

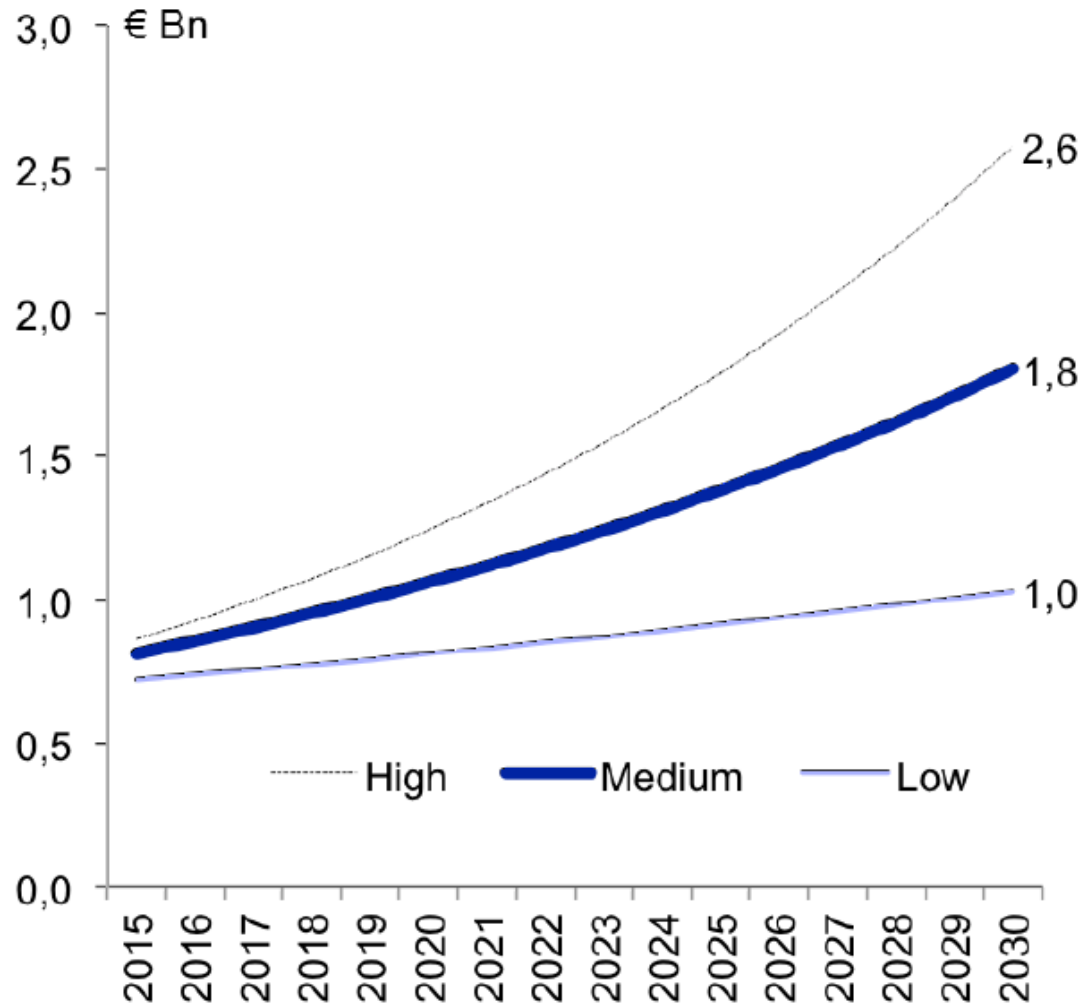


La sostenibilità dell'Impresa spaziale nazionale: rischi ed opportunità in un contesto di veloce evoluzione.

Giovanni Sylos Labini
Presidente AIPAS

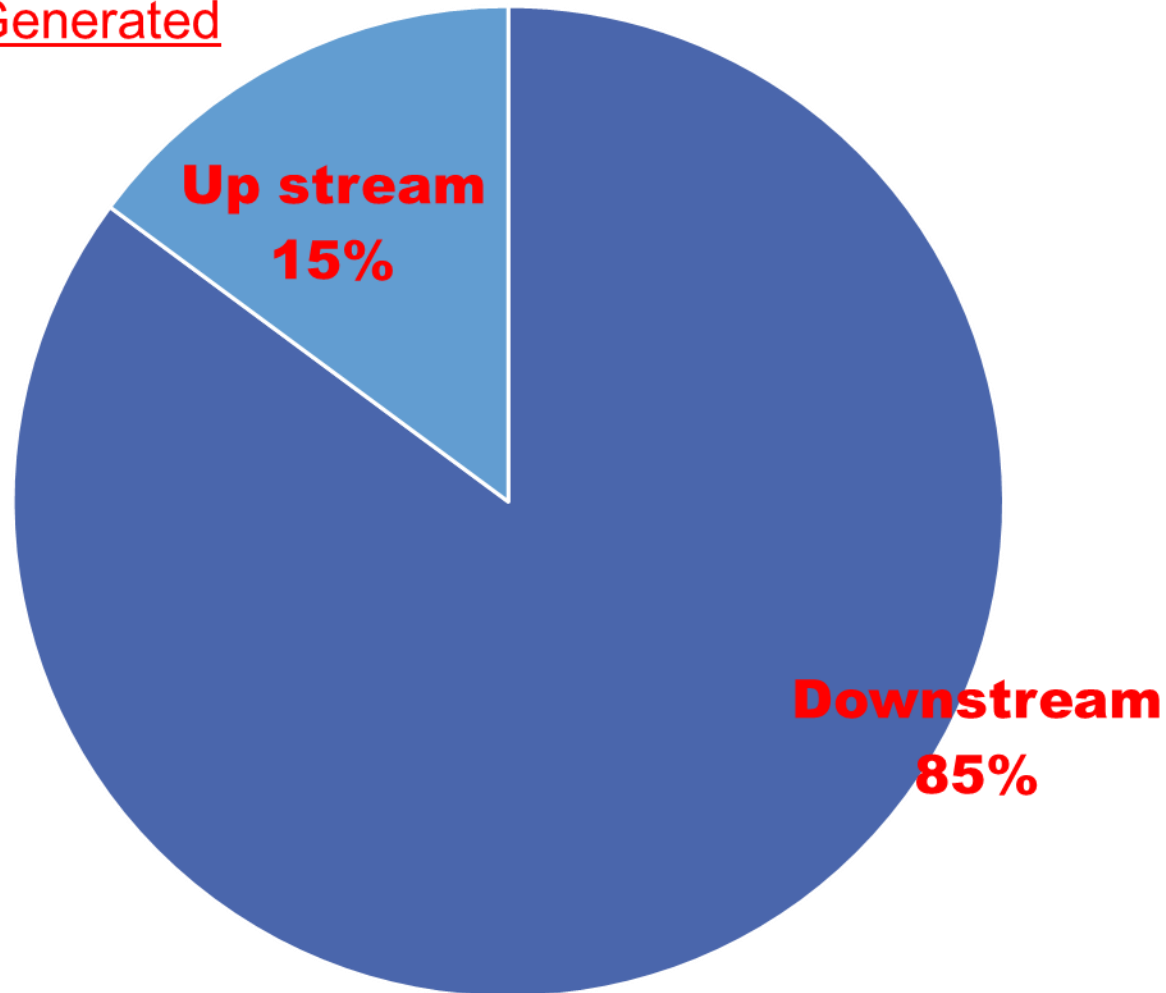
Copernicus Downstream Potential

Yearly
Turnover
B€



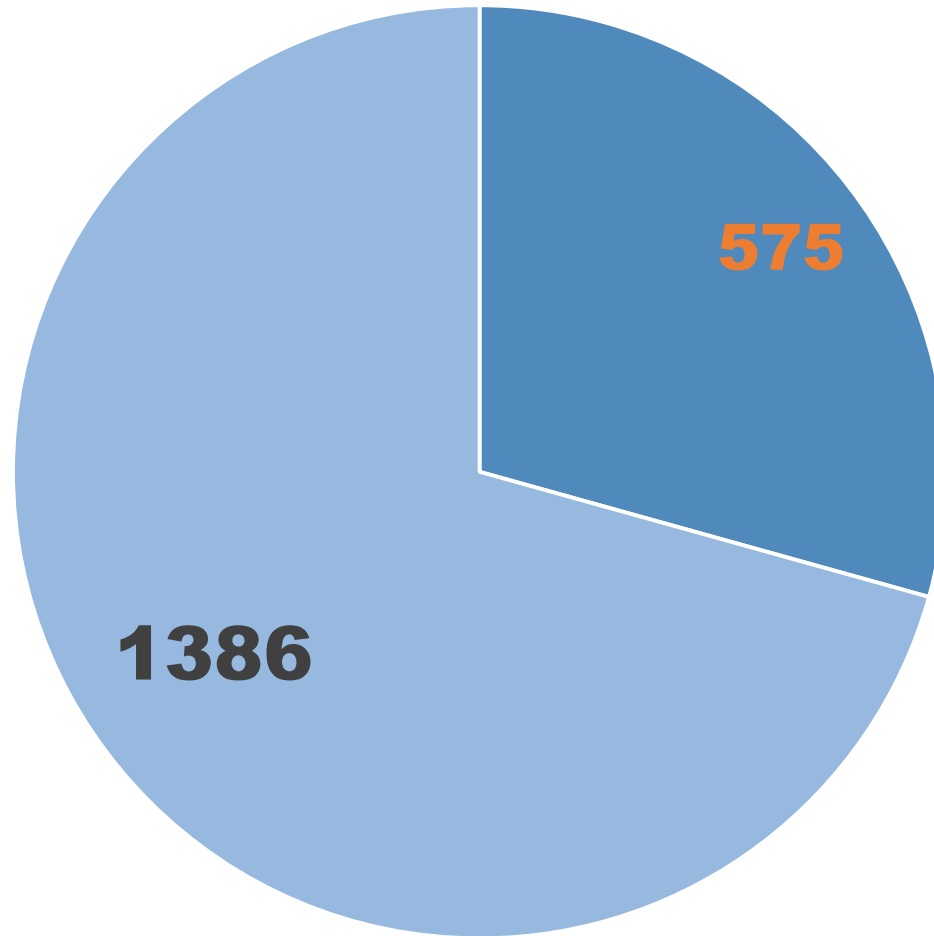
New Job Generated

14.800 New Job Generated



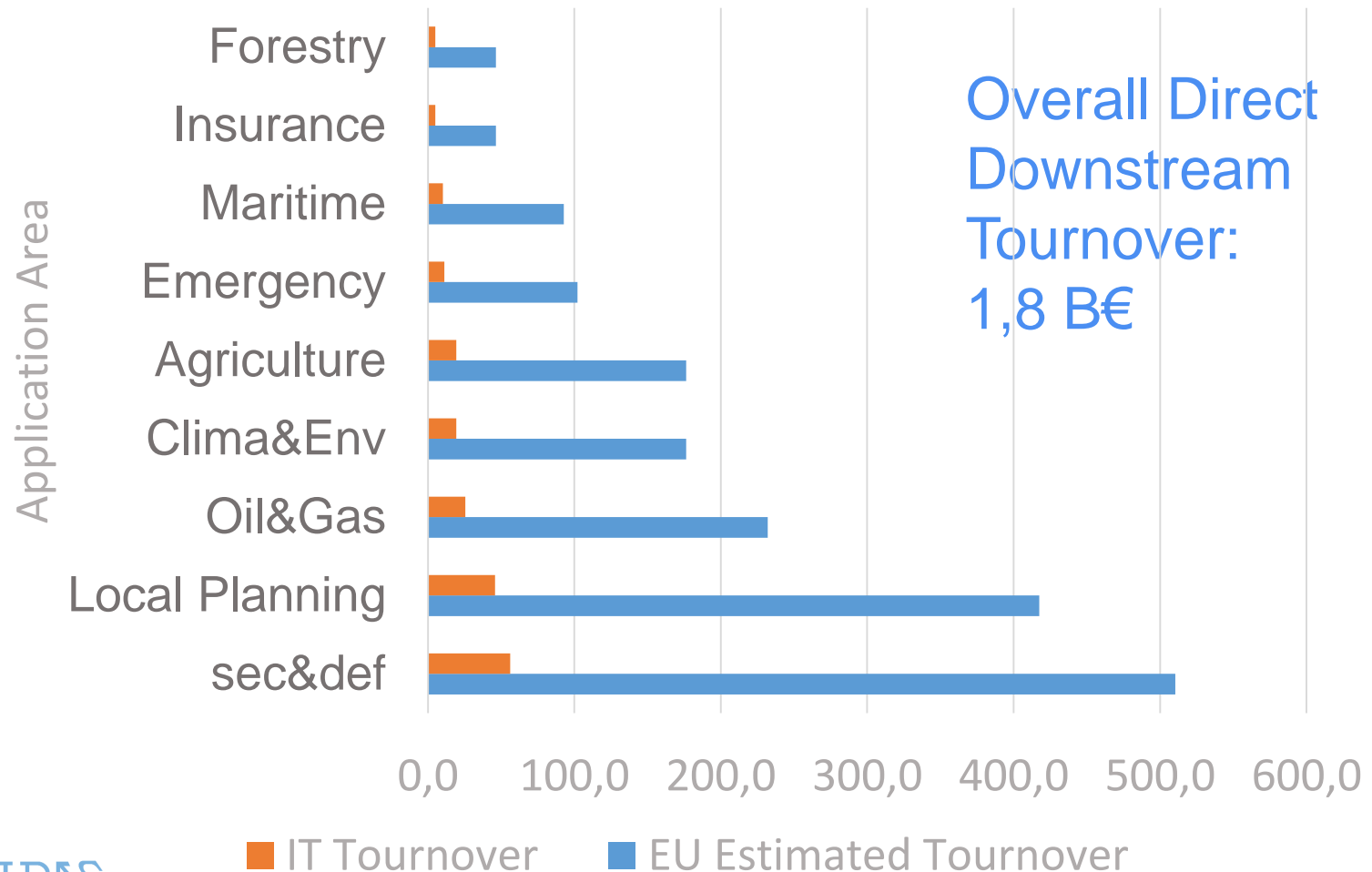
Impact in Italy

Expected
New Job
Created in Italy
by 2030



How big the potential Business?

Production Value By Application M€

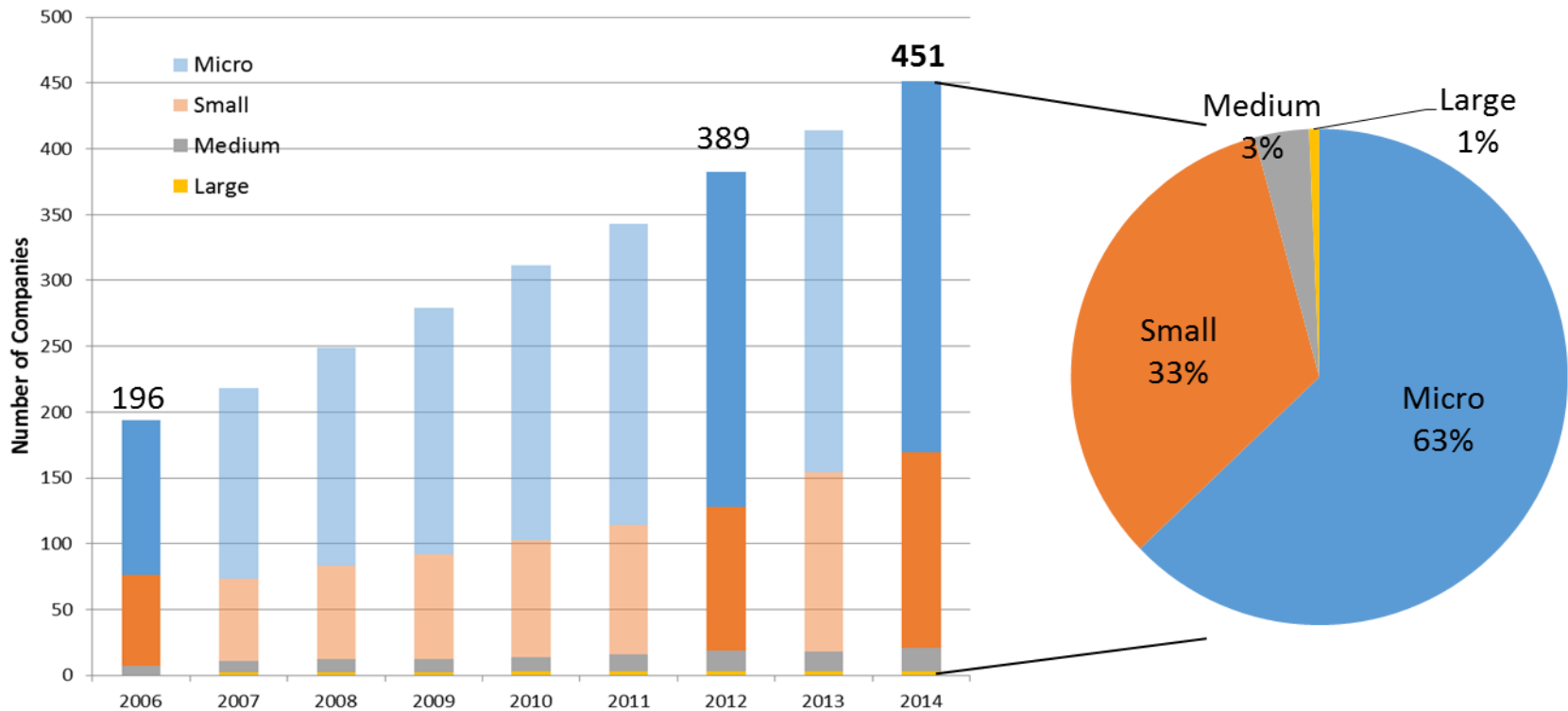


So everything OK?

3 Question to Answer

- Is European DS industry ready to intercept this demand?
- Considered that 80% of this demand is public, are EU (and IT) PA aware?
- In case of failure will be the Up Stream Sustainable?

EO Service Companies in Europe and Canada

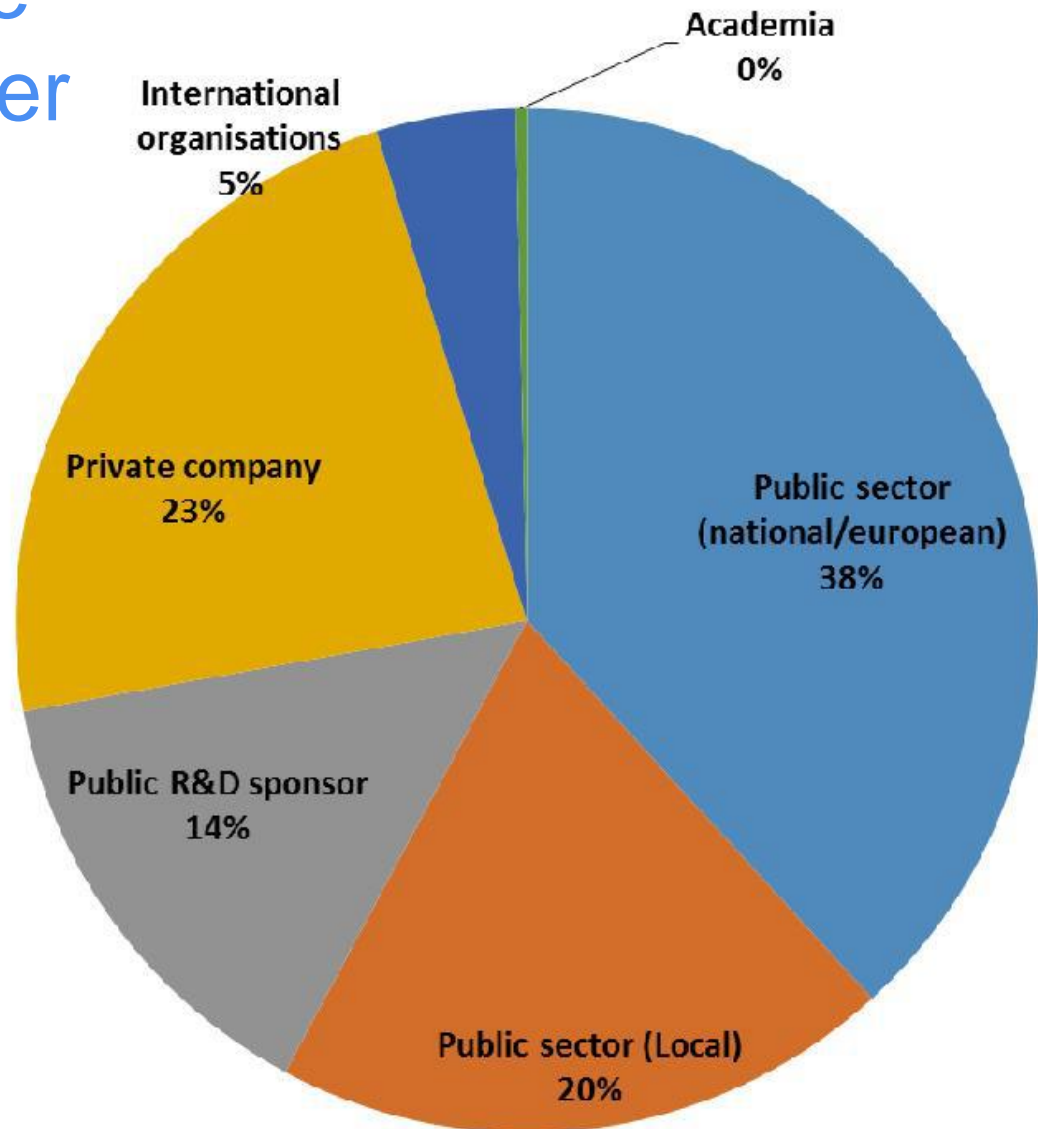


Over 95% of companies have less than 50 employees and over 60% less than 10.

Public is the Key Customer

72% of revenues are coming from public sector customers

- Only 23% are coming from commercial customers.
- 14% is from R&D sponsorship
- Represents 83% of the revenues reported in the full survey and 61% of the total sector revenues



From EARSC EO Industry Survey 2015

EO SMEs

- pro action more than protection:
 - Level playground
 - Access to private equity
 - Straightforward communication
- Unlock the innovation power of sme:
 - Remove red tape
 - Remove unfair competition from public
 - Explore new innovation approach

How Competitor Succeeded?

- Favorable Regulatory Framework
- Committed, long-term, “Anchor Tenant” to help attract outside investors
- Viable channels for commercialization of excess capacity
- Commitment to High Service Levels
- Good availability of skilled and well educated people
- Mutual trust and long term outlook

The European Way

- Europe can't afford a D anchor tenancy
- EU should leverage on “Diversity”
- EU should build an ad-hoc regulatory framework
- EU MS should take an Entrepreneurial approach

Why EU can't afford a D anchor

- The US choice of supporting GEOEYE descent from strategic considerations
- DoD Business Case targeted single application – single business
- EU-MS Target multiple demand / application
- EU DS industry made by small subject
- EU a Soft Power

EU leverage on “Diversity”

- EU and MS demonstrate the most complex multistate union in the world:
 - 28 members states (and relatives : ambition,culture,lifestyle...)
 - 24 different languages
 - In excess of 1000 Regions
- Not only IMINT, but environment,clima, risk, security, agriculture etc..

Build a Regulatory Framework

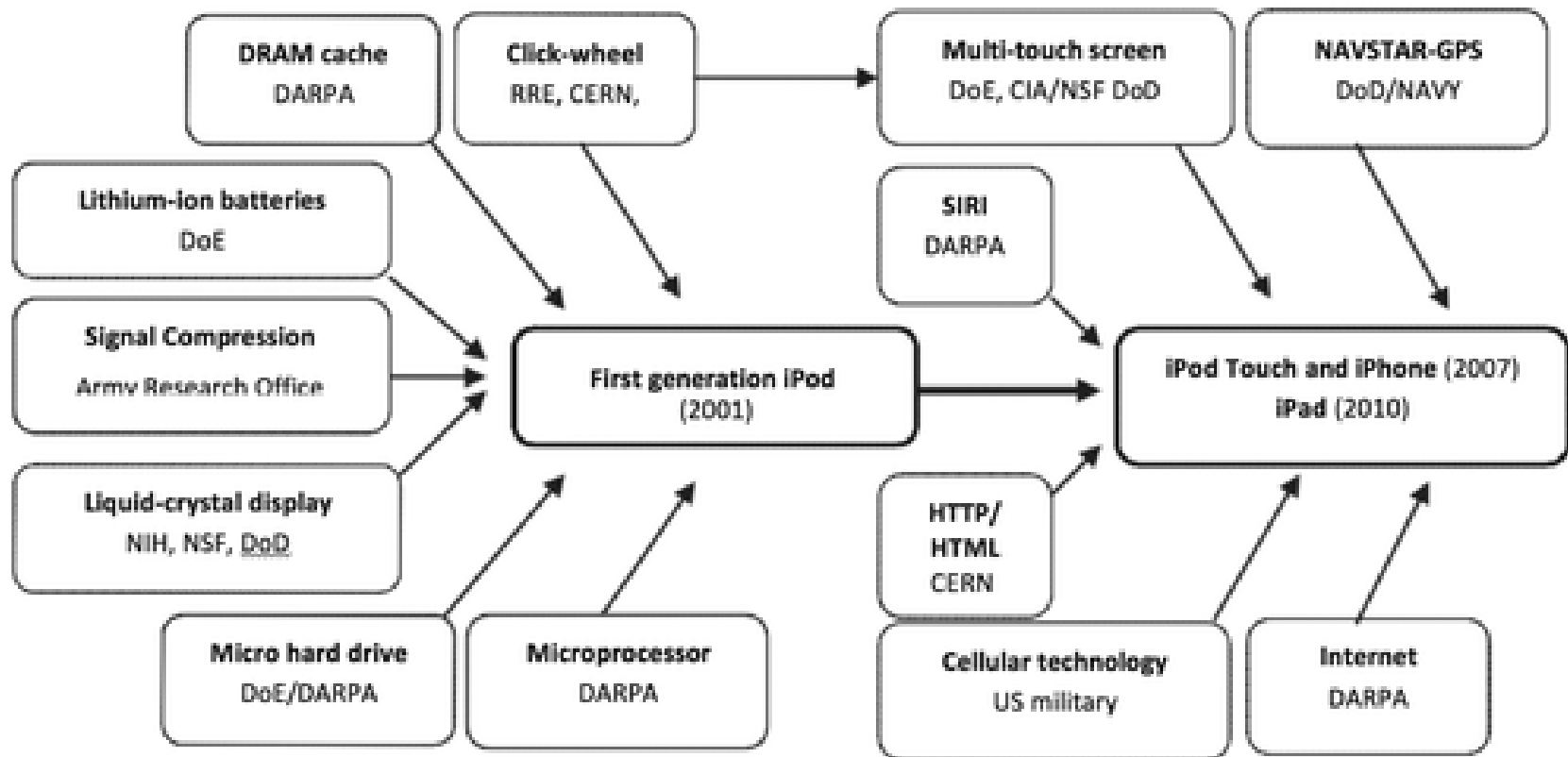
- Copernicus Regulation a good start
- Space App should be “legally” enforced
- The FODP extended and enabled

EU / MS should act in Entrepreneurial way

“If we actually look at the few countries that have achieved smart, innovation led growth, you’ve had this massive government involvement”

(From Lunch with the FT: Mariana Mazzucato FT.com)

The State in your I-Phone



(Source: Mazzucato (2013a), *op. cit.*, 109)

Financial Resources

- Align different funding option:
 - National
 - H2020 & Copernicus
 - ESA
 - ESIF- Regional and Multiregional
- Long-term, “Anchor Tenant” to attract “patient” investors (EIB, Junker, etc...)

Conclusion

- A big opportunity of growth exist in the Copernicus Downstream
- The actual EU EO industry is not in the shape of intercept it
- Diversity of EU a competitive advantage on global scale
- A long term government led investment in downstream is vital for up stream survival