

**For Immediate release**



## **Latin America Geospatial Forum Takes off; Technology Trends, GIS-based Economy Find Centrestage**

Rio de Janeiro, 18<sup>th</sup> August, 2011: With the objective of establishing a geospatial communication network within the Latin American region and raising the profile of the region's geospatial community, the first edition of Latin America Geospatial Forum was here inaugurated at Hotel Windsor. Marked by the presence of over 400 delegates coming from all over and from all user domains, the event made a thumping beginning.

The first day of the event had some great names of the global geospatial community putting forth their views during the inaugural session and subsequently at the plenary session and panel discussion. Among the key speakers during the day were Steven W. Berglund, President and Chief, Executive Officer, Trimble Navigation, USA; Greg Bentley, Chief Executive Officer, Bentley Systems, USA; Denis Sant Anna Barros, Deputy Secretary, Secretary of Planning and Strategic Investments – SPI, Ministry of Planning Budget and Management, Brazil; Ola Rollén, President and CEO, Hexagon, Sweden; H. John Oechsle, Executive Vice President, Strategy & Product, DigitalGlobe, USA; Santiago Borrero, Secretary General Pan-American Institute of Geography and History, Mexico; Steven Hagan, Vice President Development of Technologies Server, Oracle, USA, Philip O'Doherty, Chief Executive Officer, eSpatial Solutions, Ireland; Luiz Paulo Souto Fortes, Director of Geosciences, IBGE, Brazil; Guilherme Brechbuhler De Pinho, Chief Executive Officer, Fototerra, Brazil.

Greg Bentley present his vision for the “Semantic City” in which information modeling enhances infrastructure performance, for improved quality of life. There is both an urgent need and a tremendous opportunity to leverage digital “infrastructure” in the development of physical infrastructure for these megacities, with the goal of creating sustainable environments for the communities they serve.

Steven Berglund emphasized that the rapid advancements in technology and processes have created an environment of global convergence. With the unrelenting pace of change and competition today, creating and delivering value through innovation is more important than ever for businesses. To survive and prosper, organizations will not only need to formulate effective growth strategies but also implement and execute them as well on a local level.

Ola Rollén addressed on actionable information and raising the profile of this industry. He said that this industry is raising its own profile as we speak and it can contribute to improve the conditions for many in the years to come!

Aspects of convergence, dynamic GIS, data standards, integrated geospatial solutions and much more were deliberated during presentations of the speakers. Range of issues that developing economies of the region are facing – data generation, restricted data usage, data policy, etc. – came across the audience.

### **About Latin America Geospatial Forum**

The Latin America Geospatial Forum is scheduled for 17-19 August, 2011 in Rio de Janeiro, Brazil. With Instituto Brasileiro de Geografia e Estatística (IBGE) and Instituto Pereira Passos (IPP) as co-organizers the conference would highlight the need for firmly placing 'geospatial knowledge' at the heart of economic and development agenda of the nation. The conference, which will include plenary and keynote sessions, symposia, seminars, workshops, technical sessions, technology shows and a state-of-the-art exhibition, would bring all stakeholders in the geospatial domain: government, academia, researchers, students, and the industry - onto one platform to come forward and share their learning and experiences with each other and rest of the world; and enter into meaningful dialogue towards development and strengthening of geospatial industry in Latin America. Know More: [www.lagf.org](http://www.lagf.org)

### **About Geospatial Media and Communications**

Geospatial Media & Communications Pvt. Ltd. (formerly GIS Development) shall continue to work towards raising the profile and expanding the horizons of geospatial industry worldwide. It shall endeavour to create awareness about geospatial technology; connect various stakeholders of geospatial community; advocate for the right policy environment; and provide an ideal platform for business development activities through its publications and conferences. Know more: [www.geospatialmedia.net](http://www.geospatialmedia.net)