

# GEOBUIZ SUMMIT

26-27 April 2016  
Bethesda North Marriott Hotel & Conference Center, USA

## PROGRAM AGENDA

STRATEGIC SPONSOR



PLATINUM SPONSOR



CO-SPONSORS



STRATEGIC PARTNERS



INSTITUTIONAL PARTNER

SPACE POLICY  
INSTITUTE  
ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS

MEDIA PARTNER

GEOBUIZ

ORGANISER

GEOSPATIAL  
media + communications

[summit.geobuiz.com](http://summit.geobuiz.com)

# A SNEAK PEEK INTO US GEOSPATIAL INDUSTRY

**\$73 billion**

Geospatial industry generated \$73 billion in revenue in 2011 and helped generate \$1.6 trillion in revenue for the rest of the US economy<sup>2</sup>

**\$690 million**

Economic benefits of 3D data in US is estimated on 690 million per year<sup>1</sup>

**Job growth of 16% to 35%**

The GIS-related jobs in the US for the period 2010 to 2020 was set for growth of between 16% and 35%<sup>4</sup>

**\$1.6 trillion**

Geospatial services companies drive \$1.6 trillion in revenues and \$1.4 trillion in cost savings throughout the U.S. economy.<sup>3</sup>

**500,000**

The US geospatial industry employs at least 500,000 'high wage' geo-related jobs<sup>5</sup>

**10 percent**

Economic impact of geospatial services in marketing, logistics, and strategic decision-making will increase by at least 10 percent/ year over the next five years<sup>6</sup>

**\$835 million**

In North America, revenues are forecasted to grow from US\$ 835 million in 2012 to about US\$ 1,295 million by 2017<sup>7</sup>

**\$100 billion**

Geospatial services will approach \$100 billion in annual revenues in the next five years<sup>8</sup>

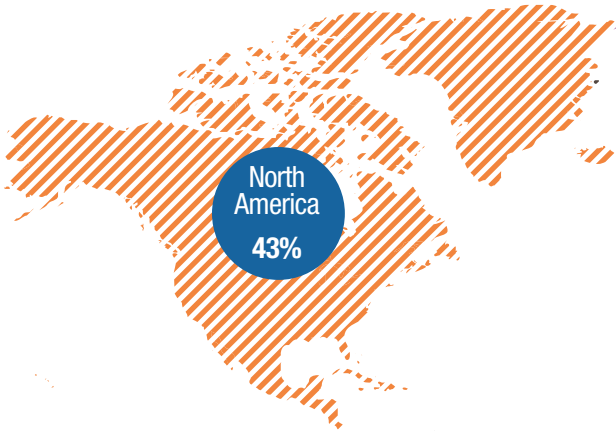
## SOURCES

- 1 USGS, 2014
- 2, 3, 5, 6, 8 Boston Consulting Group, 2012
- 4 CRCSI, 2014
- 7 Berg Insight 2013

# GEOSPATIAL INDUSTRY: TRENDS AND VALUES

## CONSTRUCTION AND BIM<sup>1</sup>

### ADOPTION OF GEOSPATIAL + BIM IN CONSTRUCTION INDUSTRY



### CONTRIBUTION



Global construction industry which is currently 1.3% of global GDP will **increase to 15% in 2020**



Projected share of USA in construction market by 2020. **16.9 %**



Global construction output is likely to grow **70%** between 2015-20, from **\$7.2 trillion to \$12 trillion** in monetary terms.

## BIG DATA<sup>2</sup>

### SIGNIFICANCE IN VARIOUS VERTICALS



**\$300 billion** - potential annual value to US health care



**1.5 million** - more data-savvy managers needed to take full advantage of big data



Requirement of **140,000 to 190,000** people with deep analytical skills by 2018



Companies in all sectors have at least 100 terabytes of stored data; many have more than 1 petabyte.

## EARTH OBSERVATION

327 drones till date are licensed by the Federal Aviation Administration (FAA) to fly<sup>3</sup>

The nano and microsatellite market is estimated to grow from **\$702.4 million to \$1,887.1 million** in 2019.<sup>4</sup>

Commercial drone industry is almost **\$14 billion** per year, skyrocket to more than **\$82 billion** by 2025<sup>5</sup>

Industry could generate 70,000 jobs after the FAA releases guidelines to integrate unmanned systems into national airspace<sup>6</sup>

United States flies more than 1 million unmanned flight hours annually, and the Department of Defense operates more than **7,000** UAS.<sup>7</sup>

**\$300 UAVs** to check for disease and irrigation levels replacing \$1,000 per hour manned aircraft flyovers.<sup>8</sup>

With the successful execution of the maiden initiative-GeoBuiz Summit 2015, the summit was able to mark its presence amongst the geospatial industry of the country. It is a unique platform, bringing industry stalwarts to discuss, share and channelise knowledge, intelligence and understanding about the evolving trends and market behaviour, and facilitate collaboration and partnerships for furthering business objectives and professional advancement.



## UNIQUENESS



**Thought -leadership Talks** by Global thought leaders and C-level Executives



**Exclusive Conclave of senior/C-level executives**



**Presentations on industry trends and directions**



**tête-à-tête-** Special Interest Group solution provider meetings and one-to-one meetings

## REASONS TO ATTEND



**Enhance your knowledge**  
attend user seminars, technology demos and presentations



**Strengthen your network**  
Set up meetings and connect with industry leaders and c-level executives



**Understand emerging business models**  
Take advantage of talks from industry leaders



**Collaborate with industry stakeholders**  
Make best use of 'exclusive networking hours'



**Get recognised**  
Build thought leadership through blogs, articles and talks

# PROGRAM

## TOPICAL KEYNOTES



**GEOSPATIAL  
TECHNOLOGY TRENDS &  
DIRECTIONS**



**CIOs EMPOWERING  
GEOSPATIAL ENTERPRISE**



**GEOSPATIAL/LOCATION  
EMPOWERING INFORMA-  
TION SERVICES THROUGH  
SHARING BUSINESS MODELS**



**POLICIES AND  
PROGRAMMES**

## APPLICATIONS FOCUSED SESSIONS



BIM empowering  
Infrastructure lifecycle



Critical Infrastructure  
Operations & Management




Geospatial Technologies  
in Public Safety and  
National Security


## TECHNOLOGY FOCUSED SESSIONS




**LiDAR: BENEFITS,  
ADVANCEMENTS &  
CHALLENGES OF THE  
TECHNOLOGY**



**SMALL SATELLITES -  
PIONEERING AN  
INDUSTRY**




**INTEGRATED  
DATA MODELING**



**GROUND  
PENETRATING  
RADAR**

## SPECIAL INTEREST GROUPS



**FUTURE OF DRONES**



**LUNCHEON ROUND  
TABLE WITH  
CIOs & GIOS**



**GEOSPATIAL FOR  
INTERNAL SECURITY  
& EMERGENCY**



**CAPACITY BUILDING  
& PROFESSIONAL  
DEVELOPMENT**

## WORKSHOPS

**GEOSPATIAL FOR INTERNAL  
SECURITY & EMERGENCY**

Organised by  
  
IJIS Institute

**COMPLIANCE**

Organised by  
  
OGC®  
Making location count.

# GEOBUIZ SUMMIT - LEADERS' CONCLAVE

26 APRIL 2016

0800 - 830 hrs	Registration and Welcome Tea
0830 - 0840 hrs	Welcome Note <b>Sanjay Kumar</b> , CEO, Geospatial Media & Communications
0840 - 900 hrs	Opening Address <b>Dr Suzette Kimball</b> , Director, United States Geological Survey
0900 - 920 hrs	Keynote Address <b>Bryn Fosburgh</b> , Vice President and Executive Committee Member, Trimble
<b>0930 - 1100 hrs</b>	<b>KEYNOTE SESSION 1: GEOSPATIAL TECHNOLOGY TRENDS &amp; DIRECTIONS</b>
<b>Moderator</b>	<b>Sanjay Kumar</b> , CEO, Geospatial Media and Communications
<b>Speakers/Panelists</b>	<b>Jeff Jonas</b> , Chief Scientist, Context Computing, IBM <b>Mladen Stojic</b> , President, Hexagon Geospatial <b>Walter Scott</b> , Founder and CTO, DigitalGlobe <b>Bhupinder Singh</b> , Senior Vice President and Chief Product Officer, Bentley Software <b>Xavier Lopez</b> , Senior Director - Spatial & Graph Technologies, Oracle
<b>1100 - 1130 hrs</b>	<b>Coffee/Tea Break</b>
<b>1130 - 1300 hrs</b>	<b>KEYNOTE SESSION 2: CIOS EMPOWERING GEOSPATIAL ENTERPRISE</b>
<b>Moderator</b>	<b>Mark Reichardt</b> , CEO, Open Geospatial Consortium
<b>Speakers/Panelists</b>	<b>Richard Mckinney</b> , CIO, US Department of Transportation (DOT) <b>Doug McGovern</b> , CIO, & Director of IT Services, National Geospatial-Intelligence Agency <b>Ann Dunkin</b> , CIO, Environment Protection Agency <b>Kshemendra Paul</b> , Program Manager, Information Sharing Environment, Office of the Director of National Intelligence <b>Dr. Jerry Johnston</b> , Director, Information and Technology Management Division, Office of the Chief Information Officer, U.S. Department of the Interior
<b>1300 - 1400 hrs</b>	<b>Luncheon Networking</b>
<b>1300 - 1400 hrs</b>	<b>LUNCHEON ROUND TABLE WITH CIOS &amp; GIOS</b> (by invitation only)
<b>Moderator</b>	<b>Richard Mckinney</b> , CIO, US Department of Transportation (DOT) <b>Doug MCGovern</b> , CIO & Director of IT Services, National Geospatial-Intelligence Agency <b>Ann Dunkin</b> , CIO, Environmental Protection Agency <b>Kshemendra Paul</b> , Program Manager, Information Sharing Environment, Office of the Director of National Intelligence <b>Dr. Jerry Johnston</b> , Director, Information and Technology Management Division, Office of the Chief Information Officer, U.S. Department of the Interior <b>Tod Dabolt</b> , Acting GIO, US Department of Interior <b>Harvey Simon</b> , GIO, US Environment Protection Agency
<b>1400 - 1600 hrs</b>	<b>KEYNOTE SESSION 3: GEOSPATIAL/LOCATION EMPOWERING INFORMATION SERVICES THROUGH SHARING BUSINESS MODELS</b>
<b>Moderator</b>	<b>Kumar Navulur</b> , Director, Next Generation Products, DigitalGlobe
<b>Speakers/Panelists</b>	<b>Dr David Grimes</b> , President, World Meteorological Organisation (WMO) <b>Dr Richard W. Spinrad</b> , Chief Scientist, National Oceanic & Atmospheric Administration (NOAA) <b>Dipanshu Sharma</b> , Founder and CEO, xAd <b>Ed Parsons</b> , Geospatial Technologist, Google <b>Bob Marshall</b> , Founder and CEO, Earth Network <b>Roger Pilc</b> , EVP and Chief Innovation Officer, Pitney Bows
<b>1600 - 1630 hrs</b>	<b>Coffee/Tea Break</b>
<b>1630 - 1800 hrs</b>	<b>KEYNOTE SESSION 4: GEOSPATIAL POLICIES AND PROGRAMMES: ENABLING COMMERCIALIZATION AND COMMODITIZATION</b>
<b>Moderator</b>	<b>Dr Scott Pace</b> , Director, Space Policy Institute, George Washington University
<b>Speakers/Panelists</b>	<b>John M Palatiello</b> , Executive Director, Association of Photogrammetry, Mapping and Geospatial Firms (MAPPS) <b>Steve Ambrosini</b> , Executive Director, Integrated Justice Information Systems Institute (IJIS) <b>Nancy Colleton</b> , President, Institute for Global Environmental Strategies <b>Ivan Deloatch</b> , Executive Director, Federal Geographic Data Committee, United States Geological Survey
1800 - 1900 hrs	Networking Reception Hosted by DigitalGlobe
1900 - 2100 hrs	Dinner Reception Hosted by GeoBuiz Summit Partners

0830 - 1630 hrs	EARTH OBSERVATION	Partner: ASPRS
0830 - 1200 hrs	Innovation: Small Satellites in Space and Fast Lidar on Earth	
Chair and Moderator	Dr. Michael Hauck, Executive Director, ASPRS, Publisher of PE&RS	
Speakers	<p>Rich Leshner, Director-Government Affairs, Planet Labs          Ahmed Abukhater, Manager, Digital Aviation Solutions, Boeing          Robert Zitz, SVP &amp; Chief Architect, Leidos          Lars Dyrud, President and CEO of OmniEarth          Brian R. Raber, Vice President, GeoSpatial Solutions, Merrick &amp; Company          Scott Ramage, Chairman - Global, AAM, Australia          Harsh Govind, Manager, Digital Globe          Stuart Blundell, Director of Strategy and Business Development, HARRIS Geospatial Solutions          John Felvick, Google (Skybox Imaging)          Pradeep Sinha, Consultant, Program Management and Aerospace          Rafael de Ameller, Chief Technology Officer, NOAA</p>	
1300 - 1430 hrs	SOCIO-ECONOMIC BENEFITS OF EARTH OBSERVATION IN THE AGE OF BIG DATA	
	<p>Lawrence A. Friedl, Director- Applied Sciences Program, Earth Science Division, NASA          Laura Delgado Lopez, Project Manager at Secure World Foundation          Timothy Puckorius, Executive Vice President, Business Development, PlanetIQ          Jackie Berger, Communications Strategy Lead, Ball Aerospace          Pradeep Sinha, Consultant, Program Management and Aerospace</p>	
1500 - 1630 hrs	Panel Discussion: Challenges and Opportunities	
0830-1200 hrs	BIM: EMPOWERING INFRASTRUCTURE LIFECYCLE	
Chair and Moderator	Dana Kennish "Deke" Smith, Partner, DKS Information Consulting LLC	
Speakers	<p>Roger Grant, Program Director, National Institute of Building Sciences          Tracy McLane, GIS Manager, Bechtel Infrastructure          Stephen R Hagan, President, CEO, Hagan Technologies          Ralph Kreider, Architectural Engineering Department, The Pennsylvania State University          Brad Dubinsky, Integration Manager at Klaros Technologies, Inc.          Jim Dieter, Asset Leadership Network          Jim Whittaker, President, Facility Engineers Associates          Xavier Lopez, Senior Director - Spatial &amp; Graph Technologies, Oracle</p>	
1500 - 1630 hrs	Panel Discussion	
0830 - 1430 hrs	UTILITIES: CRITICAL INFRASTRUCTURE OPERATIONS AND MANAGEMENT	Partner: GITA
Chair and Moderator	Talbot J. Brooks, Director, DSU GIT Center	
Speakers	<p>Peter Batty, Co-founder and CTO, Geospatial Division, Ubisense          Alex Piliptchak, Director, Schneider Electric          Ben Mallen, Business Area Director, Trimble          Geoff Ziess, Between the Poles          Elizabeth Z. Bialek, P.E., Engineering Manager, East Bay Municipal Utility District          Matt Thomas, Senior Industry Manager, NovaraGeo          Ramzi K. Bannura, Technology Officer, Angus GeoSolutions Inc. (AGSI USA)          Joel Campbell, Vice President - Commercial Systems, Avineon          Dr. Henk Von Riessen, Chief Scientist, Wade Inc (John Deere )</p>	



0830 - 1430 hrs	UAVS: TECHNOLOGY, APPLICATIONS AND POLICIES	
Moderator	Tom McMahon, Vice President of Advocacy & Public Affairs, Association for Unmanned Vehicle Systems International*	
Panelists	Douglas Marshal, President, TrueNorth Consulting, LLC. Lia Reich, Sr. Director of Marketing-Communications, PrecisionHawk Gladys M. Miller, Senior Project Engineer, Navigator CS James Van Rens, CEO, RIEGL USA Dan Morgan, Chief Data Officer, U.S. Department of Transportation* Ivan Deloatch, Executive Director, FGDC, United States Geological Survey Kevin Pomfret, Executive Director, Centre for Spatial Law Scott Pace, Director, Spatial Policy Institute, George Washington University Mark Reichardt, President, Open Geospatial Consortium John Palatiello, Executive Director, MAPPs Association Dr. Shawana P. Johnson, GISP, President, Global Marketing Insights, Inc. John C. Baker, Senior Analyst, commercial remote sensing & geospatial issues, Innovative Analytics and Training (IAT) LLC	
1300 - 1630 hrs	GEOSPATIAL FOR INTERNAL SECURITY & EMERGENCY	Partner: IJIS Institute
Moderator	Steve Ambrosini, Executive Director, IJIS Institute	
Panelists	Brian Lantz, Director, ESRI Michael Roosa, Senior Policy Advisor, Bureau of Justice Assistance, Department of Justice Mark Reichardt, President, Open Geospatial Consortium John Dowden, Senior Product Manager, NEC America Kirk Arthur, Managing Director, Business Development, Worldwide Public Safety & Justice, Microsoft	

\* Yet to be confirmed

# REGISTER WITH US

LEARN-SHARE-CONNECT-NETWORK-POSITION-BRAND

REGISTRATION FEE	EARLY BIRD (Till 25th March)	REGULAR (TILL 17th APRIL)	SPOT (FROM 18th APRIL ONWARDS)
Government Organisations	\$250	\$300	\$400
Private Industry	\$400	\$500	\$600
Academia/ Research Institutes	\$150	\$200	\$250



rajesh@geospatialmedia.net



# SNAPSHOT OF PROGRAM

## 26th April, 2016

0830 - 0920 hrs	Opening Session	
0930 - 1100 hrs	Keynote session 1: Geospatial Technology Trends & Directions	
1100 - 1130 hrs	Network over Tea/coffee	
1130 - 1300 hrs	Keynote Session 2: CIOs Empowering Geospatial Enterprise	
1300 - 1400 hrs	Lunch	Luncheon Round Table with CIOs & GIOs (1300-1400 Hrs)
1400 - 1600 hrs	Keynote Session 3: Geospatial/Location Empowering Information Services Through Sharing Business Models	
1600 - 1630 hrs	Network over Tea/coffee	
1630 - 1800 hrs	Keynote Session 4: Geospatial Policies and Programmes : Enabling Commercialization and Commoditization	

## 27th April, 2016

	Hall 1	Hall 2	Hall3	Hall4
0830 - 1000 hrs	Innovation: Small Satellites in Space and Fast Lidar On Earth	BIM: Empowering Infrastructure lifecycle	Utilities: Critical Infrastructure Operations and Management	UAVs: Technology, Applications and Policies
1000 - 1030 hrs	Network over Tea/coffee			
1030 - 1200 hrs	Innovation: Small Satellites in Space and Fast Lidar On Earth	BIM: Empowering Infrastructure lifecycle	Utilities: Critical Infrastructure Operations and Management	UAVs : Technology, Applications and Policies
1200 - 1300 hrs	Networking Lunch			
1300 - 1430 hrs	Socio-Economic Benefits of Earth Observation in the Age of Big Data	Geospatial for Internal Security & Emergency Organised by IJIS	Utilities: Critical Infrastructure Operations and Management	UAVs : Technology, Applications and Policies
1430 - 1500 hrs	Network over Tea/coffee			
1500 - 1630 hrs	Panel Discussion: Panel: Challenges and Opportunities	Geospatial for Internal Security & Emergency Organised by IJIS		Workshop on Compliance by OGC

FOR MORE INFORMATION, CONTACT

Vaishali Dixit | [vaishali@geospatialmedia.net](mailto:vaishali@geospatialmedia.net)

## GEOSPATIAL MEDIA & COMMUNICATIONS LLC

610 Herndon Parkway, Suite 600, Herndon VA 20170

Tel: +1 646 371 2091 | **Email:** [info@geobuiz.com](mailto:info@geobuiz.com)

**Website:** [www.geobuiz.com](http://www.geobuiz.com)