond the reception area and catering facilities, this program includes the complete overhaul of the Concorde amphitheater, which capacity will be increased. The work delivery is planned for the last quarter of this year.



Master program: sharing experience with the sponsor of the 2014-2015 class



On the 27th of February, the 2014-2015 class of the IAS Master program was given the opportunity to share its experience with its sponsor, Ms.

Anne TAUBY, VP Business Coordination for Airbus Group and member of the IAS board. Focused on the support provided by Airbus Group and its operational entities in terms of international customer and partner training, this event also allowed to underline some of the major successful cooperation actions between Airbus Group and IAS.



Please find below IAS working schedule for the next three months, as well as the missions and exhibitions our teams will attend:

WORKING SCHEDULE

COUNTRY	DATE	CLIENT	TYPE	IAS CONTACT	LOCATION
SAUDI ARABIA	April	Saudia	AMPD training 3rd level - final jury	Monia Zaki	Jeddah
INDIA	Avril	HAL	Aerospace Leadership Development 3	Etienne Fleury	Toulouse, Paris, Bordeaux, Marseille
SAUDI ARABIA	April	Saudia	Finance training - Module 1	Monia Zaki	Jeddah
SAUDI ARABIA	June	Saudia	Finance training - Module 2	Monia Zaki	Jeddah

MISSIONS

COUNTRY	DATE	IAS ATTENDEES	LOCATION
SAUDI ARABIA	April	Monia Zaki	Jeddah
MALAYSIA	May	Monia Zaki	Kuala Lumpur

EXHIBITIONS

EVENT	DATE	IAS ATTENDEES	LOCATION
2015 LE BOURGET AIR SHOW	June	Valérie Barthe, Etienne Fleury, Pierre Valenti, Adeline Verdier, Monia Zaki	Paris

PARTNERS' TESTIMONY

« AirBusiness Academy is a training center which designs and delivers «learning solutions» to customers from the aerospace sector. In this respect, the need for a close cooperation with IAS is obvious.

This cooperation already goes back a long time, since we first offered our services to IAS in 2010 in the frame of a training session for Saudia. Based on this first and successful experience, IAS entrusted us with implementing some of the course content of a new degree course designed for the managers of the same company, which we have been carrying out every year since 2012.

In 2014, this cooperation also allowed us to take part to the «Aerospace Leadership Development» training for the managers of Hindustan Aeronautics Limited (HAL).

In order to enhance their partnership, our two entities signed a cooperation agreement in 2014, which allows us to design common offers. We are confident that this agreement should bear fruit very soon.

It is our wish to continue this cooperation in a positive and professional spirit, supporting the interests of the international aerospace industry.



Michèle OBERTO-GERION
Managing Director
AirBusiness Academy

Established in January 1980 and based in Toulouse,
IAS is the French Aerospace Industry Association (GIFAS) agency for international professional training.

IAS fast facts: Training of more than 3,500 professionals from more than 100 countries • Portfolio of over 150 customers
10 to 12 training sessions per year • 2.3 million Euros turnover in 2014 • 14 permanent staff in December 2014

The smart network



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