



# **Fundamentals of Airport Real Estate Zurich, 18-20 November 2024**

## **Course Program**

*\*\*\*Please note that this course program is preliminary and subject to change\*\*\**

**Monday 18 November**

17.00 Welcome Reception

**Tuesday 19 November**

08.30 Coffee & Registration

09.00 **Welcome to Zurich Airport**

*Lydia Naef, Chief Real Estate Officer, Zurich Airport*

09.05 **Introduction**

*Max Hirsh & Pieter van der Horst*

- overview of course content and goals
- outline of course modules and learning outcomes
- introduction of instructors, expert panelists, and participants

09.30 **Module 1. Key Drivers of Airport Urbanism**

*Max Hirsh*

What you will learn:

- how innovations in the airport business model drive airport area development
- the basic principles of airport urbanism (AU)
- the key drivers that determine the success or failure of airport real estate projects
- how to apply a customer-focused approach to positioning and procurement

11.00 Coffee

11.30 **Module 2. Airport Real Estate Models and Product-Market Combinations**

*Pieter van der Horst*

What you will learn:

- airport real estate business strategies and organizational models
- airport real estate products, service levels, and product-market combinations
- how to structure partnerships to achieve mutually beneficial outcomes

13.00 Lunch

14.00 **Work Session 1. What are Your Organization's Goals? What are the Challenges?**

15.15 Coffee

15.30 **Expert Panel. Hotels & Cargo: What Drives Success?**

*Rita Brogle, Head Hospitality, Owner Representative, Hotels & Convention, Zurich Airport*

*Heidi Köpple, Head Commercial Centers, Zurich Airport*

*Marco Rutz, Head Portfolio Management, Zurich Airport*

*N.N., hotel operator*

*N.N., cargo operator*

What you will learn:

- success strategies for key airport real estate products
- hotel & MICE development from airport / operator perspective
- cargo development from airport / operator perspective

17.00 End of Day 1

19.00 Welcome Dinner

### **Wednesday 20 November**

#### **09.15 Module 3. Study Tour: Airport City Development in Action**

*Stefan Feldmann, Head The Circle, Zurich Airport*

Meet at The Circle Showroom

Participants will take a study tour of The Circle, including meetings with business owners, employees, and end users.

What you will learn:

- The Circle's business model and development stages
- why businesses choose to locate at the airport
- the needs and desires of business owners, employees, and end users
- mixed-use approaches to build a vibrant mix of tenants

10.45 Coffee

#### **11.00 Module 4. A Global Perspective on Airport Cities**

*Daniel Bircher, Managing Director, Zurich Airport International*

What you will learn:

- concessions operator's perspective on airport real estate
- concessionaire investment criteria & development challenges
- how to localize airport city concept for different markets
- case studies from Europe, South America & Asia

12.00 Lunch

#### **13.00 Work Session 2. Airport Real Estate in Action: Developing an Airport Hotel**

Working in groups, participants will plan the development of a new hotel at XYZ airport.

What you will learn:

- how to build a business case for a key airport real estate product
- how to choose the right development model, based on XYZ's organizational profile
- how to select appropriate plots, based on XYZ's land assets & development timeline

14.30 Coffee

#### **15.00 Closing Discussion & Graduation**

16.00 End of Day 2

#### **Optional: Stay Another Day!**

Enjoy the opening festivities of Zauberpark at The Circle, launching on Thursday 21 November. For more information, please visit [zauberpark.ch](http://zauberpark.ch).