

GE
SMART
ASIA 2017

GE
Intelligence

Asia Pacific Forum

23 AUGUST, 2017

22-24 AUGUST, 2017

Putrajaya International Convention Centre, Putrajaya, Malaysia

**THEME:
COMMERCIALIZATION &
COMMODITIZATION OF
GEOSPATIAL INFORMATION**



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INSTITUTION OF GEOSPATIAL AND REMOTE SENSING MALAYSIA

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PRODUCED BY

GEOSPATIAL
media + communications

CONFERENCE OVERVIEW

Now in its 16th year, GeoSmart Asia (formerly known as Map Asia and Asia Geospatial Forum) is the most premier and sought after conference and exhibition in Asia Pacific on geospatial technologies. Since its inception in 2002, the forum has travelled to Thailand, Malaysia, China, Indonesia, Singapore and Vietnam, gathering on an average about 800 high profile delegates from policy, technology, user and academic communities across the region.

GeoSmart Asia is the initiative of Geospatial Media & Communications to raise the profile of geospatial technologies and their applications in the Asia Pacific region.

Keeping in view the momentum created through the earlier editions, Geospatial Media and Communications is organising GeoSmart Asia 2017 in Putrajaya International Convention Centre, Putrajaya from 22-24 August, 2017. The scope of the conference is to enhance the usage and application of geospatial technologies and have a strong focus on commoditization, commercialization and return on its investment

GEOSMART ASIA AT A GLANCE

1200+

DELEGATES

1200+

SQM EXHIBITION SPACE

300+

ORGANISATIONS

100+

SPEAKERS

35+

COLLABORATIVE PARTNERS

25+

COUNTRIES

*Projections for GeoSmart Asia 2017

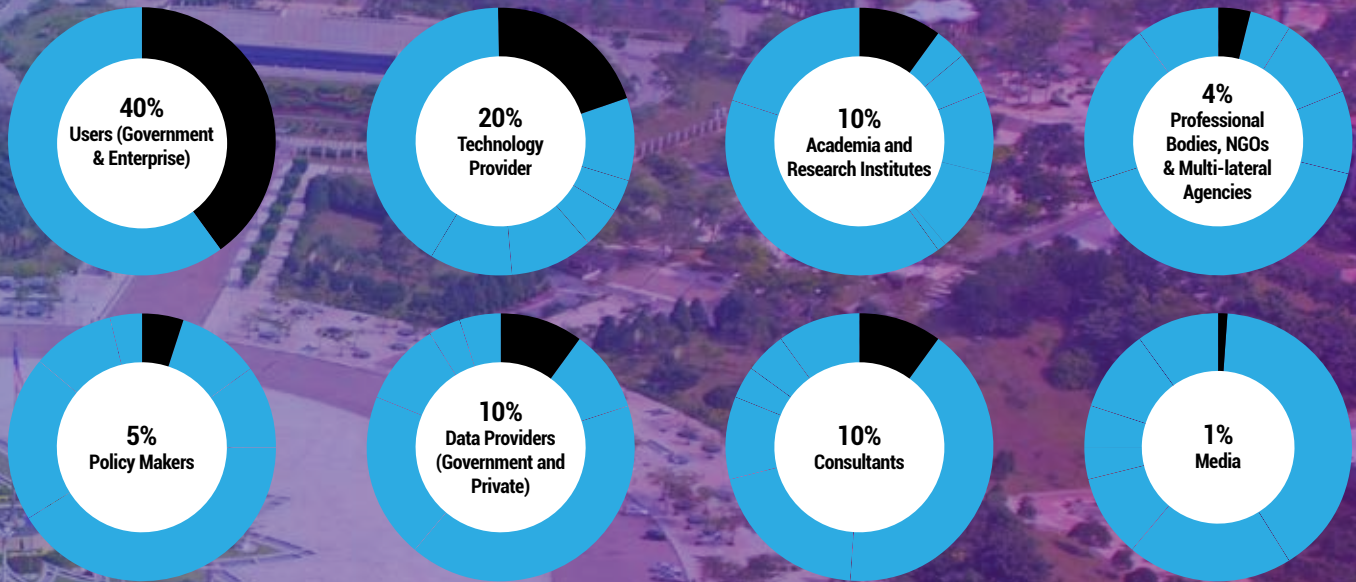
CONFERENCE THEME

COMMERCIALIZATION & COMMODITIZATION OF GEOSPATIAL INFORMATION

The geospatial industry is at an inflection point. What was once a capital-intensive and single-purpose technology is becoming publicly available and multipurpose with myriad smaller contributors. This trend has wide-ranging effects. For Asia Pacific in particular, which needs to be on guard despite resilience in a challenging global environment, this technology can be the game changing tool to counter risks to growth, reduce financial and fiscal vulnerabilities, address constraints to sustained and inclusive growth, and

enhance productivity. Commercialization is one of the quickest and most effective ways to reach the technology to the right audiences and realise its maximum impact. With the theme: Commercialization and commoditization of Geospatial Information, the conference will delve on the essentials of shift from traditional-usage centric to commercial-centric, more citizen-friendly and multipurpose, and how commoditization, specialization and niches are evolving.

PARTICIPANT PROFILE



PARTICIPATING SECTORS

Natural Resources | Environment | Electricity | Natural Resources | Environment | Electricity | Water | Irrigation | Advertising & Marketing | Transportation | Financial Services | Agriculture | Urban Planning Authorities | Smart City Authorities | Public Safety Agencies | Construction | Municipalities | Plantation | Defence | Infrastructure | Mineral Exploration | Surveying & Mapping | Health Services | Land Administration

WHY GEOSMART ASIA

- Unique, innovative and the voice of industry
- Thought leaders and innovators
- Carefully curated business conference
- Diversity in people to attend
- Place to meet like-minded people
- Empowering knowledge and enabling collaboration
- Platform for expanding outreach and engaging with executives of large user enterprises across major industries
- Continued collaboration with geospatial stakeholders to make consistent differentiation in society and economy

CONFERENCE USP



KNOWLEDGE SHARING

PLENARY SESSIONS

Addressed by the think tanks on trends, its innovative integration and value.

INDUSTRY SEMINARS

From the key user domains provide insights into geospatial applications.

ROUNDTABLES

Entails exchange of knowledge and expertise on policy issues.

TECHNOLOGY SESSIONS

Presentations on latest developments in technology.

BUSINESS OPPORTUNITIES

SOCIALISING AND BUSINESS DEVELOPMENT

Various B2B, B2C and B2G networking sessions

PARTICIPATION OF INDUSTRY ECO-SYSTEM

Presence of entire industry ecosystem for collaborative opportunities.

EXHIBITION

Platform not only to learn the latest products and services, also to network and develop business.

TECHNOLOGY TRACKS

Opportunity to exclusively showcase your offerings through a 1.5 hr session

CUSTOMER ENGAGEMENT

DEDICATED FOCUS ON MAJOR INDUSTRY SEGMENTS

For higher level of engagement with user segment through more discussion-oriented programmes

EXHIBITION AND NETWORKING

Facilitating one-to-one interactions with people who matter to you

NETWORKING

AMPLE NETWORKING OPPORTUNITIES BETWEEN SESSIONS

Use the opportunity to interact with your stakeholders and exchange notes

SPECIAL EVENTS LIKE AWARDS NIGHT AND DINNER RECEPTION

For more exclusive networking

AGENDA

| | |
|----------------------------|---|
| PRE-CONFERENCE | Socio-Economic Value of Geospatial for National and Regional Development |
| PLENARY SESSIONS | Geospatial Value & Strategy for National Development Spatial Analytics & Business Intelligence Reality Mesh & Digital Engineering Defence & Public Safety Commercialization and Commoditization of Geospatial Information |
| INDUSTRY SEGMENTS | Smart Cities Location Intelligence Disaster Management & Climate Change Agriculture & Plantation Infrastructure & Construction |
| TECHNOLOGY SESSIONS | UAV Lidar + laser scanning Big Data Artificial Intelligence + Internet of Things 3D & Reality Modeling Autonomous vehicles GNSS & positioning |

CO-LOCATED EVENT



THEME GEOINT: ENHANCING COMBAT POTENTIAL & HOMELAND SECURITY

GeoIntelligence Asia Pacific is the conference for geospatial intelligence community in Asia Pacific. Started in Malaysia, the conference is fast expanding to reach out to national security and public safety agencies in South East Asia and Pacific. The conference brings together government, industry, military and security experts, and the technology experts. GeoIntelligence Asia Pacific 2017 will be held August 2017 in Putrajaya, Malaysia, Co-Located with GeoSmart Asia 2017. With the theme "GeoInt: Enhancing Combat Potential & Homeland Security," GeoInt APAC 2017 will showcase the new technology developments and applications that are making geospatial technology the indispensable tool in military and security readiness.

FOCUS AREAS

Geospatial Enabling Combat

Border & Maritime Security

Internal Security

GeoInt Enablers

MEET OUR SPEAKERS

ERNESTO M. PERNIA

Secretary, Socioeconomic Planning
National Economic & Development
Authority, Philippines

YASUSHI SHIMOYAMA

Director General, Geospatial Information
Department, Geospatial Information
Authority, Japan

DR. NOORDIN AHMAD

Director General, National Space
Agency, Malaysia

MARK FREEBURN

CEO, AAM,
Australia

ANNE HALE MIGLARESE

CEO, Open Imagery Network - Radiant.
Earth, USA

MARK REICHARDT

CEO, Open Geospatial Consortium (OGC)
USA

CHRIS GIBSON

Vice President
Trimble, USA

FRANK SUYKENS

CTO, Luciad
Belgium

ED PARSONS

Geospatial Technologist, Google
United Kingdom

ASSOC. PROF. DR. ABDUL RASHID BIN MOHAMED SHARIFF

President, Institution of Geospatial and
Remote Sensing Malaysia

JASON HUTCHINGS

Senior Director, Architecture & Urban
Design, ATKINS, Hong Kong

SIVA RAVADA

Senior Director of Software Development
Oracle, USA

JOSEFINA FAULAN

Director, Metropolitan Development
Planning, Manila Metropolitan
Development Authority, Philippines

WILFRED LAU

Director, Arup
Hong Kong

MASANOBU TSUJI

Director – Bangkok Office, Japan
Aerospace Exploration Agency, Thailand

SUTOPO PURWO NUGROHO

Head of Data, Information and Public
Relations, National Disaster Management
Authority (BNPB), Indonesia

FRANÇOIS ROBIDA

Deputy Head, Information Systems and
Technologies, French Geological Survey
(BRGM), France

ADI RUSMANTO

Deputy Head (SDI), Geospatial Information
Agency, Indonesia

PROF DATO' SHATTRI MANSOR

Director - Geospatial Information Science
Research Centre (GISRC), Universiti Putra
Malaysia, Malaysia

RYAN LEE

Senior Manager - Technical Operations
Division, Incheon U-City, South Korea

ASWADI YUSOF

Senior Manager, GIS, MRT Corp
Malaysia

KIM COHEN

Team Leader (Building Assets & Services) &
Manager Geospatial Information, Spatial
Information Services, Sydney Airport, Australia

PROF. FREDOLIN TANGANG

Coordinator, SEACLID/CORDEX Southeast
Asia, Universiti Kebangsaan Malaysia

MOHD ZAIRI MOHD YUSOF

Senior Geoscientist, Petronas Exploration
Malaysia

DINESH SATHYAMOORTHY

Senior Research Officer, Science &
Technology Research Institute for Defence
Malaysia

DANIEL KRUIEL

SE Asia Senior Consultant
AAM, Australia

Many more coming soon...

PARTICIPATION OPPORTUNITIES

SPONSORSHIP AND EXHIBITION

The exhibition at Geosmart Asia is one of the largest exhibitions of geospatial technology in Asia-Pacific Region. It has been consistently attracting the leaders of geospatial technology presenting their cutting-edge technology solutions.; and is the preferred destination for the user community to update their geospatial knowledge and gain competitive edge. It is an excellent platform to showcase innovations in geospatial technologies and applications and reach out to target audience. GeoSmart Asia also presents attractive, customised sponsorship opportunities to reach out to relevant stakeholders.

Exhibition Rate

| Exhibition area | Rate |
|-----------------|----------|
| Per sq mtr | USD 400* |

Please write to exhibition@geosmartasia.org for exhibition proposal, the latest floor plan and sponsorship opportunities.

* Plus 6% GST

CALL FOR ABSTRACTS

AUTHORS ARE INVITED TO SUBMIT THEIR ABSTRACTS ON THE FOLLOWING THEMES:

- » 3D modelling
- » Agriculture
- » Artificial Intelligence
- » Big data
- » Climate Change
- » Defence, National Security & Public Safety
- » Disaster Management
- » GNSS & positioning
- » Governance
- » Infrastructure, construction, BIM
- » Internet of things
- » LiDAR & laser scanning
- » Location Intelligence
- » Natural resource management
- » Plantation
- » Remote sensing
- » Smart Cities
- » Surveying & mapping
- » Transportation, mobility & logistics
- » UAV
- » Urban planning
- » Utilities (water, electricity, gas)

Visit www.geosmartasia.org to submit abstracts. For any query, write to papers@geosmartasia.org. Abstract submission closes May 20.

REGISTRATION FEE

| Category | Malaysian (in RM) | Overseas (in USD) |
|----------------------|-------------------|-------------------|
| Government / Private | 1000 | 300 |
| Students | 500 | 150 |

* Plus 6% GST

Registration fee includes:

- » Full access to conference and exhibition
- » Tea/coffee breaks and lunches
- » Conference delegate kit

Cancellation Policy:

- » Cancellation before 20 July 2017 will be eligible for 50% refund
- » No refund request will be entertained after 20 July 2017

For any registration or participation related query, please write to registration@geosmartasia.org

SHOWCASE YOUR GEOSPATIAL EXCELLENCE



In order to recognize and encourage geospatial innovations and applications in the Asia Pacific region, Geospatial Media and Communications has been conferring Asia Geospatial Excellence Awards, the awards and recognitions for exemplary innovations and practices in geospatial information and technology in the Asia Pacific at the annual GeoSmart Asia conference. Introduced in 2009, Asia Geospatial Excellence Awards have gained reputation and credibility of being the Awards per excellence in this domain over the years. Visit www.geosmartasia.org to submit nominations.

VENUE



Putrajaya International Convention Centre

CONTACT

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REGIONAL SALES REPRESENTATIVES

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North America & Europe

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GEOSMART ASIA 2017 SECRETARIAT

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