

## The sixth HISPASAT conference on Space Communications in UIMP

- **The discussions this year will focus on "The Challenge of Efficiency in the Satellite Business: The Path of Innovation" with more than 35 aerospace and telecommunications participants.**
- **The collaboration between government and industry, the importance of innovation for the development of the satellite sector and major technological developments and challenges faced will be analyzed.**

**Madrid, 24 June 2013.-** This morning saw the opening of "Sixth Space Telecommunications Conference" at the International University Menéndez Pelayo (UIMP) organized by HISPASAT, the Spanish satellite operator. Discussions this year will focus on "The challenge of Efficiency in the Satellite Business: The path of innovation" with aerospace companies both Spanish and internationals in this meeting in Santander.

Carmen Vela, Secretary of State for Research, Development and Innovation, and Elena Pisonero, president of HISPASAT will participate in the opening ceremony. Pisonero pointed out that the lack of an innovative culture is one of the main problems of the national productive system. According to her, *"not to invest in innovation involves betting on what is already known, but this short-term view of business activity can be fatal for the future"*. She said that we must lose the fear of innovation, *"an intangible value only comes about if you stick to the success of those companies that have invested in this field"*. For the president of HISPASAT, an effort in innovation is required in the field of satellite telecommunications, as traders are, she says, *"the focus of a live scheme, constantly growing and evolving, so we must meet their project communication needs of the future society"*.

Efficiency and innovation are two major terms when establishing a virtuous cycle in the development of technological fields such as satellite communications. An industry of this type, which is characterized by high competitiveness, is forced to offer a combination of great ideas and good economic performance.

It is also a sector with a long development and production cycle, in which the investor makes a considerable effort. Therefore, cooperation between governments, agencies and industry to collaborate on a roadmap through which they can offer competitive products and high performance is essential today. In the six working sessions of the sixth Space Telecommunications Conference the top executives of major companies (launchers, manufacturers and operators), as well as government representatives, discuss multilateral cooperation between them, as well as the importance of innovation for the development and competitiveness of the satellite sector and major technological developments and challenges faced with proposals a plenty that can eventually set a trend across the aerospace sector.

### **About HISPASAT Group**

HISPASAT Group is made up of companies with a presence in Spain as well as Latin America, where its Brazilian affiliate, HISPAMAR, commercializes its services in Latin America. The Group is the leader in the diffusion and distribution of content in Spanish and Portuguese, including the transmission of important digital Direct-To-Home (DTH) and High Definition Television (HDTV) platforms. HISPASAT is one of the most important companies in the world in its sector by revenue and the main communications bridge between Europe and America.