



aviation
EVENT



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#AviationEvent

BOLOGNA 2021 REVIEW



Aviation-Event 2021 BLQ, 27 August
The Re Enzo Palace in Bologna

Media hub for the Aviation industry

Fasten your seat belts.

Aviation-Event 2021 Bologna (BLQ) was hold on 27 August 2021 at the Palazzo Re Enzo in Bologna.

Fasten your seat belts because Aviation-Event took off for the first time in Italy, in Bologna. A “strategic airport” in the centre of Italy’s industrial north, Bologna (BLQ) ranks as the eighth-largest Italian airport by number of passengers. Located in the heart of the Emilian “Food Valley” and the automotive and packaging districts, the airport has a catchment area of about 11 million inhabitants and around 47,000 companies, with a strong propensity towards exports and internationalisation, alongside commercial expansion policies to Eastern Europe and Asia.

Aviation-Event 2021 Bologna was hold in the beautiful historical setting of Palazzo Re Enzo, and organized in collaboration with Bologna Welcome, the conventions & visitors bureau for Bologna’s metropolitan area. Presenting the destinations of Bologna, the Emilia-Romagna region and Italy itself, the conference brought together top international aviation and air transport systems, tourism, industry, media players and decision makers; on the agenda where discussions surrounding the most relevant and current challenges for the airport and aviation sector, sharing best practices on business, tech innovation, and the green economy, as well as analysis of present and future scenarios.

Nazareno Ventola, CEO, Bologna Airport



More Impressions

<https://bit.ly/3ivs1Q1>

VIP Reception

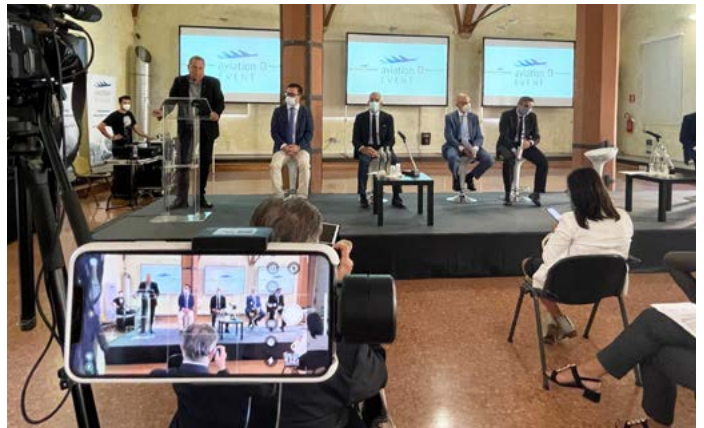


Aviation Media Award Ceremony



Impressions Press Conference

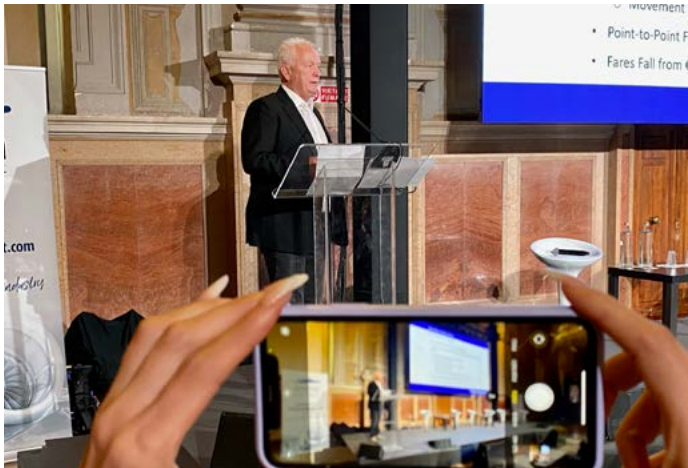
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Kick Off



Opening, Keynotes & Speeches



Panel 1 – Business Travel



This first panel covered the importance of a well-functioning industrial ecosystem for the recovery of business travel, supported by seamless travel connectivity, quality services for business travelers and a welcoming hospitality industry. Examples of travel-related cooperation and coordination within the industrial catchment area delivered tangible win-wins in Emilia Romagna, a land renowned for industrial excellence and strong territorial partnerships.

The panel reinforced the importance of the cooperation between the public and private sector towards restoring economic activity as the crucial precursor to the resurgence of challenged business travel demand.

Our moderator Andrea Giuricin, CEO of TRA Consulting discussed the topics with an elite group of representatives from Italy's business community, namely Ferrari International, Ducati, Bonfiglioli Group, Italian National Tourism agency and Presidents of Emilia- Romagna Region and Bologna Welcome.

Panel 2 – Road to recovery, Session 1



This panel focused on aviation as a key driver for economic recovery with a far-reaching catalyst effect on local and regional GDP. The sector's very own recovery is dependent on factors such as innovation capability, infrastructure development, digital transformation, seamless travel enabling technology at airports, health and regulatory aspects amongst many others.

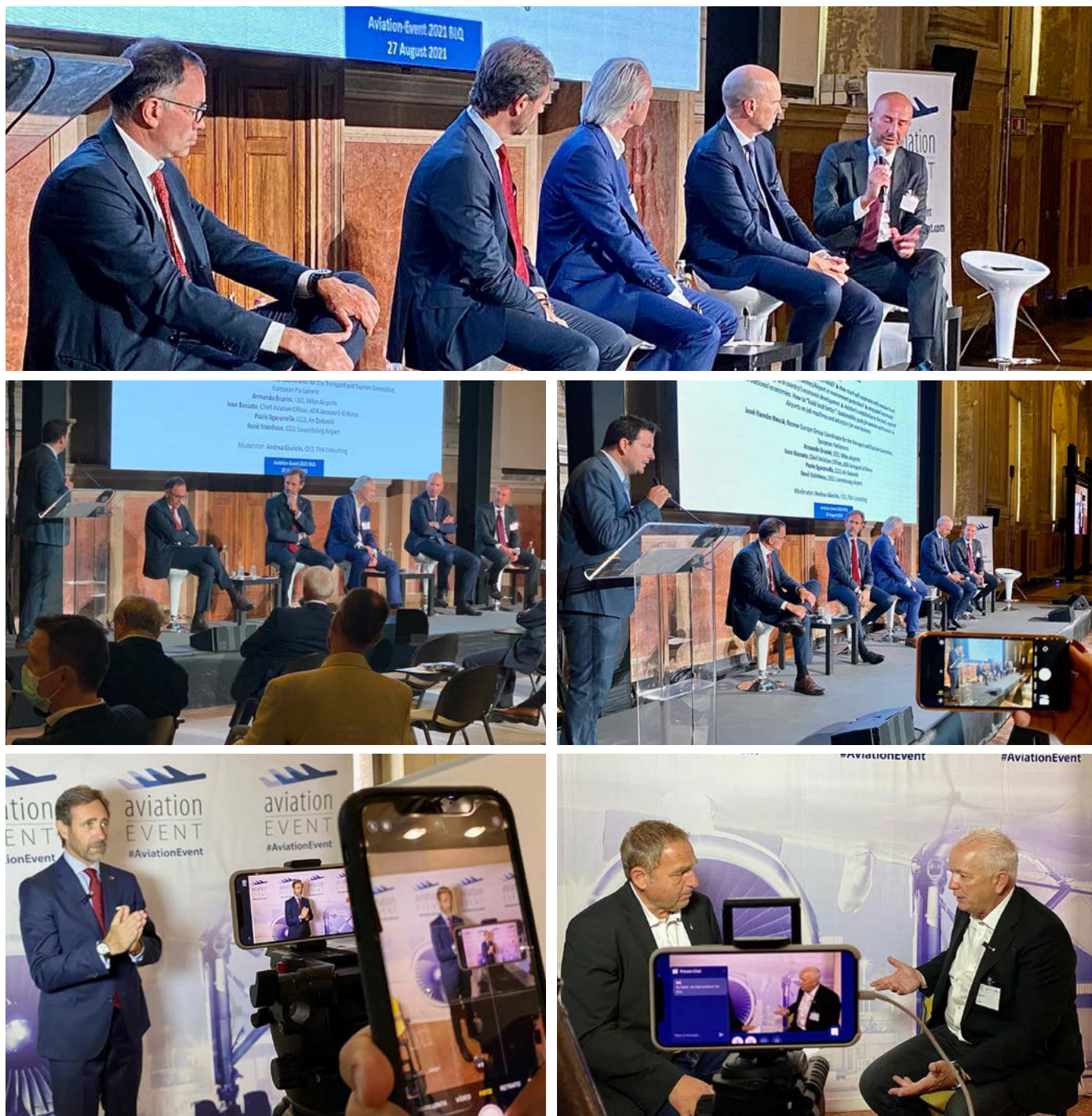
The "new normal" will be dependent on the traveler's confidence in travel safety of Covid-free flying, enabled by efficient and effective airport and aircraft safety measures and applied

common standards such as the successful introduction of the 'green pass'.

The panel was moderated by Rüdiger Kiani-Kreß, Aviation Journalist, Wirtschaftswoche. Panelists included senior leaders from SITA Europe, IBAR (Italian Board Airline Representatives), DHL, Salzburg Airport, Member of European Parliament, Gebr. Heinemann and Ryanair.

The collage consists of five photographs from the Aviation-Event 2021 BLQ. The top photo shows a panel discussion with four people on stage. The middle-left photo shows a moderator speaking at a podium. The middle-right photo shows a panel discussion with three people on stage. The bottom-left photo shows a moderator speaking at a podium. The bottom-right photo shows a panel discussion with three people on stage.

Panel 3 – Sustainability and Investments



This panel launched into an interesting reflection on the sustainability agenda in a post-Covid era. It stated the importance for the aviation industry to remain pro-active and in control of its progress while demanding its appropriate involvement in the formulation of future legislation. The panel touched on respective priority aspects such as the increasing importance of enabling efficient intermodal transport networks. Sustainability requires to attract ongoing investment from the private sector while governments need to continue to recognize the importance of aviation with airlines and airports delivering a major direct and catalyst effect

on local and regional economies and jobs. Concerted efforts and master plans are required to foster investor confidence, secure adequate governmental support and restore consumer confidence – all of which is required for the industry to rebound and return to pre-Covid growth.

Andrea Giuricin, CEO, TRA Consulting was the moderator for this panel with top representatives from the Transport and Tourism Committee of the European Parliament, Milan Airport, Luxembourg Airport, Roma Airport and Air Dolomiti.

Panel 4 – Shaping the New Normal



In the last panel an in-depth discussion was facilitated with a deep-dive into key factors for business model sustainability for the future which also touched on related issues such as infrastructure planning, economic policy and regulatory frameworks which strengthen sustainable aviation. This requires a close collaboration with government on the shaping of an adequate framework. to support structural sector transformation. Importantly, business resilience planning must also embrace highest levels of customer centricity.

The panel emphasized on the importance of a solid and holistic post-pandemic assessment to conclude on the learnings to improve business resilience planning and crisis management for future events. To be effective, these models need to be cross-referenced and aligned across stakeholders.

Karsten Benz of Alix Partners was the moderator for this panel, giving guidance and developing ideas together with senior participants from Lagardère Travel Retail, IOGR Skyexpress, Athens International Airport and the EU Commission.

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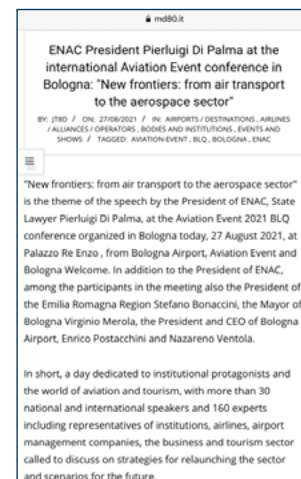
»Background discussions«

»Up close with journalists«

»Perfect platform for messages«

»Meeting place for multipliers«

Aviation-Event 2021 BLQ – Clippings



Aviation-Event 2021 BLQ – Social Media



Aviation-Event 2021 BLQ – Social Media

Anna Bettelli • 1st
Head of Bologna Convention Bureau, Sales & Marketing, Development, Budgeting | MBA Candidate
7h • Edited • 🌐

📍 Bologna is today the European capital of the Aviation Industry hosting the Aviation-Event 2021 BLQ in the stunning **Palazzo Re Enzo** 🏰 ...see more



Alice Brignani • 2nd
Public Relations & Digital PR | Digital & Social Media Marketing | Corporate Communication Specialist
8h • 🌐


Kick off! **Aviation-Event** in the beautiful Salone del Podestà in **Palazzo Re Enzo**.
First live event in 16 months for us. So nice to s ...see more



Enrica Sanna • 1st
Digital Communication - Press Office - Social Media
SMM - Internal Communication - Intranet
1d • 🌐

Ci siamo quasi!
[Rate this translation](#) • 🌐

We're almost there!



BLQ

Fri, Aug 27, 9:00 AM - 5:00 PM CEST
Aviation-Event 2021 BLQ

Athens Airport @ATH_airport

@Aviation_Event interview of Ioanna Papadopolou - Director Com & Marketing #athensairport with Marcel Riwalski at Radio Frankfurt and Radio Holiday.



17:40 · 27.08.21 · Twitter for Android

aviationeventmedia



Athens Airport @ATH_airport

@Aviation_Event 2021 - Bologna,
Panel 4 "Shaping the New Normal"
Ioanna Papadopolou - Director Com & Marketing #athensairport and
Vasiliki Christidi - Group General Manager #skyexpress



Ciudadanos Europa @Cs_Europa

✈️ "Desde las instituciones debemos escuchar a toda la cadena de valor del sector aeronáutico para avanzar hacia un transporte aéreo sostenible y competitivo en Europa"

@JRBauza ha sido el único representante político español presente en el @Aviation_Event de Bolonia !

[Translate Tweet](#)



Aviation-Event 2021 BLQ – Social Media

Aeroporto di Bologna @BLQairport

Armando Brunini CEO di @MiAirports oggi ad #AviationEvent parla di un "momento di confronto per immaginare l'industria del futuro" tra i temi della gestione dei protocolli sanitari e il recupero dei volumi e flussi turistici in chiave sostenibile" @SEA_Press @Aviation_Event

Translate Tweet



Armando Brunini
05:53 SEA - Aeroporti di Milano

Kurt Hofmann @HofmannAviation

#TVwork today here in Bologna @Aviation_Event. For example with Maria Elena Rossi from ENIT, National Tourist Board of Italy facebook.com/watch/live/?v=... @IATA @A4Europe @Ryanair @GabyAttersee #Italy



13:08 · 27.08.21 · Twitter Web App

Aeroporto di Bologna @BLQairport

Il Presidente della @RegioneER @sbonaccini intervenendo ad @Aviation_Event conferma l'impegno per garantire risorse agli aeroporti duramente colpiti dalla pandemia. Previsti 25 milioni di euro per l'Aeroporto di #Bologna #AviationEventBLQ

Translate Tweet



Stefano Bonaccini
0:40 Jente Regione Emilia-Romagna

641 views

Aviation Event @Aviation_Event · 7h

Nazareno Ventola, CEO of Bologna Airport, speaks at Aviation-Event 2021 BLQ

"The learnings of the Covid pandemic should be seen as an opportunity for the industry to come back even stronger and reach completely new levels of resilience management for the future."

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2

Aeroporto di Bologna @BLQairport · 1d

Aviation-Event 2021 BLQ: la presentazione alla stampa 📰 e le voci dei protagonisti. 📺 Guarda il video! youtu.be/q2nzyB-uHCE @Aviation_Event @BolognaWelcome @cciaa_bo @EnacGov @nventola

3 7


Aviation Event @Aviation_Event · 1d

The team of Aviation-Event (Kurt Hofmann, Aviation-Event Supervisory Board Member), Schalischa Laura Weiss, Aviation-Event Junior Project Manager) with Eddie Wilson (CEO, Ryanair) from the Press Conference of Ryanair in Bologna. Follow us for more updates! #AviationEvent #Ryanair



Marconi Express @MarconiExpress

A warm welcome to the participants to the @Aviation_Event 2021 Bologna (BLQ), that will take place in the beautiful historical setting of #PalazzoReEnzo. Can't wait to have them on board and offer the quickest transfer available to reach the center of #Bologna from @BLQairport.



27 AUG 2021 BLQ

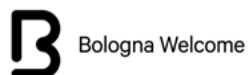
Aviation-Event 2021 BLQ
27 August 2021 | The Re Enzo Palace in Bologna

08:57 · 27.08.21 · Twitter Web App



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SAVE THE DATE

Upcoming Event

Aviation-Event 2021 CLJ

Date: 07 December 2021

Venue: Cluj International Airport

Book your Early Bird Ticket through info@aviation-event.de

Price: 199 Euros + VAT

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