

Space Activation Programme

Scotland's Space Day took place on the 20th October 2021 in the UK Pavilion Inspiration Gallery, and aligned with Expo's thematic "Space Week". The Space programme was hybrid and the team worked with event agency Bray Leino to ensure that the full programme could be accessed both in person and virtually.

The day consisted of five sessions:

1. Minister McKee Key Note Welcome & launch of Scotland's Space Strategy
2. Scotland's Collaborative Ecosystem
3. The role of academia in Scotland's Space Ambitions
4. Sustainable Space
5. Tartan Space Pitches.

For the Tartan Space Pitches an application process was developed which invited Space companies to apply for the opportunity to come to Expo and be part of the Tartan Space Pitch session (and wider Space programme). In total six companies were successfully chosen [**Trade in Space, Craft Prospect, Ecoscene, Skyrora, Prestwick Spaceport & Spelfie**], and these companies were funded to support flight and accommodation costs. Prior to the event a Global Scot Coaching session was organised by the Expo and GlobalScot teams to prepare and coach the companies for the pitching event.

Outcomes

The overall cost of delivery was £58,256 and resulted in a range of tangible outcomes and future collaborations that are being progressed as well as a significant level of media exposure for Scotland and Scotland's Space Sector.

- Total 160 Attendees - 80 attendees in person + 80 virtual attendees.
- The 6 Scottish Companies who travelled to the UAE for our Space event made over 50+ new connections as a result of this event
- 16 Potential new customers made, and 10 potential JV partners identified.
- Over £5.7m worth of new business value was forecast from the 3 companies who quantified the value as a result of participating at Expo.
- A Survey was issued to audience members, of those that responded, 67% were very satisfied, 25% satisfied, and 8% neither satisfied or dissatisfied

Highlights

Scotland's Space Event at Expo 2020 was nominated as the "event of the day" across the Expo site during Space week. A significant achievement given the scale and volume of events that took place on the 20th October.

The event was wide reaching in terms of the audience due to the international nature of the event and was beneficial at targeting multiple priority countries at the one time. Attendees

were from fifty one unique companies, and from thirteen different countries. The quality of audience was strong, with attendee's from MBRSC, a sizeable delegation from The UAE Space Agency, and other National Space Agencies.

The Press and PR coverage from this event was outstanding, launching the Scottish Space Strategy was a significant advantage in terms of the coverage that was made around this.

- 24 pieces of positive media coverage in both English and Arabic.
- A total of 1.63m estimated online coverage views, 43 social shares and broader reach of 867 million.
- A Space video which highlighted Scotland's potential in the space sector was launched on the day.
- Post event tweets were shared including a video summarising the overall event which reached over 3,900 impressions
- Daniel Smith, founder of Astroagency was interviewed on CNN & Expo TV where he talked about Scotland's space strategy, industry capabilities and the importance of international collaboration

The event highlighted and showed to Scotland (officials and companies) the scale, ambition, and multitude of opportunities in the UAE Space sector.

The Scottish Space delegation secured an invitation to multiple events across the Expo site during Space week, this included a reception hosted by The UAE Space Agency, where SG & SDI officials meet with the Director General of the UAE Space agency.

A successful trade mission programme on the 19th October saw the delegation meet, pitch and make new connections with The Mohammed Bin Rashid Space Centre, DTEC & Heriot-Watt University Dubai.

Successes to date following the Event

- Trade in Space returned to the UAE as part of the Climate Tech Mission/Event and are seriously considering setting up an entity in the UAE (in the DMCC Free zone).
- Astroagency and Azurx have signed a collaborative partnership agreement which will open up opportunities between Scotland and the UAE Space sectors <https://www.scotsman.com/business/edinburgh-firm-behind-new-tie-up-to-boost-fortunes-of-global-space-industry-3685543>.
- A Sustainable Space Trade Opportunity, led by the UAE Space Agency was shared with Scottish Space companies following the event.
- As a result of the successful Space Day the focus of our Climate Tech Day in March shifted to featuring earth observation/satellite data as a key component of the programme. This allowed us to showcase how space can play a vital role in monitoring climate and agriculture to achieve net zero ambitions.

Learnings

There are significant opportunities to be exploited in the UAE Space sector, however the importance of Government to Government relations in driving Trade & Investment opportunities remains paramount. Nicholas Maclean, Scotland's Trade Envoy commented

“There was pleasant surprise at Scotland’s scientific innovation particularly in areas which are of particular interest to the UAE, for instance, space technology, digital health and alternative forms of energy, all of which, can attract UAE governmental investment. This investment however requires a strengthening of the G2G relationship”

Cross over sector opportunities – space data and technology can play an important role in monitoring agriculture, climate, marine, energy, weather etc. We have an opportunity to engage with these other sectors and highlight how space enabled technology can benefit them.

Having a specific sector representation speaking about the sector as a whole was essential and highly beneficial. Bringing in the UAE perspective into our panels was also a wise inclusion.

The event was heavily publicised through social media channels and utilising in market connections, the relentless efforts to drive promotion of the event led to the strong numbers of attendee’s that came to the event both in person and online. Having a PR agency was critical to the media coverage that we received for Space.

Bringing in external consultants to develop the programme brought invaluable benefit to the programme development and outreach process to the Scottish ecosystem.

The financial support to the companies was essential, without this recruitment for a non - standard trade show/mission; Expo being an unknown for many, and during Covid times would have been a challenge.

There was significant interest and attendance at The International Astronautical Congress which followed Expo’s space week with representatives from leading Space Nations, Governments and Space organisations.

The application process to select the companies worked well, and feedback on the Global Scot pitching coaching was very positive:

“The Global Scots team were great; they are such an advantage to have on side. Their help to tweak the pitch and confirm how to zero in on the messaging I was trying to put across. The dry run at D-Tec and then the pitching session were invaluable experience. A big thank you to all the team involved in putting it together.” **Ecoscene**

Recommendations & Next Steps

Ministerial engagement with UAE Space Agency for future Minister visits or alternatively consideration of an inbound mission from key UAE Space/Government representatives. SDI Science & Technology in market resource should be used to build on the relationships made and take that forward.

We should consider Scotland having a presence at future larger Space Events such as the International Astronautical Conference (IAC) or consider hosting them in Scotland to reap further economic benefits.

Participants

Nine representatives from eight organisations attended physically:

- [Mick O Connor](#), Programme Director [Prestwick Spaceport](#)
- [Robin Sampson](#), Founder and Managing Director [Trade in Space](#)
- [Prof Iain Woodhouse](#), Professor of Applied Earth Observation & chair of the Scottish Space Academics Group (SSAG) [University of Edinburgh](#)
- [Dr Sonali Mohapatra](#), Space Applications Lead [Craft Prospect](#)
- [Daniel Smith](#), Founder and Creative Director [AstroAgency](#)
- [Derek Harris](#), CEO of [Ecosene](#) & Business Ops Manager of [Skyrora](#)
- [Katie Miller](#), Head of Communications and Engagement [Skyrora](#)
- [Chris Newlands](#), Founder and CEO [Spelfie](#)

Virtual attendee's invited and represented in the programme were:

- [Hina Khan](#) Project Coordinator [Spire Global](#)
- [Roy Kirk](#) Project Director, [Space Hub Sutherland Highlands & Islands Enterprise](#)
- [Kristina Tamane](#) Space and Satellites Business Development Lead [University of Edinburgh](#)
- [Peter Anderson](#) Vice President Of Business Development [AAC Clyde Space](#)
- [Arun Arumugam](#) Head of Sales [Astrosat](#)
- [Dr Prashanth Marpu](#), Tech Lead of Space Programme [Group 42](#)
- Dr Hamad Al Marzooqi Project Manager - Emirates Lunar Mission (ELM) [Mohammed bin Rashid Space Centre](#)
- [Sa'ad Homoud](#) Head of MENA [UK Satellite Applications Catapult](#)
- [Peter Young](#) CEO [Global Surface Intelligence](#)
- [Yvette Hopkins](#) Executive Vice President [SaxaVord Spaceport](#)
- [Dr Jinglang Feng](#) Lecturer [University of Strathclyde](#)
- [Dr Patrick Harkness](#) Professor of Exploration Technology [University of Glasgow](#)
- [Dr Malachy Devlin](#) CEO [Celestia UK](#)
- [Prof Catherine Heymans](#) Astronomer Royal for Scotland & Professor of Astrophysics [University of Edinburgh](#)