

EARSC

European Association
of Remote Sensing
Companies



Internationalisation & Market Development

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Internationalisation / Market Development

- Space sector is highly strategic with strong government interest
- Level playing field does not exist internationally
- Requires a joint approach to development
- European model is to reduce public cost by success on the global market

- EO Services sector highly competitive and companies request is to provide support to their action.

- Initiative on Economic Diplomacy is welcomed.





Internationalisation / Market Development

- Goal: Support the EO Services Industry to open new market opportunities
 - International – exports
 - New commercial markets - communities
1. Internationalisation strategy has been published – on web-site
 2. Survey launched to ask members their priorities
 3. Many opportunities emerging



Internationalisation Strategy

1. Partnerships:

- Japan (JSS), AARSE, plus India, Chile.....

2. International exhibitions

- Showcase EU capability, Trade partnerships eg Wind energy

3. Copernicus

- EC-agreements, DIAS

4. GEO

- Channel to nations



Internationalisation Opportunities (1)

- **Japan**

- 2 trade meetings; March 2016, February 2017
- Support Mission organised by JSS (Copernicus Relay) Tokyo and Hokkaido, 5th-8th September 2017

- **Africa**

- B2B meeting in Kampala (October 2016) – AARSE 2016
- B2B meeting in Pretoria (May 2017) – ISRSE 2017

- **Latin America**

- EC Copernicus Workshops in Chile and Bolivia
- EARSC + companies present at each event.

- **Australia**

- Discussion around Copernicus Services
- Trade mission in 2018??





Internationalisation Opportunities (2)

Chile

Meeting with Eurochile, joint EU/Chile investment to promote EU technology to SME's in Chile.

Possible co-operations:

- Organising a joint event in Chile in spring 2018 (alongside FIDAE?)
- Organising inward mission of Chilean SME's alongside European event

Possible Support:

- Eurochambers (European Chamber of Commerce) work closely with Eurochile
 - ELAN (see next slide)
 - N Africa & Balkans through MedInvest; link to sustainability of GEO-Cradle



Internationalisation Opportunities (3)

GEO

- 100+ countries are members of GEO
- Provides excellent bridge to promote the EO technologies.
- EARSC is a participating organisation
- GEO goal to engage with the private sector

GEO Plenary:

- 23-26 October 2017, Washington
- EU industry stand as part of EU exhibition



Internationalisation Opportunities (4)

ELAN (Latin America Network)

- EARSC became member of ELAN earlier this year
- ELAN offers partnerships and opportunities in Latin America
- Natassa attended last ELAN meeting in Bilbao
- ELAN seek to set up a permanent office TBD if EARSC participates
- One opportunity left under present contract: ITC meeting in Bogota, Columbia, 14-15 November 2017



Internationalisation Opportunities (5)

IDEEO

- Proposal submitted in April under call for “Clusters go International”
- 1st phase project
- Grant negotiation has started
- Partner with 2 clusters
- Goal to develop an internationalisation strategy with our partners
- Objective is to create joint interest packages to take to major trade-shows world-wide.



Economic Diplomacy

Use all EC/EU resources to:

- Leverage Copernicus as a means to develop commercial business
 - EU mission to Chile and Bolivia
 - Overseas interest to establish Copernicus-like Services
- Re-enforce existing mechanisms to support industrial export activities
 - Eg. Clusters go International focus on EO as a sector
 - Seek specific EO actions in EC calls from EASME, COSME etc.
- Support to R&D actions;
 - Pilot/demonstration projects with export customer
 - Eg. ESA programme focused on IFI's- needs support in future years
 - Eg. Specific small projects in other countries to introduce technology.