

## **Dialogue with the Commercial Sector**

*This Document is submitted to the GEO-XIII Plenary for information.*



## Dialogue with the Commercial Sector

### 1 PURPOSE: BACKGROUND, TOPICS, OBJECTIVES AND EXPECTED OUTCOMES

This Session will discuss challenges and opportunities related to Commercial Sector engagement in GEO, from contributing or benefiting from existing GEO efforts to exploring opportunities for new collaborations.

The Session has three main objectives:

- A. Provide to the GEO Plenary the opportunity to gain an appreciation for the type of benefits/services/value that the Commercial Sector offers to users – governments and otherwise, as well as how the Commercial Sector depends on and uses Earth observation data and information;
- B. Provide to the Commercial Sector (including data providers, providers of value-added services and downstream users) the opportunity to illustrate to, and discuss with Plenary Delegates how Commercial Sector engagement in GEO could take place (through which activities, what respective roles, what respective benefits, what framework for collaboration, etc.); and
- C. Allow Delegations to interact with representatives from the Commercial Sector to gain information that will be helpful to GEO in defining best practices for engagement with the Commercial Sector.

The expected outcome of the Session is to define a set of Plenary recommendations for GEO to consolidate and implement regarding engagement with the Commercial Sector, thus responding to the Call from the Mexico Ministerial Declaration.

Delegations are urged to actively participate in the discussion.

### 2 FORMAT AND AGENDA

The Session is organized as a moderated panel.

Moderator: Steven Ramage, GEO Secretariat

Panelists:

- Global Ground Infrastructure as a service and significant tool for creation a strong demand for REALTIME data - opportunities and constraints, Olga Gershenzon, Co-founder, Chief Strategic Officer, RBC Signals;
- Integration of ArcGIS with the GEOSS Portal and Discovering and Access Broker (DAB), reasons for such an investment, Jeanne Foust, Global Manager Standards and Interoperability, Esri;
- Opportunities for the private sector in Earth observations, Geoff Sawyer, Secretary General, EARSC (European Association of Remote Sensing Companies);
- Satellite imagery and Sentinel involvement and relation to GEO, Airbus Group, Rob Postma
- Chinese EO Commercial Sector and a Global Market, Xu Liping, General Manager, Beijing Space View Technology Co. Ltd.

- Opportunities and models for industrial engagement with GEO, Sanjay Kumar, CEO Geospatial Media & Communications; and

The Panel is intended to represent the complete spectrum of companies dealing with the provision and use of Earth observation data, information and products/services. It is expected that the initial overviews from each Panelist would address the broad picture of Commercial Sector engagement in GEO.

The Panel Session is structured as follows:

- Moderator introduces the Panelists and asks each for an initial 3-4 minute overview;
- Moderator guides the discussion among Panelists and the audience having in mind the objectives of the Session in order to achieve the expected outcomes; and
- Moderator summarizes the discussion at the end of the Session.