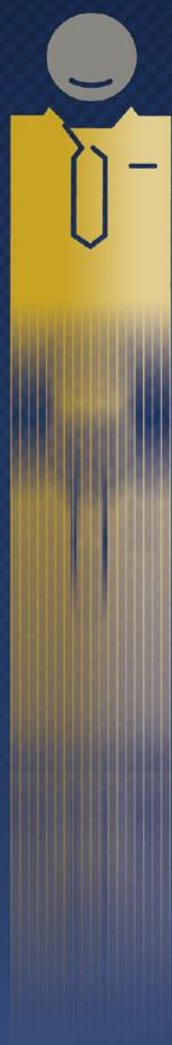




World Satellite Business Week

The unique executive meeting place for the leaders of the
global satellite communications and information business



6th

**Summit on Earth
Observation Business**
Sept 11-12

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The Westin - Paris

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WEDNESDAY SEPTEMBER 10, 2014

Preconference seminar on Commercial Satellite Imagery - Wednesday afternoon

An educational session presented by the **United States Geospatial Intelligence Foundation's (USGIF)** Commercial Electro-Optical Working Group will take place on Wednesday 10 September at 2:30 p.m. at The Westin Paris.

This seminar is organized in collaboration with Euroconsult and open to all attending the Summit on Earth Observation Business September 11-12.

THURSDAY SEPTEMBER 11, 2014

8:00 **Registration & welcome coffee hosted by** 

9:00 **OPENING REMARKS**

Lorraine Whitfield, Director, Events, **Euroconsult**

9:10 **State of play and prospects for the EO sector**

Adam Keith, Director, Space & Earth Observation, **Euroconsult**

9:30 **Leading high resolution EO operators: Adapting to market changes**

Although government spendings are stable if not decreasing, the EO data market is boosted by a stronger enterprise demand. On the supply side, the full operation of the Pléiades constellation and the arrival of WorldView 3 contribute to a strong in-orbit capacity. Top executives from high resolution operators will share their views on how to maintain their growth in a market affected by new entrants and intensifying price pressure.

Moderator: Adam Keith, Director, Space & Earth Observation, **Euroconsult**

Jeff Tarr, President & CEO, **DigitalGlobe**

Dr. Bernhard Brenner, Senior Vice President, Head of GEO Intelligence, **Airbus Defence and Space**

David Belton, General Manager, **MDA Geospatial Services**

Marcello Maranesi, CEO, **e-GEOS**

Rani Hellerman, Vice President Business Development, **ImageSat**

10:45 **Morning coffee break hosted by** 

11:15 **What's next for solutions and services**

Moderator: Steve Bochsinger, COO, **Euroconsult**

Didier Rigal, EarthLab International Network Vice President, **Telespazio**

Alexandre Thily, Director Sales & Marketing, Space & Stations, **Zodiac Data Systems**

Pierre Vincent, Executive Vice President, **Effigis**

Dr. Manfred Krischke, CEO, **CloudEO**

12:00 Access to space – current and future solutions for EO systems

Earth Observation Systems are predominantly operated in low Earth orbit. Lack of launch opportunities to reach such orbits is often a cause of delay of the programs. Some of the key players will show how they will bring secure solutions for reliable and affordable access to Low Earth Orbit.

Moderator: Stefan Barensky, Space Editor, **Air & Cosmos**

Jacques Breton, Senior Vice President, Sales & Customers, **Arianespace**

Peter Freeborn, Director Sales, **Eurockot Launch Services**

Imtiaz Ali Khan, Counsellor (Space) Indian Embassy Paris, **ISRO India**



12:45 Official lunch hosted by

14:15 Earth observation for defense: From programs to usage

Brigadier General Jean-Daniel Testé, Commander, **Joint Space Command, French MoD**

14:30 Adapting requirements to new security missions

Satellite imagery has been widely used by decision-makers for homeland security, civil protection, coastal security, and vessel traffic safety. High resolution commercial imagery with high revisit rate are fulfilling the data requirement of such applications. With an increasing number of more capable commercial satellites to be launched in the coming decade, speakers are invited to discuss their expectations on the market supply and how their needs should evolve in the near and middle term.

Moderator: Dennis Jones, President, **Jones Consulting Group**

Tomaz Lovrencic, Director, **EUSC**

Leendart Bal, Head of Operations Department, **EMSA**

Einar Bjorgo, Manager, **UNOSAT/UNITAR**

15:30 User Forum: Energy

Energy is one of the most active enterprise sectors for both the acquisition of satellite imagery and for the adoption of innovative service solutions in data streaming, processing etc. Leading players will discuss their needs for always better services and the various applicative projects they develop with these images.

Moderator: Robert Gourdine, Senior Director, Regional Marketing, **DigitalGlobe**

Kenneth "Bud" Pope, Co-Founder/President, **Spatial Energy, a DigitalGlobe company**

Dominique Dubucq, Remote Sensing Advisor, **TOTAL**

Nick Kellerman, Remote Sensing Analyst, **Shell Global Solutions**

Jean-Michel Bergeon, Oil & Gas Account Manager, **ESRI France**

16:15 AFTERNOON COFFEE BREAK

16:45 **New solutions from data to video**

Wade Larson, President & COO, **Urthecast**

17:00 **Regional Focus: Middle East & Africa**

Middle East and Africa have a genuine need for a large amount of satellite imagery to support their activities in energy, natural resources, environment, security and infrastructure development. The key executives gathered on this panel will show that several approaches can be followed to meet those needs, from development of national Space infrastructure programs to implementation of strong regional applicative centers.

Moderator: Pacôme Révillon, CEO, **Euroconsult**

Salem Al Marri, Assistant Director General, **EIAST – UAE**

Prof. Abd-Alla Gad, EU-SUDSOE Project Coordinator, Environmental Studies & Land Use, **NARSS - Egypt**

Foster Mensah, Executive Director - **CERSGIS - Ghana**

18:00 **Cocktail reception hosted by**



FRIDAY SEPTEMBER 12, 2014

09:00 EO operators: Enlarging the portfolio of solutions and customers

Whilst some observers focus their attention on ultimate resolution offer, an ever-wider range of operators are addressing the market with value approaches, serving well targeted needs. Top executives from several operators will discuss how their innovative products and services meet end-user expectations, and which challenges they are facing.

Moderator: Adam Keith, Director, Space & Earth Observation, **Euroconsult**

Ryan Johnson, President & CEO, **BlackBridge Group**

David Hodgson, CEO, **DMCii**

Dr Miguel Bello Mora, CEO, **DEIMOS Group**

Moongyu Kim, CEO, **Satrec Initiative Imaging Services**

10:00 EO usage for Environment & Sustainable Development

Natural resources management represents the first non-defense application area. Satellite remote sensing is indeed an essential tool to provide data over wide areas. While governments focus on global viewing capability in order to support their wide scale situation assessment, the private sector is seeking economic benefits from remote sensing effectiveness.

Moderator: Mr Stephen Coulson, Head of Industry Section, **ESA-ESRIN**

Simon Kay, Policy officer, Climate Finance and Deforestation Unit, DG CLIMA, **European Commission**

Didier Treinsoutrot, Director DALETT - **Cerema/DTer-SO**

Fred Stolle, Program Manager, **World Resources Institute**



11:00 Morning coffee break hosted by **KONGSBERG**

11:30 Manufacturers: Strategies for satellite to end-to-end solutions

While the North American and European EO satellite programs are decreasing, the export market remains highly active. Key executives from leading manufacturers will discuss how they adapt their offering to changing needs of existing and new customers.

Moderator: Rachel Villain, Principal Advisor, **Euroconsult**

Dr Michael Menking, SVP, Earth Observation, Navigation & Science, **Airbus Defence and Space**

Cary W. Ludtke, Vice President and General Manager Civil and Operational Space, **Ball Aerospace**

Massimo Di Lazzaro, EVP, Business Line Observation Exploration Navigation, **Thales Alenia Space**

Edward Irvin, Vice President, Remote Sensing Systems, **Lockheed Martin Commercial Space Systems**



12:30 Lunch hosted by

Earth observation awards ceremony

14:30 **Priorities of Asian civil government agencies**

Asia is one of the fastest if not the fastest growing region for EO activities, driven by large national needs and by government investments to support technology development. No less than XX Asian countries currently have active programs in either infrastructure or service development. Senior officials of government agencies will share their current priorities and strategy for investment, development and international cooperation.

Moderator: Steve Bochsinger, COO, Euroconsult

Zhou Zi Kuan, Director of International Business Development, CRESDA – China

Akira Mukaida, General Manager Solution & Service Dept, RESTEC - Japan

Chang Guey Shin, General Director, NSPO - Taiwan

Marat R. Nurguzhin, Acting President, JSC “National Company Kazakhstan Gharysh Sapary”

15:30 COFFEE BREAK

16:00 **Data and service distribution strategies**

Lead executives will share their views on strategic changes applying to the distribution of satellite imagery and associated services. Topics of discussion will include the impact of stronger competition and expansion of on line commerce and delivery, as well as the enlargement of customer types and needs and priority developments.

Moderator: Dennis Jones, President, Jones Consulting Group

Adrian Zevenbergen, Managing Director, European Space Imaging

Dr Tadashi Sasagawa, Director, PASCO Corporation – Japan

Michael Bolsunovsky, Deputy Director General, Sovzond – Russia

Iara Musse Felix, CEO, Santiago & Cintra Consultoria – Brasil

17:00 CLOSING REMARKS