

Workshop on

Boosting the Market for EO Services in the Digital Economy

Royal Library of Belgium, Brussels: 25th January 2017

This workshop organised by EARSC, with the support of ESA, will look at new developments and trends in the market for EO services. It is intended to stimulate reflection and discussion and generate awareness of the major trends in the sector and to help define priorities for market development actions. It has the goal to help foster a better understanding of how the market for geospatial services and EO services is evolving.

Some 80% of digital information has a geospatial dimension to it in a market that some predict will be over €50b by 2020 and is growing at a rate of over 20% per annum. In Europe, the Copernicus programme is becoming fully operational and the large public investment is now being seen as a lever to develop the industry, the economy and jobs. Recently, we have observed very large IT companies taking an interest in this potential and whilst the evolution is hard to predict, their investment indicates that they consider the market will develop positively.

At the same time, a number of technology trends are helping to create new on-line services; Cloud computing, sensor networks, the Internet of Things (IoT), mobile networks and business analytics amongst them. The so-called digital economy is creating new opportunities which should be equally open to the providers of EO services. The workshop will explore these and other developments which are all revolutionising the market in which EARSC members operate.

In the first part, ESA and EARSC will present the initiatives being taken to help position European industry to benefit from the trends. ESA will present the planned market development activities in both ground segment and applications divisions. EARSC will present the results of the study we have been conducting into the creation of a marketplace for EO services. There will be opportunity for feedback.

In the second part, invited speakers will present their views on the market evolution. Leading mobile and business solutions providers will provide their perspective on the digital economy and how geospatial information is a transformational technology for many market segments. Subsequently, companies providing EO services will have the opportunity to present what they have done already to be ready for this transformation and share lessons learned from their experiences.

10h30	Coffee & networking	
11h00	Welcome and overview of the workshop	Geoff Sawyer
11h10	ESA EO Exploitation platforms	Guenther Landgraf, (ESA)
11h30	ESA Market Development	Stephen Coulson, (ESA)
11h50	MAEOS: Creating a Marketplace for EO Services	Geoff Sawyer, Secretary General, EARSC.
12h15	Discussion	
12h30	Lunch	
13h30	Panel: On-line geospatial services:	Moderated by: Rita Rinaldo: Head of Institutional Projects, IAP, ESA.
	Vodafone SAP CGI Hexagon Indra ESRI	Eric Blivet: IoT partner Manager Benelux, SAP CGI Joao Fernandez, EMEA Technical manager, BDVA transport Lighthouse project Mark Baker, Director for Business Development,
	Q&A Discussion	
14h50	Coffee break	
15h10	Market Snapshots (3-5 minutes each)	Geospatial providers – experience and lessons learned. Moderated by: Marcello Maranesi. CloudEO CWA Geocento GMV Italian Copernicus Mirror NextGEOSS Planet Planetek Satellite Applications Catapult Reach-U
	Discussion	All
16h30	End	