
“Horizon 2030 - Visions and Challenges in GI”

Emmanuel Pajot

EARSC

emmanuel.pajot@earsc.org

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European Umbrella Organisation for Geographic Information

European Association of Remote Sensing companies

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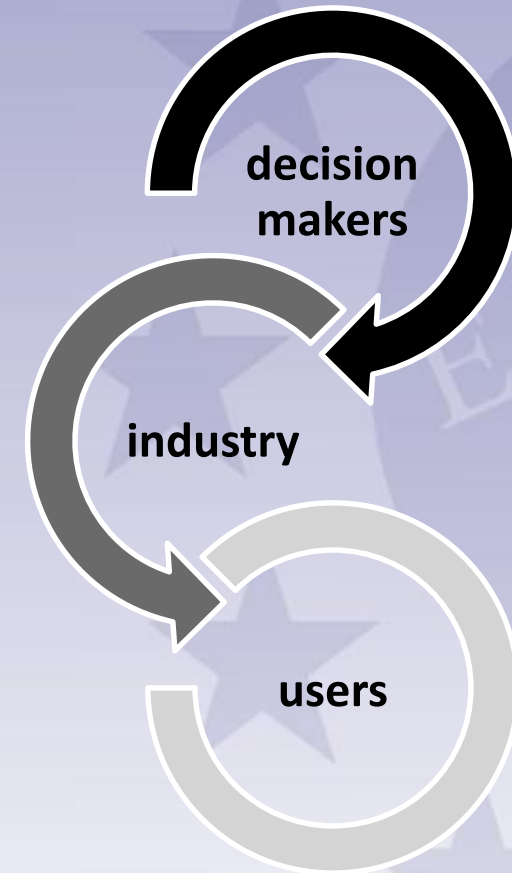
European Association
of Remote Sensing
Companies

Trade (non-profit) **association**

founded in 1989,
dedicated to helping
European companies
in the

EO downstream sector

111 members from
22 countries in Europe



European Association of Remote Sensing companies

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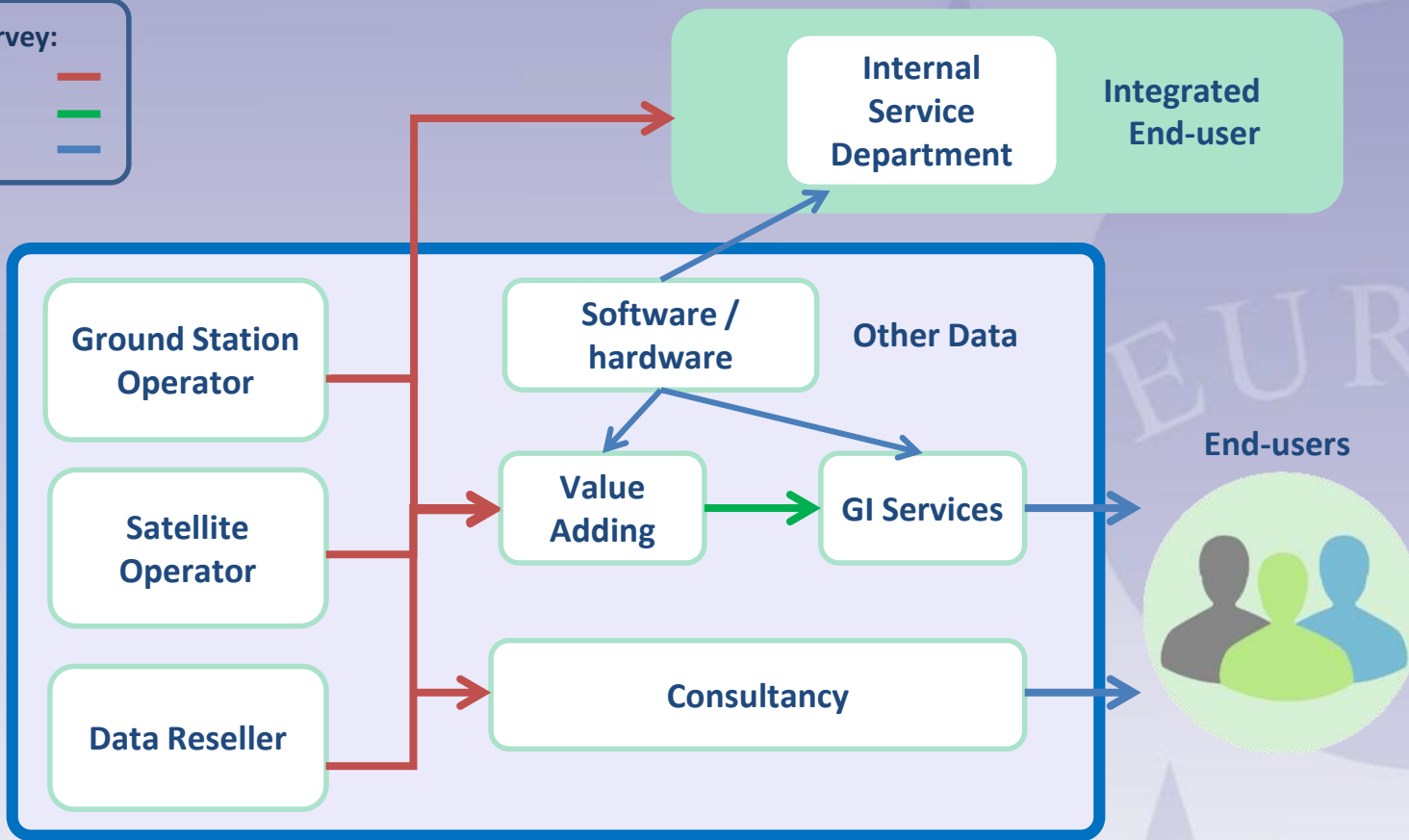
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Services covered by the survey:

- Satellite Data Products —
- EO Application Products —
- Geo-information Products —



Third
Party
Missions



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What would be the main priorities of your organisation in the future

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awareness

- Include the use of EO in EU policies
 - e.g. water, agriculture, transportation (and development)
- Improve the understanding between SP and Users
 - e.g. Agri-Insurance, Mining, Taxonomy, IFIs, e-Shape
- Identify new markets / Reach non current EO user
 - e.g. Internationalization WG, IDEEO, eoMALL

knowledge

- Integration of knowledge in the Secretariat
 - Market Observatory, PARSEC
- Stronger Eastern EU representatives
 - e.g. Albania, Bosnia & Herzegovina, Croatia, Cyprus, Finland, Hungary, Latvia, Lithuania, Malta, Serbia



What are the main challenges of GI sector you foresee in the next five years

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supply

- Changes in the supply chain
 - e.g. New Digital players, GAFA/AWS Ground station
 - e.g. Bespoke vs online services
- Integration of heterogeneous and large set of data
 - e.g. Small sat, HAPS, in situ, crowd sources
 - e.g. Data cube, A.I

demand

- De-Fragmentation
 - e.g. Pre-Commercial Procurement of services
- Attract non GI user
 - Reach user out of the current area



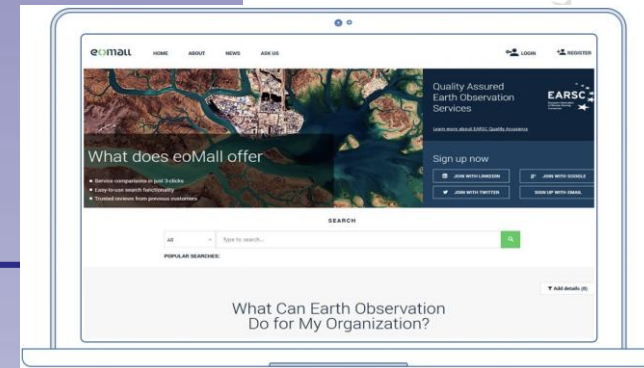
What opportunities you see for GI sector in the next five years

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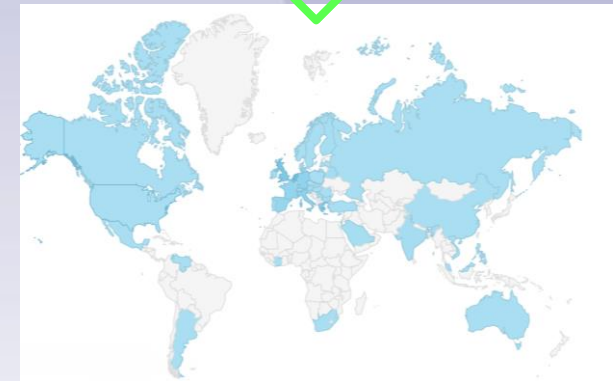
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- Market advantage compare to current solutions
 - e.g Copernicus, EU Capabilities, Innovation
- Integration of Adjacent Technologies (e.g. AI,VR)
 - e.g. Monitoring, smart cities
- Integration of new data (citizen, new sensors)
 - e.g. multi scalar, NRT, free & open data policy
- Online services
 - Opportunity for SMEs to develop, to be identify





discover
compare
access



- **EO online service market shift:**
 - **5%** (110 M€) of the market in 2016
 - perspective of **25%** (1.3B€) in 2025
- **Single point to access EO online services**
- **Support to SMEs**



