

Workshop 22nd June: Creating the Marketplace Alliance for EO services

How can the Marketplace Alliance for EO Services help develop the European EO services Industry?

June 22nd, Brussels

VENUE: SOST-CDTI (www.sost.es), Rue du Trône, 62, 7th floor, 1050 Brussels, Belgium

In the recent position paper, EARSC declared its intention to help the industry develop a new Marketplace through which to offer services. Over the next 6 months, EARSC will study the basis on which this could be established; legal, technical, business issues. A Marketplace Alliance is foreseen as offering a structure to oversee and possibly operate the marketplace.

Our vision is to help overcome the fragmentation in the European industry, and enable companies to develop their business in a global market by providing:

- A common identity where buyers can find European EO services, data and products of all kinds;
- Appropriate technical, legal, organisational and operational structures in place for the Marketplace to function;
- Operational platforms that link Copernicus and other geospatial data sources (public and private) on which to build EO Services;
- An environment whereby private initiatives can flourish.

Our first step is to undertake a stakeholder consultation to understand better what roles the Marketplace should offer and where it can add value. This workshop will offer a golden opportunity to exchange views and to gather the thoughts of both companies – members of EARSC – and other selected stakeholders to be invited.

Members of a series of panels will present specialist views and stimulate discussion amongst the workshop attendees.

DRAFT AGENDA

10h30-11h00: Welcome coffee

11h00-11h10: Opening & welcome (EARSC - Chetan Pradhan)

11h10- 11h40: Keynote: CERN changing the way we work: Focus on Services by Bob Jones (Head of the CERN openlab project, leader of the Helix Nebula – the Science Cloud initiative)

11h40- 12h00: Introduction and programme (EARSC secretary General - Geoff Sawyer)

12h00-13h00: Panel discussion: Institutional Stakeholders. Moderator: Geoff Sawyer

- Andreas Veispak (Head of Unit European Commission Space Data for Societal Challenges and Growth, DG-GROW)
- Stephen Coulson (Head of the industry section in ESA's directorate of Earth Observation Programs in ESRIN,ESA)
- Gilles Ollier (Head of Sector on Earth Observation at the European Commission's Directorate-General for Research and Innovation, DG-RTD)
- Francesco Barbato (Data Value Chain Unit in DG CONNECT)

13h00-13h45: Sandwich lunch

13h45-14h30: Panel discussion: InfoaaS landscape. Moderator: Emmanuel Mondon

- Augusto Burgueno (Head of Unit "e-Infrastructure" at European Commission Directorate General for Communication Networks, Content and Techn, DG-Connect)
- Fabrizio Pirondini (CEO Deimos Imaging)
- Dirk Hamelinck (Deputy Secretary General /BDVA and Director Strategy & Innovation iMinds)

14h30-15h15: Panel discussion: Marketplace Partners. Moderator: Lef Mamais

- Jacquie Conway (Head of Institutional Relations UK within *Airbus* Defence and Space – Geo-Intelligence)
- Kim Partington (CEO Geocento)
- Sergio Andreozzi (Strategy and Policy Manager ,EGI)

15h15-15h30 Coffee Break

15h30-16h15: Panel discussion: Business Issues. Moderator: John Allan

- Marc Tondriaux (Chairman Eugenius)
- Federica Mastracci (Vice President - Product Management & Innovation e-geos)
- Antoine Mangin (Project coordinator, ACRI-ST)

16h15-16h45: Discussion & Concluding remarks (moderator)

