World Satellite Business Week

The unique international forum bringing together the top representatives of the Earth observation & geoinformation communities

Summit on Earth Observation Business
Sept. 17-18, 2015
The Westin - Paris

2015 Final Program
WHAT IS THE SUMMIT ON EARTH OBSERVATION BUSINESS?

THE UNIQUE SUMMIT FOR TOP-LEVEL EXECUTIVES AND SENIOR GOVERNMENT OFFICIALS OF THE EARTH OBSERVATION & GEOINFORMATION COMMUNITIES

The Summit on Earth Observation Business brings together over 200 top management and senior government officials from the international EO community to discuss and debate strategic issues that the sector is facing. It is the ideal place in which to exchange, network and strike business deals.

WHY ATTEND?

Increase your executive network
Social events such as sit-down lunches, cocktail receptions and coffee breaks are an inherent part of the Summit, giving you plenty of opportunity to mingle with top-level management and senior government officials from all world regions and make contacts that become vital to your business development strategy.

Strike important business deals
As the unique forum bringing together a spectrum of geographical markets and all levels of the ecosystem, business meetings make up an essential part of the summit and many important strategic business deals are concluded during the summit.

Refine your business strategy
The latest market developments and key factors affecting the sector will be discussed by the people at the heart of strategic decisions during a series of plenary sessions focusing on specific levels of the value chain or geographical markets.

Raise your brand awareness
With the entire value chain and close to 200 different companies in attendance, it is the perfect moment to get your brand noticed. Sponsorship or exhibition stands are available that will provide you ample visibility both before and during the summit.

Contact us for more information at summits@euroconsult-ec.com
WHO ATTENDS?

International event with all world regions represented

North America & Latin America
Europe
Russia & CIS
Asia
Middle East & Africa

35 countries

Majority of participants are VP level or above

Business meeting rooms available
Take advantage of the high-level attendance and arrange business meetings by hiring a private business meeting room or a suite in which to hold your meetings in complete confidentiality.
Contact us for more information at summits@euroconsult-ec.com

AN OUTSTANDING BALANCE BETWEEN MAJOR SATELLITE INDUSTRY ACTORS

Operators, Data Distributors, Service Providers and End Users

DigitalGlobe • Airbus Defence and Space, Communications, Intelligence and Security • MDA Geospatial Services • e-Geos • Telespazio • ImageSat • Blackbridge • Deimos • DMCI • Skybox Imaging + Google • Iridium • Turksat • Kongsberg Satellite Services • European Space Imaging • R&D Center ScanEx • Beijing Eastdawn • PASC0 • Japan Space Imaging • EIAST • Blue Planet – France • Sovzond • Gazprom
Space Systems • Effigis • Marsec • Noveltis • Bayanat • Remote Sensing Technology Center of Japan •
Microsoft • Yandex • Nokia • CartOS • MapBox • Total • TomTom • BP • WWF • Computa Maps •
Euromap GmbH • Eurosense • Hisdesat • Cloud EO AG • ForestRe • World Resources Institute •
CLS • GEOSYS • SKY Perfect JSAT Corporation • Space Commercial Services Holdings (Pty) Ltd
• Stellar Solutions Inc • Sumitomo Corporation • Twenty First Century Aerospace Technology
• UrtheCast • Xoterra Space • Spacemetric • JSC «Kazakhstan Gharysh Sapary» • Space Imaging Middle East • Telesat Canada • Visiona Space Technology • Azercomos • GMV

Space Agencies, Civil Government & Defense Institutions

NGA • ESA • NOAA • European Union Satellite Center • GEO Secretariat • CEDS •
European Maritime Safety Agency • EUMETSAT • UNOSAT/UNITAR • The Pentagon •
UK MoD • Canadian Space Agency • German MoD • French MoD • Dutch MoD • UAE
SRC • Belgium MoD • MoD of the Republic of Turkey • Royal Netherlands Air Force
• US Coast Guard • CNES • JAXA • DLR • KARI • NIVR • Swedish Space Corporation
• Luxinnovation • Finnish Environment Institute of SYKE • Natural Resources Canada
• The Aerospace Corp • Malaysian Remote Sensing Agency • GISTDA • RESTEC
• Geoscience Australia • INPE • USGS • SANSA • China Centre for Resources Satellite
Data and Application • Beijing Institute of Technology • Antrix/ISRO • Egyptian Authority
for Remote Sensing and Space Science • IGN–France • US Chamber of Commerce • Czech
Space Office • Commandement Interarmées de l’Espace • Export Development Canada
• European Commission • AGEOS – Gabonese Space Agency • EARSC • Tekes Technology
Development Center of Finland • Finnish Funding Agency for Technology and Innovation

Manufacturers & Launch Services

Ball Aerospace • Airbus Defence and Space, Space Systems • SSTL • Thales Alenia Space • Lockheed Martin • SpaceX • Orbital Sciences Corp • MDA
• Harris Corporation • Mitsubishi Electric Corporation • Boeing Satellite Systems • ArianeSpace • China Great Wall Industry Corporation • Zodiac
Data Systems • OHB-System • Exelis • Satsel-1 • JSC Russian Space Systems • Khrunichev • Eurockot Launch Services GmbH • RSC Rocket Space
Corporation Energia • Raytheon Company • ATK • Israel Aerospace Industries • NEC Corporation • Alcantara Cyclone Space • CDM DEV International
Ltd • ELTA S.A. • Dauria Aerospace • ELV S.p.A. • IHI Corporation • Nexeya • RUAG Aerospace • SED Systems • Space Flight Services • Japan Manned
Space Systems Corporation • Sputnik Insurance Center • SSC • Viasat Inc • QinetiQ • ZAO NPK BARL • Verhaert • Space • Space Systems Finland
Thursday, September 17, 2015

9:00 // Opening remarks
Lorraine Whitfield, Director, Events, Euroconsult

9:10 // Introduction: State of play and prospects for the EO sector
Adam Keith, Director, Earth Observation, Euroconsult

9:30 // Leading EO operators: Priorities in maintaining business growth
Moderator: Adam Keith, Director, Earth Observation, Euroconsult
Jeff Tarr, President & CEO, DigitalGlobe
Dr. Bernhard Brenner, SVP, Head of GEO Intelligence, Airbus Defence and Space
David Belton, General Manager, MDA Geospatial Services
Marcello Maranesi, CEO, e-GEOS
Noam Segal, CEO, Imagesat

11:00 // National institutions: Meeting demand in data and services
Moderator: Kammy Brun, Consultant, Euroconsult
Magali Stoll, Head of Earth Observation, National Geospatial Center, IGN
Zhou Zi Kuan, Director of International Business Development, CRESDA (China)
John Kedar, Director Strategic Relationships, UK Ordnance Survey International

11:45 // Geo-information services
Moderator: Robert Gourdine, Senior Director, Regional Marketing, DigitalGlobe
Manne Anliot, Vice President, Head of Marketing and Sales, Vricon
Robert Jastram, Vice President Sales, Luciad
Claudio Mingrino, Executive Director EMEA, Hexagon Geospatial
Christophe Caron, Data Department, ESRI France

14:30 // Defense & Security initiatives around the world
Moderator: Dennis Jones, President, Jones Consulting Group
Brig. Gen. Jean-Daniel Testé, Commander, Joint Space Command, French MoD
LtCol. Jaime Luis Sánchez Mayorga, Head of Space Programs, C4ISR & Space System, Spanish MoD
Pascal Legai, Director, EUSC

15:30 // Manufacturers: Strategies for satellite turn key solutions
Moderator: Rachel Villain, Principal Advisor, Euroconsult
Dr Michael Menking, SVP, Earth Observation, Navigation & Science, Airbus Defence and Space
Donato Amoroso, CEO, Thales Alenia Space Italia, Deputy CEO, Thales Alenia Space
Frank Koester, Director of New Business and Advanced Programs, Lockheed Martin Commercial Space
Liam Weston, Executive Director Commercial and International Remote Sensing, Operational Space Business, Ball Aerospace

17:00 // Data & service distributors: Key actors between operators and end-users
Moderator: Sanjay Kumar, CEO, Geospatial Media and Communications
Adrian Zevenbergen, Managing Director, European Space Imaging
Kenji Wakamatsu, Director EO business, NTT Data
Yucel Erbay, Director, NIK System
Yves Elsen, EarthLab Luxembourg Board Member and Managing Director, HITEC Luxembourg

8:00 // Registration & welcome coffee hosted by ZODIAC AEROSPACE
10:00 // Morning coffee break hosted by Telespazio
10:30 // Afternoon coffee break hosted by urthecast
12:45 // Official lunch hosted by AIRBUS DEFENCE & SPACE
16:30 // Cocktail reception hosted by European Space Imaging

The commercial data market has experienced limited growth in the last two years due to reduced spending by the US Department of Defense. Other regional markets, such as Asia, Latin America and Russia & CIS, however, have all maintained strong growth, with applications supporting wider economic growth. Top executives will share their strategies on how to maintain business growth in a market expecting increased competition from several new entrants in the coming decade.

The US Department of Defense’s budget has been reduced in the last few years. The situation, however, is looking to be more optimistic in Europe, with the French MoD investing in its proprietary systems and European MUSIS initiative and Spain launching its first military system, PAZ. Senior government officials will share insights into their strategic plans with regards to the evolution of and prospects for the defense market.

National institutions and remote sensing centers are the key providers of satellite data and value-added services meeting an increasing national demand from government users. Diversified market constraints such as budget restrictions and the reliability of data sources could however limit market growth. Executive speakers will share their current priorities, challenges and strategies to ensure data and service continuity to end-users.

Data distributors play an essential role in the imagery value chain as they allow foreign operators to penetrate local and vertical markets. Leading executives will discuss their strategic priorities for their data and service offerings in order to meet the demands of end-users, and how they collaborate with operators and end-users.
Growth has been recorded in civil government investment in EO programs for an eighth consecutive year. Relatively flat budgets in several key programs from established space agencies are compensated by fast growing investments from emerging EO programs. Despite budget cuts and uncertainties surrounding space programs globally, EO remains a priority application area in national space programs. Senior officials of government agencies will share their current priorities and strategies for investment, development of national capabilities and international cooperation.

New Space has been having a significant impact on the market in recent years. Several start-up operators are taking a new approach to their business model allowing them to enter a competitive market. Examples include hosting a payload on the ISS to provide data and video or launching a constellation of small EO satellites for near real time revisit. Executives from innovative start-up operators will discuss their business models and their strategies for success.

Operators are entering a new cycle of satellite assets with a second generation of satellites launched and to be launched in the coming decade. Competition in the market is on the increase as a result of new entrants and the impact of open data, pushing operators to be innovative and competitive. Leading executives will discuss how they differentiate their positioning with key strategic priorities.

Several global and regional initiatives have been promoting an open data approach in order to facilitate data access and to create more cost-effective services through data cost reduction. The Group on Earth Observation (GEO) advocates the free use of EO data and the European-led Copernicus program seeks to follow this approach with Sentinel data expected to be free. Senior-level representatives of policy makers, service providers and end-users will discuss their opinions on market evolution and prospects in a round table discussion.

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Leading aid development agencies are stimulating economic development and improving lives in developing countries in the world’s poorest regions. However, it is precisely these regions that face ever-increasing pressure on their natural resources and environment, from huge demographic changes and from the effects of climate change. Multi-lateral Development Banks (MDBs) together with their partner Client countries are spearheading development practices to ensure that growth is achieved in an environmentally sustainable manner – ‘green growth’. This approach is driving the need for global, reliable, consistent and accurate environmental information for the planning, implementation and monitoring of the many development projects and activities to be carried out. This session will explore the long-term prospects for Earth observation satellites to deliver environmental information of benefit through discussion with staff from the World Bank (WB), the International Fund for Agricultural Development (IFAD) and the UK Department for International Development (DFID), and based on practical experiences to date.
DigitalGlobe is a leading provider of commercial high-resolution earth observation and advanced geospatial solutions that help decision-makers better understand our changing planet in order to save lives, resources and time. Sourced from the world’s leading constellation, our imagery solutions deliver unmatched coverage and capacity to meet our customers’ most demanding mission requirements. Each day customers in defense and intelligence, public safety, civil agencies, map making and analysis, environmental monitoring, oil and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of public safety, civil agencies, map making and analysis, environmental monitoring, oil and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise and gas exploration, infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise

Ball Aerospace is committed to enabling weather forecasting and Earth observations for civilian and military applications. Our world-class experts design and develop solutions that cover the spectrum from space hardware to data exploitation systems. Among the notable weather and Earth sciences contributions during our 50-plus years are satellites that provide operational weather data, monitor ozone levels, map the world’s changing ice distribution, measure ocean winds and sea surface height, and map the global distribution of clouds in three dimensions. Ball is setting the gold standard for medium-resolution Earth imaging on Landsat 8, fielding high-resolution, commercial Earth imaging systems for DigitalGlobe.

For more information, consult our website: www.digitalglobe.com

More than 1,200 of the industry’s leaders, experts and decision-makers will gather at the World Satellite Business Week for four days of strategic discussions and networking opportunities within the world’s largest satellite and space community. The World Satellite Business Week is the unique meeting place for the leaders of the global satellite communications and information business.

Part of the World Satellite Business Week

The Summit on Earth Observation Business, along with the Summit for Satellite Financing, make up the World Satellite Business Week (WSBW), the unique executive meeting place for the leaders of the global satellite communications and information business. With each sub-event focusing on a separate area of the market, participants represent a whole spectrum of geographical markets and industry sectors and all levels of the value chain – broadcasters and distributors; satellite and telecom operators; investors, financial institutions; service providers; satellite and satellite equipment manufacturers; launch service providers; civil and defense government, space agencies and private users.

World Satellite Business Week Facts & Figures:
• Over 130 senior executive speakers
• 800 attendees representing 40 countries
• 95% of global satellite actors present at summit
• 60% of attendees are CEOs, MDs, CFOs or financiers
• 98% of delegates rated the summit excellent or very good

To find out more about the World Satellite Business Week visit www.satellite-business.com

Official Partners & Publications

Geospatial World is an internationally-acclaimed publication and most referred by global geospatial industry, policy and user community, research and academia alike. The print and online publications provide insight and analysis of technology trends, applications and business dynamics of GIS, earth observation, GNSS, Surveying & Mapping, BIM, LiDAR and various other emerging technologies. With over 10,000 followers on Twitter, Geospatial World is arguably the most influential geospatial media worldwide. Geospatial World shares the same umbrella as the recently-launched GeoBuzz Live Channel, the first ever geospatial channel providing live and on-demand video content for the geospatial industry.

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