

Press Release

BOLDtalks Innovation 2019: Airbus to lead discussions on future industry trends and advances in innovation

Experts will highlight the opportunities and challenges associated with autonomous flight technologies and the future of smart cities

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Dubai, United Arab Emirates, 10 November 2019 – Airbus has today announced the seventh edition of its partnership with the intimate and impactful discussions, BOLDtalks which will take place a day before the start of Dubai Airshow 2019. BOLDtalks Innovation will take place on Saturday, 16 November 2019 and will see seven speakers take the stage to discuss a variety of fascinating and future-focused topics covering a wide range of sectors.

BOLDtalks Innovation brings together business leaders, research experts, product developers, designers, and innovators to tackle some of the most important industry and societal challenges. They will analyse current trends, highlight private sector advances and government engagements within the innovation space. They will also look at the obstacles, triumphs, and inspiring solutions available through a selection of some of the most captivating regional and global case studies.

This year's roster of featured talks include discussions on the governments' role in enabling innovation and the potential impact caused by regulation. The event will highlight how cities are evolving through innovation and the impact that smart cities will have on citizens. Airbus will also be showcasing cutting edge technology that could reduce aviation emissions along with the opportunities and challenges associated with autonomous flight technologies, while the development of marine biotechnology and how drones are a gateway for data-driven agriculture are also high on the agenda.

Mikail Houari, President, Airbus Africa and the Middle East commented: 'Our partnership with BOLDTalks is all about engaging conversations on innovation and its relevance in advancing societies for a sustainable world. We are just as eager to learn from the wisdom of our peers as we are to share our insights and experience. The purpose is to demonstrate how innovation is vital to the modern-day economy. The ability to resolve critical problems, especially in developing countries, depends on innovation.

"What we create at Airbus influences the lives of millions of people around the world. We manufacture products that improve and change the future for the better. The mix of active citizenship and open innovation has made Airbus a leader in the aerospace industry and innovation happens when great ideas, people and challenges intersect," added Houari.

BOLDtalks is about delivering deeper levels of understanding of diverse topics. The experts who will be leading the discussions at BOLDtalks Innovation 2019 include Philipp Lemmerz - Director in PwC's Public Management Consulting Practice, Omar Al Hashimi - Head of Knowledge Management and Innovation Team at Abu Dhabi Municipality. It will also include

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Sana Bagersh - Government Innovation Advisor and CEO of BrandMoxie, Arne Stoschek - Project Executive at Acubed by Airbus, Dr Sandra Bour Schaffer - Ho Airbus Group Demonstrator and CEO of Airbus ExO Alpha. Dr. Kawther Ibrahim Ali Al-Belushi - Bioeconomy Cluster Lead in Ejaad Establishment, Peter Gould - CEO at Zileej and Dr Ali Elbattay - Chief Innovation Officer at Falcon Eye Drones will also be some of the guest speakers at BOLDtalks.

BOLDtalks Innovation 2019, will take place at the Dubai Knowledge Park Auditorium, Saturday, 16 November 2019 at 5.00pm. BOLDtalks Innovation 2019 is free - [register to attend](#)

For more information, visit www.boldtalks.com/en or get in touch info@BOLDtalks.com.

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For more information about Innovation at Airbus, please click [here](#) or insert directly in the press release appropriate hyperlink of the aircraft family product under its name

About Airbus

Airbus is a global leader in aeronautics, space and related services. In 2018, it generated revenues of € 64 billion and employed a workforce of around 134,000. Airbus offers the most comprehensive range of passenger airliners. Airbus is also a European leader providing tanker, combat, transport and mission aircraft, as well as one of the world's leading space companies. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide

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