

FACE-TO-FACE WITH:



Max Bouchet
Chief Analyst
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Max Bouchet is Chief Analyst at Conway. In his role as head of the Analytics division, he manages statistical analysis related to economic development, corporate investment and global rankings, including the annual World's Most Competitive Cities Report. Max oversees the global expansion of Conway's investment projects database and the development of the Conway Analytics Report, a monthly report on global investment activity. His research focuses on location competitiveness and the motives behind investment decisions across industries.

He graduated from the leading Paris Institute of Political Studies (Sciences Po Paris, France) with a bachelor's degree in Political Science and a Master of Public Affairs. He speaks French, Spanish, and is an assiduous student of Mandarin Chinese. He also studied one year at Shanghai-based Fudan University. Max lived in several countries (United States, France, China, Thailand) and he currently resides in Atlanta, Georgia, where he works out of Conway's global headquarters.

Max enjoys hiking in the Georgia mountains and is gearing up for his fifth marathon.

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In your own opinion, why do you think Free Trade is important to the development of airport cities?

Over the past 30 years, countries with the fastest growth have been those with the fastest growth in international trade. As business and transportation hubs, airport cities benefit even more from quicker and greater merchandise flows.

Reductions in tariffs and non-tariffs barriers have a significant economic impact, making locations more attractive to trade and investment but also creating new industries.

Beyond passengers, global airports are also global cargo hubs. By integrating Free Trade Zones, airports offer companies streamlined transactions and reduced operating costs which make the region they serve more accessible and competitive.

What do you feel are the most likely scenarios or changes that the airport city or aerotropolis industry will face in the next 5 years in Europe?

Noise, air pollution and energy efficiency are critical issues both in real and perceived terms. Sustainability must be must considered as a priority by airport cities developers, with a transparent and inclusive planning process at their core.

Otherwise, the development of new airports can be easily hampered by the lack of support from the public opinion (see the stalling project “Aéroport du Grand Ouest” in France, which is causing a great outcry with high political and economic costs).

What do you think is the role of UBM Airport City (ACE) and how does this benefit the industry?

UBM Airport City (ACE) is the ideal platform to gather experts and economic developers from around the world to share ideas and best practices. It also contributes to a better understanding of the concept of Airport City.

The 13th Five-Year Plan announced the construction of up to 50 new airports in China. Organizing the conference in Qingdao is timely as new standards are being set for these future infrastructure investments.

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