



GEO WEEK 2019  
INDUSTRY  
TRACK #GEOWEEK19  
4-9 NOVEMBER / CANBERRA, AUSTRALIA



## GEO WEEK 2019: INDUSTRY TRACK Prospectus Update #2 – 3 June 2019

**1 week**

**20+ international events**

**700+ global EO leaders**

World leading tech, space and spatial companies are invited to connect with the Group on Earth Observations (GEO) community through the 2019 GEO Week 'Industry Track'. Through the Industry Track participants will discuss how to develop sustainable commercial solutions and products that meet regional, local and global needs. A suite of events and activities, will enable businesses participating in the GEO Industry Track to **promote** their capabilities to a large and diverse audience, **network** with GEO Ministerial Summit participants, **forge partnerships**, **conclude deals** and **announce new initiatives**.

### KEY UPDATES IN THIS PROSPECTUS

- Opportunities to present at GEO Week 2019 through the EO Industry Platform
- How to Register for the Industry Track
- Exhibition Options, including pricing and standard booth arrangements
- Sponsorship Opportunities

### Opportunities to Engage

- Global Exhibition
- Networking opportunities
- Ministerial Summit
- Trade Missions

### Your chance to connect

- 40+ **Ministers** from all major economies
- Leaders of global **NGOs** driving the use of Earth Observation (EO) to address societal challenges
- CEOs of major international **companies**
- **Innovators** and start-ups on the cutting edge of change in the global EO sector
- Stakeholders in the **digital economy** driving the application of EO data



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## WHAT IS GEO?

GEO is an intergovernmental partnership of 105 member governments, 127 international organizations and thousands of dedicated individuals and businesses committed to use of Earth Observation data for sustained and inclusive economic growth. In recognition of the key role of the commercial sector in creating the underlying spatial products and services, GEO Week 2019 will include a dedicated, inaugural **GEO Industry Track** to strengthen, broaden, and deepen GEO's linkages with industry.

## GEO WEEK 2019

All economic and business decisions must now include consideration of how our planet is changing, and such decisions must be informed by data at the relevant scales – from local to global. Under the theme of “*Earth Observations: Investments in the Digital Economy*”, GEO Week 2019 will bring together governments, businesses, the research community, non-profits and other stakeholders to create solutions, share and cooperate in cutting edge areas of the global economy that interact with EO, such as:

- Big data technologies (e.g. cloud computing & storage, data cubes)
- Internet of Things (IoT) and sensor networks
- Artificial intelligence and machine learning
- Visualisation and engagement-enhancing technologies (e.g. AR, VR)
- EO Platform technologies (space systems, airborne platforms, satellites)
- FinTech and AgTech innovation
- Blockchain applications
- Advanced technology-enabled business and collaboration models

With its focus on the promotion of gains in productivity and inclusive growth from EO, GEO Week 2019 is an excellent opportunity to interact with sector leaders to address global challenges and to engage with innovations in the sector that can stimulate our economies.

A key feature of the week is the **GEO Ministerial Summit**, which is held every four years. This will bring together Ministers to agree a declaration on the way forward for global EO cooperation, informed by the GEO Week themes and events leading up to the Summit.



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## INDUSTRY TRACK PROGRAM

The Industry Track events will take place from Tuesday to Thursday during GEO Week 2019. The program will commence on the Tuesday evening with the opening of the Exhibition. Industry is encouraged to participate in all events taking place throughout the week.

From 4-5 November, the whole GEO community – including industry – will also come together to participate in a wide range of community-led events: to learn about and engage with GEO activities that are contributing to global environmental and development goals. A range of Side Events, from presentations and panel discussions that will address major challenges, opportunities and issues relevant to the GEO community, to a series of short talks on a variety of important topics.

Industry Track participants are also encouraged to provide a presentation through the EO Industry Platform that will be running throughout the Industry Track program. More information

## WEEK AT A GLANCE

Monday 4/11	Tuesday 5/11	Wednesday 6/11	Thursday 7/11	Friday 8/11	Saturday 9/11
Side Events		GEO-XVI Plenary		Ministerial Summit	Executive Committee Meeting
	Executive Committee Meeting	Industry Track		Press Conference	
	Exhibition				
		Gala Dinner	Ministerial Roundtable		
			Ministerial Dinner		



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## INDUSTRY TRACK EVENTS

Asia-Oceania Industry @ GEO will drive engagement between the global GEO community and organisations developing EO capabilities in and for the Asia-Oceania region - facilitating exposure for companies and innovations that seldom have the opportunity to participate in global forums. This two-way engagement will generate synergistic benefits between global and regional activities, fostering the expansion of new ideas and their application to a range of environments. SMME's, researchers, non-EO professionals and large multi-national organisations will all have the opportunity through this forum to contribute to discussions and to canvas solutions on issues spanning regional and global scales.

### AO-INDUSTRY @ GEO

Space 2.0 workshops have been successfully run by Australia's national science agency, CSIRO, to bring together start-up companies and the broader Australian space industry eco-system - to highlight emerging technologies/activities and support its ongoing development. At GEO Week 2019, CSIRO will be running a Space 2.0 workshop specifically focusing on the EO sector, providing an opportunity for EO start-ups from around the world to pitch their capabilities and connect with potential partners to take their innovative ideas, technology and services to the next level.

### Space 2.0: EO

Welcoming Ministers to GEO Week 2019, this invitation-only reception, including a special private tour of the Exhibition, will bring together Ministers and senior delegates in an informal atmosphere to preview the key issues and expectations for the Ministerial Summit.

### Ministerial Reception

The 'Town Hall' dialogue is an opportunity for the global EO community to raise issues and topics of concern relevant to the engagement of the commercial sector in GEO's work. This event recognises the importance of maintaining a conversation that links all aspects of EO, involving all stakeholders, including but not limited to government, industry, research organisations, NGOs and funding groups. The facilitated dialogue will give all attendees a chance to be heard and discuss the issues raised; a summary report from the dialogue will then be presented to GEO Principals during GEO Week 2019.

### Town Hall Dialogue

This will be a high-level forum with discussions aligned to the theme '*Open Data and Commercial Considerations*'. Keynote presentations by leaders within GEO and the broader EO sector will be supported by expert discussion panels drawing out challenges, and possible solution pathways, to align GEO's objectives of using EO to benefit society with commercial imperatives. This forum will also foster greater collaboration through networking opportunities and the broad exchange of ideas.

### Industry & GEO

A highlight of GEO Week 2019 will be the Gala Dinner at the breathtaking Australian National Arboretum. This event will be an opportunity to mingle with the leaders of the global EO community and participate in informal discussions on how GEO and the commercial sector can work together to realise the potential of EO to make a significant impact on the world.

### Gala Dinner



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## EXHIBITION

The Exhibition at GEO Week 2019 will be a showcase for EO activities and capabilities. It acts as a collaborative hub for the week's activities, with clear connection to all meeting spaces. Being the hub for interactions during the week (including during the Ministerial Summit) the Exhibition will be a high traffic area that maximises the exposure of exhibitors. Exhibiting organisations will include cutting edge SMMEs, innovators, major global companies involved in Earth Observation, national governments as well as non-governmental groups leading global initiatives. The combination of these organisations will create an exciting environment for collaboration and discussion of new ideas. This dynamic space will be enhanced through 'speed-dating' activities between organisations, 'stand-up' presentations on evolving issues through the EO Industry Platform, and a public day where the community is invited to engage with exhibitors on the value of EO.

Industry, governments and government agencies, non-governmental groups and research organisations are all encouraged to participate in the exhibition at GEO Week 2019. With the objective of encouraging broad involvement by the global EO community, the exhibition will be a centre piece of GEO Week 2019 and pricing will be kept very competitive. Organisations seeking a significant presence in the exhibition are encouraged to discuss requirements with the GEO Taskforce. Specific packages will also be provided for SMMEs to provide affordable and straightforward mechanisms for participation in the exhibition.

## Booth Options

For organisation wishing to construct their own booths in the Exhibition, space will be available at the very competitive rate of \$AUD250 per square metre for the week. Email the GEO Week 2019 Taskforce [GEOIndustryTrack@ga.gov.au](mailto:GEOIndustryTrack@ga.gov.au) to secure space for your booth in the Exhibition and tailor arrangements to best suit your presence at GEO Week. We are also able to connect you with organisations that can assist you with the design and build of a booth for GEO Week 2019.

To facilitate involvement of a broad range of organisations in the Exhibition, we have also prepared a selection of standard booth set-ups to simplify participation. If you would to find out more about these booth arrangements for the Exhibition, please email [GEOIndustryTrack@ga.gov.au](mailto:GEOIndustryTrack@ga.gov.au).

**To secure space in the Exhibition at this 'early bird' price, please ensure you make your bookings by Monday 15 July 2019.**



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## PARTICIPATION IN THE INDUSTRY TRACK

### Registration

Registering to participate in the Industry Track at GEO Week 2019 will cost \$AUD250 and can be done through the dedicated website [www.earthobservations.org/geowee19](http://www.earthobservations.org/geowee19).

Registering for the Industry Track will allow for participation in not only the Industry Track events but also attendance at the GEO Side Events taking place on the Monday and Tuesday of GEO Week 2019.

The Industry Track will be fully catered with attendees receive morning tea, lunch and afternoon tea on each day (Wednesday and Thursday).

Individuals participating in GEO Week 2019 as part of a GEO Member or Participating Organisation's official delegation will be able to participate in the Industry Track as part of their overall registration for the week.

### Presenting at the Industry Track – The EO Industry Platform

To facilitate the exchange of ideas and enable the sharing of information on activities and capabilities within the global EO sector, the Industry Track will be coordinating thematic presentations on the Wednesday and Thursday through an 'EO Industry Platform'.

Presentation topics will be as diverse as EO and the GEO community. They will provide a valuable opportunity for industry to highlight new ideas and capabilities, learn about cutting edge technology and its applications, and discuss topical issues.

If you would like to provide a presentation in the EO Industry Platform at GEO Week 2019, please provide a 100 word abstract to [GEOIndustryTrack@ga.gov.au](mailto:GEOIndustryTrack@ga.gov.au). You should also note the organisation you will be representing when giving the presentation and the anticipated target audience for the presentation.

Space will be limited for presentations so you are encouraged to submit your interest as soon as possible to secure a place in the is forum.



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## OPPORTUNITIES TO ENGAGE

### Participation in Industry Track Activities

- The GEO community, industry stakeholders, researchers, and professionals from related activities are all encouraged to participate in the Industry Track activities. High-level representation from the commercial sector will be a key contributor to the success of the Industry Track and industry leaders are encouraged to consider how they can contribute to the discussions, within both the Industry Track and GEO Week 2019 more broadly.

### Support Side Events and Networking Opportunities

- The calibre of participation at GEO Week 2019 makes it an important forum for related discussions and a valuable mechanism to foster collaboration. Aligning with GEO's recognition of the important contribution made by the commercial sector to GEO's objectives, the GEO Taskforce is open to exploring the incorporation of side-events and networking opportunities into the GEO Week 2019 program (where feasible with existing scheduling).

### Facilitate a Trade Mission

- The wide-reaching impact of EO activities presents GEO Week 2019 as an ideal opportunity to bring together diverse companies and organisations from a region as a 'team' to participate in the forum and work towards common objectives. Some GEO Members are already arranging trade missions and others are keen for expressions of interest from companies that may wish to participate. The GEO Taskforce can assist in initiating these connections.

## SPONSORSHIP OPPORTUNITIES

The Industry Track also provides opportunities for the commercial sector to showcase their work through sponsorship of activities during the week. There are a range of sponsorship packages available within the Industry Track.

Opportunities to raise your profile through sponsoring activity within GEO Week 2019 include: lunches, morning teas, facilities within the exhibition area, forum materials and conference bags, and associated networking events.

Please contact the GEO Taskforce [GEOIndustryTrack@ga.gov.au](mailto:GEOIndustryTrack@ga.gov.au) to discuss opportunities and we are happy to work with you to customised sponsorship opportunities.



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## KEY CONTACT

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## PARTNERS AND SPONSORS

### GEO Week 2019 Sponsors



### Industry Track Partners

