



World
Geospatial
Industry
Council

Geospatial in Everything
Geospatial for Everyone

Annual Report 2024

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WGIC Secretariat



JACK DANGERMOND
Chair - Patron Board

Let's Expand Humanity's Vision of the Future

I vividly remember the day I first saw the picture of Earth from the Moon in a magazine - this tiny planet of ours flying around in an expansive universe. It set me thinking. Our Earth is not only beautiful but also a living, sentient being. It is a fragile, complex, and interconnected system. It holds all of humanity's history and our experiences from the beginning - an extraordinary aspect.

Today, our world is evolving rapidly and is increasingly influenced by human activity. This has led to some interesting challenges.

It's not all bad news, though.

Over the past few hundred years, we have seen many ingenious innovations—in agriculture, transportation, energy systems, computing, information communication technology, and healthcare—that have greatly improved the quality of life, and we aspire to go even further.

However, our progress has come at a cost. The recent World Economic Forum's Global Risks Report features "extreme weather events" among the top risks the global population will face in the short term (two years) and long term (10 years). The report says climate change, along with other threats, is set against a backdrop of rapidly accelerating technological change and economic uncertainty.

Our actions are creating unintended consequences. We are living carelessly beyond our means, which could leave the planet unsustainable and inhospitable for future generations.

It will take everybody understanding and collaborating around that understanding to overcome these challenges. It requires bringing together the best of our information, science, technology, creative innovations, and systems thinking.

It requires uniting around this foundational and powerful science of the world we have - geography - and, on that note, geospatial technology. By organizing all human

experiences, geospatial technology helps us see the world holistically. It reveals patterns and relationships and gathers insights into events otherwise hidden in plain sight. This potent technology and data bring clarity and make complexity understandable.

Further, geospatial technology integrates geographic knowledge into everything people do. This geographic approach provides a framework and a process for collecting, measuring, visualizing, and finding holistic solutions that support decision-making and action.

At the same time, it is improving how we collaborate to solve the complex challenges the world faces. It is facilitating a geospatial infrastructure, which in turn is transforming how we work together, sharing resources, content, maps, data portals, models, workflows, and even infrastructure.

The World Geospatial Industry Council (WGIC) and our members pulse with this shared vision, exemplified through its mission and initiatives to expand the value proposition of geospatial technology and to facilitate collaboration to develop innovative solutions to adequately address the complex challenges of the world. I believe geospatial professionals have an enormous role in creating the future we want.

As we continue doing our work, remember our work is part of something much more significant, creating and influencing the future of our planet.

I recently came across a poem by Ralph Waldo Emerson, written a century and a half ago -

"Among the map-makers of each generation are the risk-takers...those who see the opportunities, seize the moment...and expand humanity's vision of the future."

I thought he was talking about us, geospatial people.

As a community, let us leverage the power of geospatial to do precisely what Emerson said - unite our world and create a better future.



ALAIN DE TAEVE
Vice Chair - Patron Board

A Pivotal Stage of Maturity and Expansion

Sourcing and curating high-quality, comprehensive geospatial data are complex and expensive processes. Even as we see the need and demand for geospatial data growing exponentially, no single company or entity is in a position to master, produce, and meet the expanding demand alone. This awareness within the industry has brought about an increasing openness to embrace collaborative mapmaking and geospatial data creation. Today, open and user-generated data are combined with proprietary data in a complete quality-checking environment to create thematic data used in many applications. This has become more important today than a year ago, and the industry will see this trend expanding.

Real-time Geospatial Data and Digital Twins

While creating geospatial data is one degree of complexity, maintaining that data up-to-date in real-time is a challenge of the next level. Real-time maps have to reflect changes in reality immediately, and the map itself has to find its way into different applications in real-time.

This expectation for constant data refresh is growing massively, especially in the consumer segment. Traffic is a perfect example. One would want to know where and how long one would spend in a traffic jam when driving into one. Also, as an application grows in volume, it receives more user feedback. End users expect that whenever they provide feedback, it is processed immediately and leads to updates of the application and application data. This presents a big challenge for geospatial data producers even as it creates a business opportunity. Take the case of digital twins. The value of the digital twin deteriorates massively if not kept up-to-date. Fortunately, several technologies are available to keep the enormous volume of geospatial data fresh and up-to-date. The proliferation of robust sensors and their ubiquitous use facilitate continuous change detection. AI then interprets those changes and turns them into information that keeps the data current.

Policy for Greater Innovation

This is not a simple problem, though. It requires new ways of maintaining geospatial data and an ecosystem where innovation can thrive. It calls for forward-looking governments to introduce enabling policies. The World Geospatial Industry Council (WGIC) and its member companies are advocating for the right policies, especially those that enable innovation, which is the need of the hour. Further, the policies should allow greater collaboration between public organizations and private enterprises to accelerate the speed and ease of innovation, especially in geospatial data and applications.

Need for Geospatial Professionals

The reality of our industry is that the demand for geospatial data and applications is growing exponentially, but we do not have enough geospatial specialists to support the demand. Universities are unable to create a good pipeline of geospatial professionals to bridge this demand-supply gap. This situation calls for urgent action.

Promoting geospatial education and training, imparting the right skills, and making the industry more attractive for young people have become critical. On the other hand, we also need to open the sector to people beyond geospatial expertise.

Conclusion

The geospatial industry is at a pivotal stage of maturity and expansion, bringing several challenges. It is imperative that geospatial companies join forces with collaborative platforms such as the World Geospatial Industry Council (WGIC) in greater measure. Together, we are a force to reckon with to act, influence, and bring about the requisite changes to exploit the massive business potential ahead of us all.



BRYN FOSBURGH
President

A Landmark Year with Robust Growth

During my 40+ years in the geospatial industry, my tenure over the last 18 months at WGIC has been a rewarding personal and professional experience. Our membership is diverse and is inclusive of companies from all continents, standing true to our name. Our membership offers several unique perspectives on how geospatial technology, data, and services best contribute to solving the complex challenges the world presents today.

In line with our mission and collective member aspirations, WGIC has been relentlessly working to expand the value proposition of geospatial and Earth observation technologies and create advocacy, business, and networking opportunities for its members, and 2024 is no exception. Our membership and advocacy of our staff fill me with such great hope and confidence that geospatial technology will be the next utility and the backbone of our professional and personal lives.

Growth Momentum

2024 has been a landmark year for WGIC, with a robust 30% growth in our membership. This growth reflects our expanding influence and vibrant engagement within the communities WGIC serves.

We welcomed MDA Space and Space 42 into the WGIC fold as patron members during the year. Three cheers also to Asterra, ConsultingWhere, DataDev, Diamondback Land Surveying, Etch Ltd, GeoBiro, GeoSAS, GeoSolutions, Inovaantage, iSpatial Techno Solutions, Kompass BMS, MakePath, MBS, Mena3D, Nara Space, NavVis, PhotoSat,

Plan Blue, Pointly, Space Aye, ReOrbit, TechG-X, and TopoDOT for coming together with WGIC.

Together with all its members, WGIC is a formidable force on the world stage today. It embodies the spirit of Ubuntu (an African philosophy that translates to “I am, because you are”), co-creating the global geospatial industry landscape. I am grateful for your unwavering support and ongoing engagement with WGIC.

Continuous Alignment with Member Needs

WGIC implements its mission and strategic goals through its committees. These goals are often dynamic and purpose-driven to meet the evolving needs of our members. Many member companies articulated the need for a platform to address the pressing issues around geospatial data, the bedrock of all geospatial businesses. Responding to these member needs, WGIC announced the formation of the Data Committee in 2024. The committee is actively pursuing issues around data procurement cycles, data interoperability, data management, and data reusability within the industry.

On another note, I wish to draw your attention to the fact that WGIC is the only global trade association in the geospatial sector to identify, discuss, research, and advocate innovative business models. This fits perfectly into WGIC’s Strategic Goal #3 - To create business opportunities for the geospatial industry. After bringing out two valuable reports to further this goal, the Public-Private Partnerships (PPP) Committee revisited its scope of work and decided to broaden it beyond PPP and explore diverse funding mechanisms. The committee decided to go beyond

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the conventional bubble, examine the needs of geospatial projects from various sectors, and promote sustainable business practices. Consequently, the committee was renamed 'Project Funding and Sustainability Committee'. The committee is now actively exploring the many aspects of geospatial project financing modalities.

The Diversity, Equity, and Inclusivity (DEI) Committee continued its commitment to celebrate DEI champions with the annual WGIC DEI Trailblazers awards to recognize and honor professionals, leaders, and organizations making significant contributions to advancing DEI within the geospatial community. Further, the DEI committee has been actively addressing the concerns of our members around the recruitment of suitably skilled workforce and bridging the skill gap in the geospatial industry.

In 2024, the Policy Development and Advocacy Committee focused on the impact and relevance of Generative AI (GenAI) in the geospatial and Earth observation sectors. In 2025, the committee intends to publish a comprehensive report on the current state of GenAI applications, review the legal frameworks, and assess the benefits and challenges of integrating GenAI in various application sectors.

Deepening Partnerships

Partnerships and collaboration with organizations within and beyond the core geospatial community are the cornerstones of WGIC's mission. Each year, WGIC forges newer and deeper connections with user communities that benefit from geospatial data and technologies. In 2024, WGIC deepened its existing partnership with the Global Covenant of Mayors for Climate and Energy (GCoM), the largest global alliance for city climate leadership across the globe. Our collaboration birthed the significant report – ***Accelerating City Climate Action Through Geospatial Data***. Further, the Partnership & Industry Engagement (P&IE) committee is actively exploring new partners, including The World Ocean Council, and how they fit in to serve the needs of our member community.

Compelling Value Through Expanded Outreach and Marcom

Global outreach is the mantra WGIC swears by to fulfil its strategic goals. Throughout the year, WGIC participated in 50+ national and international events across the globe, championing our members and spearheading our collective purpose. We evolved strategies supporting the geospatial

industry's rapid growth through side events at major conferences and panel discussions on themes of interest and relevance for WGIC members, such as metaverse, geospatial workforce, future of infrastructure, and Earth observation for a sustainable future.

WGIC expanded its marcom activity to create compelling value for our members. Through WGIC YouTube video podcast interviews, we brought global visibility to our member companies' technology and business capabilities. By publishing member success stories and case studies, we began facilitating greater awareness about the robust technology implementations across sectors. WGIC's sustained social media efforts that continuously engage with our members and their leadership are building bridges, amplifying the network benefits, fulfilling the industry's felt but unmet needs, creating an inclusive culture, and elevating its stature.

Leadership Transition

2024 saw the transition in a few of WGIC leadership roles. John Renard (Cyient), who served WGIC in several essential roles since its inception, completed his term as the Secretary General in June 2024. John's contributions and enduring leadership over the years have significantly advanced WGIC's mission and impact globally. A huge shoutout to John for his fantastic work over the years. Marius Swanepoel (TomTom) has graciously agreed to step into the Secretary General position for a two-year term. Together with Marius, the WGIC executive team is solidly placed to support the organization's growth in the future.

Moving Beyond Boundaries

Looking ahead, We have dedicated significant effort this year to plan our inaugural WGIC Horizons 2025 – an event scheduled for 27-29 April 2025 in Denver, USA. The event focuses on uniting our sector and discussing crucial ideas and innovations. On behalf of the WGIC Board, officebearers, and the secretariat, I invite you to join us at the spectacular Denver Art Museum and explore how the industry is "Moving Beyond Boundaries." This theme encapsulates the spirit of exploring the exciting opportunities presented by facilitating a shared conversation on the crossroads of geospatial and Earth observation technologies and the larger ecosystems in every company, organization, and government. Your presence and support are integral to the success of Horizons 2025.

See you all in Denver at WGIC Horizons 2025!

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AARON ADDISON
Executive Director

We are a Strong Community Creating Immense Impact

GratITUDE! As I reflect on my first full year as the Executive Director of WGIC, I am filled with gratitude. It has been an exciting year of getting to know each of our member company executives better, professionally and personally. We are a strong community working together and creating an immense impact. As I go through the activity report, I am amazed at the scope and scale of our accomplishments during the year.

Growth of WGIC was stronger than ever in 2024, with membership expanding by over 30%. This growth is a testament to the importance of WGIC in our industry and our three pillars: strengthening geospatial impact, advocating global policy, and co-creating business opportunities. Expanding membership allowed WGIC to allocate additional resources towards our committee work, industry events, and secretariat support for membership. We welcomed Helen Gilmartin as WGIC Associate Director at the beginning of the year. Besides anchoring the Funding and Sustainability Committee (previously called the Public-Private Partnership Committee), Helen intensified our efforts to gain new members.

WGIC started the year with a strategic planning meeting focused on expanding our marketing communications and outreach. The team designed and launched a marcom campaign to spotlight member companies and their capabilities through long-form video interviews. We powered this up with an impactful social media strategy that augmented member visibility to the wider geospatial community, driving about 40% growth in LinkedIn followers. In addition, our signature bi-monthly Horizons Newsletter became a monthly publication and saw an increase of 420% in newsletter engagement. We will continue to build on the success of these initiatives in service to our members.

Even as the committee work continued to be a cornerstone of WGIC membership engagement and output in 2024, we maintained a steady focus on events and outreach, participating in over 50 in-person and virtual engagements during the year. Workforce development continues to be a key concern across the globe as the industry expands and needs more talent to create solutions to address the complex challenges the world is facing. Even as progress is made with room for additional opportunities, WGIC will remain at the forefront of these discussions. More than ever, I believe the geospatial industry is well-positioned to make a difference in the world by embracing “geospatial in everything, geospatial for everyone.” Looking ahead, I see a solid foundation of community, committee engagement, knowledge, and outreach collectively built in 2024 and raising the bar to continue to create value for our members.

The Board approved a first-of-its-kind event – Horizons - scheduled for April 27-29, 2025, in Denver, USA. The WGIC officers and secretariat have worked with the membership to host talks and discussions “for the industry, by the industry”. The unique single-track event is a rare opportunity to hear from business thought leaders leveraging geospatial, reflected in the theme “Moving Beyond Boundaries” as we expand our understanding of how geospatial and earth observation technologies are used. I hope you will be able to join us!

If you are a long-standing member of WGIC, I thank you for your unwavering support over the years. If you are one of our new members, I welcome you to WGIC and look forward to working on our shared goals. If you are an officer, board member, or committee member, thank you for your service. And if you are part of the small (but mighty!) WGIC Secretariat, I appreciate your dedication and contributions to our community’s success.



ORGANIZATIONAL REPORT

Strategic Goals

1. CORE GEOSPATIAL INDUSTRY

- Facilitate collaboration within the industry to develop solutions
- Speak as “one voice” at joint marketing activities
- Start-up support and promotions

2. MULTILATERAL & INDUSTRY ASSOCIATIONS

- Engage with multilateral and trade organizations
- Explore synergies with extended fraternity - engineering, IT, Infrastructure, Climate etc

4. USER COMMUNITIES

- Engage with users and demonstrate long-term benefits of geospatial technology
- Break down complexities associated with geospatial technology and optimize its uptake

3. PUBLIC SECTOR & NATIONAL GOVERNMENTS

- Connect with public sector geospatial organizations
- Advocacy with policymakers for enabling policies and legislative frameworks

Programs 2024



HIGHLIGHTING AND DEMONSTRATING VALUE

- **Outreach:** Participate in geospatial and Earth observation events around the globe
- **Marcom:** Video podcast series to highlight WGIC member and partner companies’ capabilities and offerings
- **GeoAction Africa & Beyond:** Demonstrate value of geospatial and WGIC member offerings for climate action
- **GCoM Collaboration:** Create awareness on the role of geospatial data in city climate action



POLICY ADVOCACY

- **GeoAI:** Give voice to what AI means to the commercial geospatial industry
- **Thematic Approach:** Studies on data issues, metaverse, generative AI, project funding & sustainability, city climate action, sustainable solutions for urban challenges, etc



CROSS-CUTTING EFFORTS

- **Diversity, Equity and Inclusion (DEI):** WGIC DEI Trailblazer Awards
- **Industry-Academia:** Workforce development and research
- **Collaboration:** With regional, local geospatial associations

Global Geospatial Community

PATRON MEMBERS



CORPORATE MEMBERS



ASSOCIATE MEMBERS



Member Representatives

Patrons



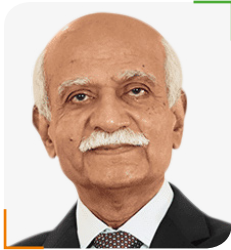
CHAIR

Jack Dangermond
 Founder & President
Esri

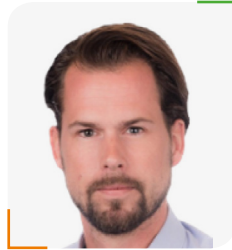


VICE CHAIR

Alain De Taeye
 Member of Management Board
TomTom



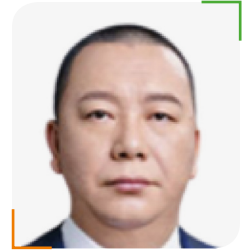
Dr. B.V.R. Mohan Reddy
 Founder Chairman &
 Board Member
Cyient Ltd



Robert Hoddenbach
 Global Director
 Land Asset Integrity
Fugro



Eva Carranza
 ESG & Sustainability Global
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Hexagon Geosystems



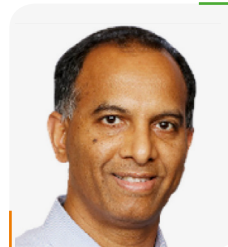
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Rajesh Alla
 Chairman & Managing
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Board 2023-2025



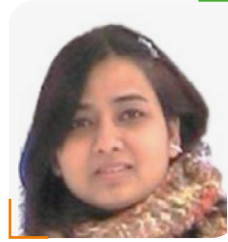
Eric DesRoche
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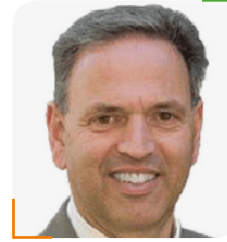
Zubran Solaiman
Director of Product
Portfolio, (Digital Cities)
Bentley Systems



John Renard
President
Cyient Europe Ltd.



Dr Bushra Zaman
Director
Data Science & AI
Deepspatial Inc



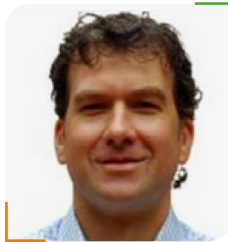
Dean Angelides
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Esri



Elshan Musayev
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GmbH**



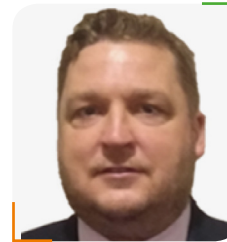
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Adina Gillespie
Vice President – Strategic
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Managing & Operations
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IIC Technologies Europe



John Bowers
Head Geointelligence New
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Dr. Jayant Sharma
Sr. Director, Product
Management
Oracle



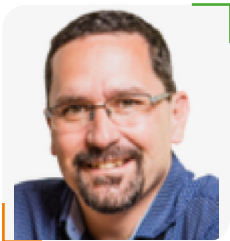
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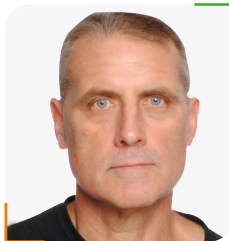
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Chief Technology Officer
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Willy Govender
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Marius Swanepoel
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Experts
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Bryn Fosburgh
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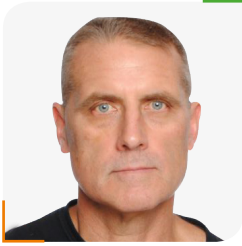


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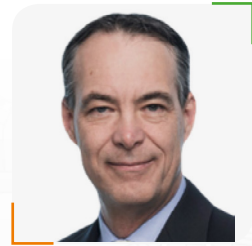
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TomTom



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TomTom

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MDA

MARTINA LOFQVIST

Picterra

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Woolpert

OUTREACH ACTIVITIES

WGIC expanded its outreach activities in 2024, strengthening its commitment to the organization's mission while enhancing the geospatial industry's value proposition and impact. Through participation in over 50 events across the globe—online and offline—WGIC engaged with diverse audiences on a wide array of relevant themes, further extending its influence and reach.

February

10-12, 2024

Where

Denver, USA

Geo Week 2024

WGIC engaged in Geo Week 2024 as a partner and organized three side events featuring sessions on the geospatial context of the metaverse, the critical importance of fostering a diverse and inclusive geospatial industry, as well as challenges and solutions within the expanding geospatial workforce. WGIC also had its booth in the exhibition hall, hosting members and providing opportunities to network with the broader geospatial community.

Geospatial Key to Realize Full Potential of Metaverse

During Geo Week 2024, WGIC hosted a panel discussion titled “Geospatial: Where the Metaverse Gets Real,” sparking discussions on the convergence of geospatial technology and the burgeoning metaverse. Panelists examined practical applications, interoperability challenges, and the dynamic landscape of real-time data integration into the metaverse.



From left to right: Aaron Addison (WGIC), Marius Swanepoel (TomTom), Siva Ravada (Oracle), James Van Rens (RIEGL), Tamrat Belayneh (Esri)

Bridging Geospatial Talent Gap Essential to Innovation and Growth

During the “When Demand Exceeds Supply – Strategies for The Rapidly Growing Geospatial Workforce” panel hosted by WGIC, panelists explored challenges and solutions within the expanding geospatial workforce. They discussed innovative approaches to attract, train, and retain talent in the geospatial industry, addressing the burgeoning industry requirements.



From left to right: Siva Ravada (Oracle), Shelia Lakshmi Steinberg (UMass Global), Cecilia Hattingh (Woolpert), Shawana Johnson (Global Marketing Insights), Aaron Addison (WGIC)

DEI Gateway to Improve Quality and Relevance of Geospatial Solutions

At WGIC’s DEI panel, panelists emphasized the need to integrate DEI principles into the geospatial industry. The panel opined that education, mentorship, and organizational change are vital to transforming the industry for a more inclusive and dynamic future.



From left to right: Shelia Lakshmi Steinberg (UMass Global), Lora Burns (Geo Week), Valrie Grant (GeoTechVision), Qassim Abdullah (Woolpert), Adina Gillespie (Hexagon), Amy Rock (UCGIS)

February
26-27, 2024
Where
Dubai, UAE

MENA Geospatial Forum 2024

Aaron Addison, Executive Director of WGIC, moderated a key panel titled “Paving the Way for Creating an Open Map Data Model through Public-Private Partnerships” at the MENA Geospatial Forum.

The panelists stressed the importance of creating accessible datasets for seamless data sharing, promoting transparency and innovation by making map data openly available, implementing robust data privacy measures, involving the public in the mapping process, and enhancing inclusivity.



Aaron Addison (WGIC) moderating a panel discussion at MENA Geospatial Forum.

February
28, 2024
Where
Silverstone, UK

The Survey Association UK AGM 2024

Helen Gilmartin, WGIC’s Associate Director, participated in The Survey Association AGM in Silverstone, UK, where members gathered to exchange insights and collaborate on key industry challenges. The event’s theme, “Stronger Together,” highlighted the association’s collective strength and shared commitment to advancing the surveying profession.



March
12-14, 2024
Where
ExCeL, London

Oceanology International 2024

Helen Gilmartin attended Oceanology International 2024 at ExCeL, London. The event was a global hub for professionals dedicated to exploring, monitoring, developing, and safeguarding the world’s oceans and waterways. In addition to engaging in valuable networking, Helen connected and dialogued with WGIC members, fostering collaboration and strengthening industry ties.



May
5-8, 2024

Where
Florida, USA

GeoInt Symposium 2024

WGIC participated in the GEOINT 2024 Symposium in Kissimmee, USA, seeking potential partnerships to enhance geospatial impact and advance WGIC’s key objectives. The Symposium’s theme, “GEOINT 2024: Essential in All Dimensions and Domains,” highlighted geospatial intelligence’s vital role in decision-making amid evolving landscapes. Industry experts, government officials, and thought leaders gathered to examine the latest technologies and applications, underscoring the indispensable role of advancing geospatial capabilities in tackling the issues of today.



May
13-16, 2024

Where
Rotterdam,
Netherlands

Geospatial World Forum (GWF) 2024

WGIC participated in the Geospatial World Forum (GWF) in Rotterdam, Netherlands. Our team engaged with both familiar and new faces at GWF 2024 and had fruitful interactions with WGIC members and representatives from various companies, paving the way for promising partnerships and reinforcing existing ones.

One highlight of our participation was Aaron Addison joining as a panelist at the Esri Seminar within GWF 2024. He contributed insights into the latest trends and innovations in the geospatial domain, emphasizing the ongoing geospatial transition.



From left to right: Kuhelee Chandel (WGIC), Helen Gilmartin (WGIC), Aaron Addison (WGIC), Gabriela Seiz (Seiz SG) at GWF 2024

May
19-24, 2024

Where
Accra, Ghana

FIG Working Week 2024

WGIC President Bryn Fosburgh participated in the International Federation of Surveyors (FIG) Working Week 2024 in Accra, Ghana. As President of the FIG Foundation, Bryn presented the Foundation’s accomplishments for 2023 and outlined the 2024 goals.



WGIC President Bryn Fosburgh (Trimble) at FIG Working Week 2024 in Accra, Ghana

June
5-6, 2024

Where
London, UK

Geo Business 2024

WGIC participated in GEO Business 2024, the UK's premier geospatial event. With over 120 leading brands showcasing innovative solutions and expert speakers sharing insights, this gathering was an excellent opportunity for WGIC to delve into the latest industry advancements and forge valuable connections. Aaron Addison delivered the keynote address on the future of the geospatial industry, emphasizing the urgent need to address recruitment challenges and build a sustainable workforce to meet the sector's rapid growth.



WGIC team interacting with visitors at GEO Business 2024

June
6, 2024

Where
London, UK

WGIC Annual General Meeting (AGM)

On the sidelines of GEO Business, WGIC convened its 2024 Annual General Meeting (AGM), where members came together to deliberate on the organization's strategic direction and key initiatives. The discussions also highlighted members' support for WGIC's benchmark event, Horizons 2025, underscoring its importance in shaping the future of the geospatial industry.



Aaron Addison presenting at WGIC AGM

June
13-14, 2024

Where
London, UK

EO Summit

WGIC participated in the EO Summit hosted by TerraWatch Space in London on June 13-14, 2024. Helen Gilmartin engaged with industry leaders and users, exploring potential partnerships. The summit provided valuable insights into EO technological and market trends and highlighted the commercial applications of satellite data.



July

15-19, 2024

Where

New York, USA

Esri UC 2024

WGIC participated in Esri UC 2024 in San Diego, where Aaron Addison connected with members and the broader geospatial community. The event ended with a memorable evening aboard the USS Midway, hosted by WGIC Patron Member Woolpert, showcasing their partnership with Esri. Aaron also engaged in productive discussions with Dr. Amy Rock from the University Consortium for Geographic Information Science, advancing conversations on geospatial workforce development



August

7-9, 2024

Where

New York, USA

UN-GGIM 14th Session

Dr. Zaffar Sadiq Mohamed-Ghouse (Woolpert), WGIC's UN Engagement Lead and Chair of the UN-GGIM Private Sector Network (PSN), and Aaron Addison (WGIC) attended the Fourteenth Session of UN-GGIM in New York City.

During the session, several reports and recommendations were reviewed, particularly those relevant to WGIC. Of note is the increasing adoption of the United Nations Integrated Geospatial Information Framework (UN-IGIF). The UN-GGIM PSN submitted a report titled 'Role of the Private Sector in Strengthening the UN-IGIF,' highlighting the private sector's contributions in advancing this framework. An interim report on the Future Geospatial Information Ecosystem has expanded the discussion on this topic, although it may still be overly focused on the digital ecosystem.

A few WGIC members are actively engaged with the UN Global Geodetic Centre of Excellence (UNGGCE). They are interested in addressing challenges related to the global geodetic supply chain and improving geodetic infrastructure, data processing, and the supply of geodetic products in collaboration with national governments and international geodesy organizations



Zaffar Sadiq Mohamed-Ghouse (Woolpert) and Aaron Addison (WGIC), along with members of UN-GGIM PSN at the Fourteenth Session in New York, USA.

September

10-12, 2024

Where

Montreal
Canada

Innovate4Cities

WGIC participated in Innovate4Cities in Montreal, Canada, hosted by our partner, the Global Covenant of Mayors for Climate & Energy (GCoM). We were excited to connect with key partners, industry experts, and thought leaders, discussing innovative approaches to climate resilience, urban sustainability, and geospatial technologies' role in shaping cities' future.

WGIC's Partnerships & Industry Engagement Committee Chair, Pooja Mahapatra, delivered a compelling presentation at the event on 'Accelerating City Climate Action Through Data and Digital Technologies: Lessons from the Field' alongside other expert speakers.



From left to right: Rodrigo Fernandes (Bentley), Helen Gilmartin (WGIC), Aaron Addison (WGIC), and Pooja Mahapatra (Fugro) at Innovate4Cities in Montreal, Canada.

September

17-18, 2024

Where

Paris, France

World Space Business Week

WGIC participated in World Space Business Week (WSBW), hosted by Novaspace (Merger of Euroconsult & SpaceTec Partners) in Paris, France. It was a pleasure reconnecting with familiar faces and engaging with our members, even as we explored potential collaboration and membership opportunities.



From left to right: Helen Gilmartin (WGIC), Sethu Saveda Suvanam (ReOrbit) at World Space Business Week 2024

September

24-26, 2024

Where

Stuttgart

Germany

INTERGEO 2024

WGIC hosted a series of activities at the INTERGEO Expo and Conference 2024. We organized three insightful side events featuring industry experts from WGIC member companies who discussed critical topics shaping the future of geospatial technology – the potential of earth observation for sustainability, the future of infrastructure, and a panel dedicated to bridging the workforce gap.

Beyond these side events, WGIC also held the quarterly Board Meeting, engaged in a thought-provoking conversation with INTERGEO TV about industry growth and the workforce gap, and hosted the DEI Trailblazer Awards ceremony, celebrating exemplary efforts in promoting diversity, equity, and inclusion across the industry



Team WGIC at INTERGEO 2024

Unlocking the Potential of Earth Observation for a Sustainable Future

Moderated by Aaron Addison, the panel “Unlocking the Potential of Earth Observation for a Sustainable Future” brought together insights from leading industry experts. The discussion highlighted the transformative role of satellite imagery and geospatial data in tackling critical sustainability challenges. Panelists also examined innovative applications of Earth observation technologies in climate monitoring, resource management, and disaster resilience.



From left to right: Aaron Addison (WGIC), Chris Newlands (Space Aye), Minda Suchan (MDA Space), Kate Fickas (Esri), and Prashanth Marpu (Space 42) discussing the potential of EO for a sustainable future at INTERGEO 2024

September

24-26, 2024

Where

Stuttgart

Germany

INTERGEO 2024

Future of Infrastructure

The “Future of Infrastructure” session brought together industry experts to explore the transformative potential of Generative AI. As an emerging technology, generative AI is set to drive innovation across the geospatial and earth observation sectors. WGIC members are actively investigating how this technology can deliver value—from automating complex data analysis to generating actionable insights. During the session, panellists emphasized how AI can revolutionize workflows, boost efficiency, and open up new opportunities to address geospatial challenges with greater precision and impact.



From left to right: Aaron Addison (WGIC), Peter Rummel (Bentley Systems), Dejan Vasic (DATADEV), Larry Fox (Bad Elf), Andrew Carey (Esri), and Chris Trevillian (Trimble) at a panel on the future of infrastructure at INTERGEO 2024

Bridging the Workforce Gap: Inclusivity in Workforce Development in the Geospatial Sector

WGIC hosted the panel discussion ‘Bridging the Workforce Gap: Inclusivity in Workforce Development in the Geospatial Sector.’ The session delved into strategies for promoting inclusivity across all segments of the geospatial workforce, highlighting the vital role of diverse talent in driving advancements in AR and 3D geospatial solutions. Panelists also explored academia’s pivotal contribution to preparing future professionals and shared actionable insights for building inclusive teams that foster innovation.



From left to right: Kuhelee Chande (WGIC), Eva Carranza (Hexagon), Elshan Musayev (EKM Global), Marianna Kopsida (Trimble), Ted Knaak (TopoDOT) discussing ways to bridge the workforce gap at INTERGEO 2024

September

24-26, 2024

Where

Stuttgart,
Germany

DEI Trailblazer Awards 2024

WGIC celebrated the remarkable achievements of the 2024 DEI Trailblazer Awardees at a distinguished award ceremony during the INTERGEO 2024.

Hearty congratulations to WGIC DEI Trailblazers 2024 - Albert Anoubon Momo, recipient of the Individual Champion Award, Deepspatial, winner of the Corporate Impact Award, and Women+ in Geospatial, recognized with the inaugural DEI Advocacy Award.

WGIC's prestigious awards honor individuals and organizations with exceptional leadership and commitment to advancing diversity, equity, and inclusion (DEI) within the global geospatial industry. Following a rigorous selection process, WGIC is proud to recognize the remarkable achievements of this year's awardees.



From left to right: Aaron Addison (WGIC), Albert Momo (GeoDEV), Miriam Mabeya (Women+ Geospatial), Rahul Kushwah (DeepSpatial), Kuhelee Chande (WGIC), and Eva Carranza (Hexagon) at the WGIC DEI Trailblazers 2024 award ceremony

October

8-9, 2024

Where

Vancouver
Canada

Bentley Year In Infrastructure 2024

We were excited to attend and support the Year in Infrastructure (YII2024) Conference hosted by Bentley Systems, a patron member of WGIC. This global event offered a remarkable platform to showcase the power of digital advancements in infrastructure and beyond. We congratulate all the Bentley Year in Infrastructure 2024 Going Digital Awards finalists.



October

14 - 16, 2024

Where

Wyoming, USA

I-GUIDE Forum 2024

WGIC participated in the NSF I-GUIDE Forum 2024 in Jackson, Wyoming, USA, representing the private sector and emphasizing how its perspectives can be integrated into academia. The forum focused on Convergence Science and Geospatial AI for Environmental Sustainability, brought together experts to explore innovative solutions for sustainability challenges.

During the event, Aaron Addison highlighted a key challenge: the time it takes for academic institutions to approve new curricula aligned with industry needs. He stressed that by the time these programs are implemented, they often lag behind the latest industry developments, underscoring the need for more agile collaboration between academia and the private sector.



Aaron Addison (WGIC) stresses the need for deeper collaboration between academia and the private sector at the NSF I-GUIDE Forum 2024

October

14-18, 2024

Where

Milan, Italy

75th International Astronautical Congress (IAC2024)

WGIC actively participated in the 75th International Astronautical Congress (IAC2024) from October 14-18 in Milan, Italy. IAC 2024 brought together thought leaders, innovators, and policymakers from the space sector. Throughout the week, WGIC engaged with key industry players, exchanging insights on how space technologies can drive future economies. We enjoyed connecting with WGIC members such as Nara Space, MDA Space, and Fugro while engaging with industry leaders.



Helen Gilmartin (WGIC) with Jay Oh, Jungkyu Lee, and Alexandra Jercaianu of Nara Space during IAC 2024

October

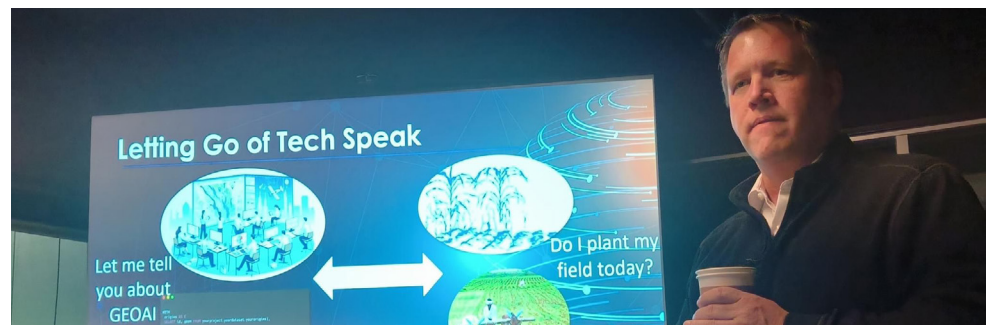
28-30, 2024

Where

Calgary, Canada

GoGeomatics

GoGeomatics Expo in Calgary, Canada, came as a new addition for WGIC in 2024. Aaron Addison delivered an impactful presentation on the importance of “de-jargonizing” technology. Aaron’s insights highlighted how simplifying complex concepts can drive meaningful progress in food security, climate action, and sustainable development.



Aaron Addison stresses the importance of “de-jargonizing” geospatial technology at GoGeomatics Expo 2024

October

Oct 28 – Nov 1

Where

Addis Ababa,
Ethiopia

UN-GGIM Africa

Dr Derek Clarke, WGIC Advisor – UN Entities, participated in the 10th UN-GGIM: Africa meeting held at the UN Economic Commission for Africa (UN-ECA) headquarters in Addis Ababa, Ethiopia. During the plenary session, Derek highlighted the private sector’s contributions to UN-GGIM initiatives, emphasizing the importance of collaborative efforts between the public and private sectors to advance geospatial development in Africa.



From left to right: Richard Estephan (Esri), Derek Clarke (WGIC), and Richard Budden (Esri) at UN-GGIM Africa 2024

November

5-7, 2024

Where

Barcelona, Spain

Sustainable Ocean Summit (SOS2024), Global Blue Finance Summit (BlueFIN), Smart City Expo (SCEWC24)

Helen Gilmartin was at the World Ocean Council’s Sustainable Ocean Summit (SOS2024) and Global Blue Finance Summit #BlueFIN), held alongside the Smart City Expo (SCEWC24). WGIC member companies, including TomTom, Bentley Systems, Hexagon, and Esri, actively participated in these events.

Board Members Pooja Mahapatra and Hannah Brocke contributed to a thought-provoking panel, “Data for Speed and Scale in Ocean Sustainability,” exploring the Digital Ocean, Big Ocean Data, and Ocean IoT. Pooja also joined a panel discussion on leveraging space technology to support the sustainable blue economy. In addition, our partner, Global Covenant of Mayors for Climate & Energy (GCoM), ran several events aimed at connecting the cities to the businesses that can help them implement their goals.



From left to right: Anne Marieke Eveleens (The Great Bubble Barrier), Helen Gilmartin (WGIC), and Andy Deacon (GCOM) at SOS2024

November

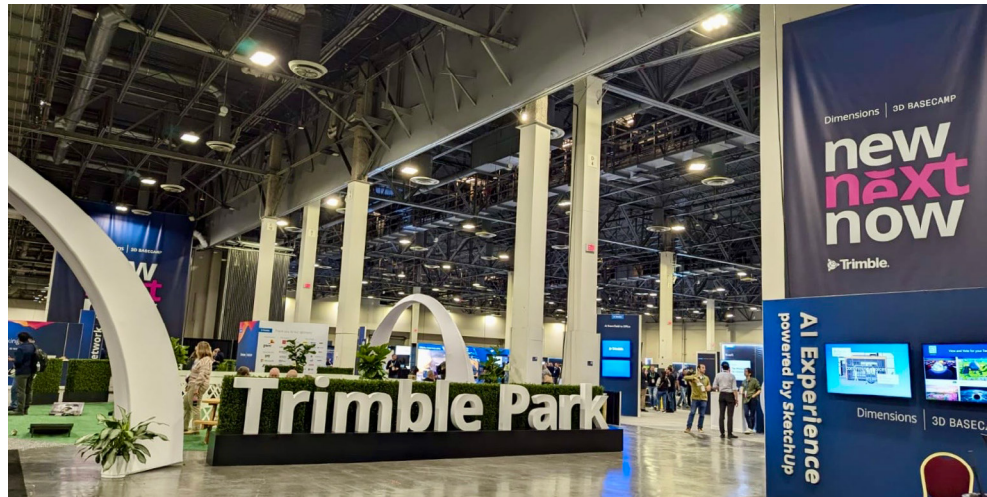
10-12, 2024

Where

Las Vegas, USA

Trimble Dimensions

WGIC participated in the Trimble Dimensions User Conference at The Venetian Resort in Las Vegas, USA, hosted by Trimble, WGIC Patron Member. The event brought together global industry leaders and innovators, offering a unique opportunity to engage with forward-thinking professionals, partners, and peers shaping geospatial technology's future.



November

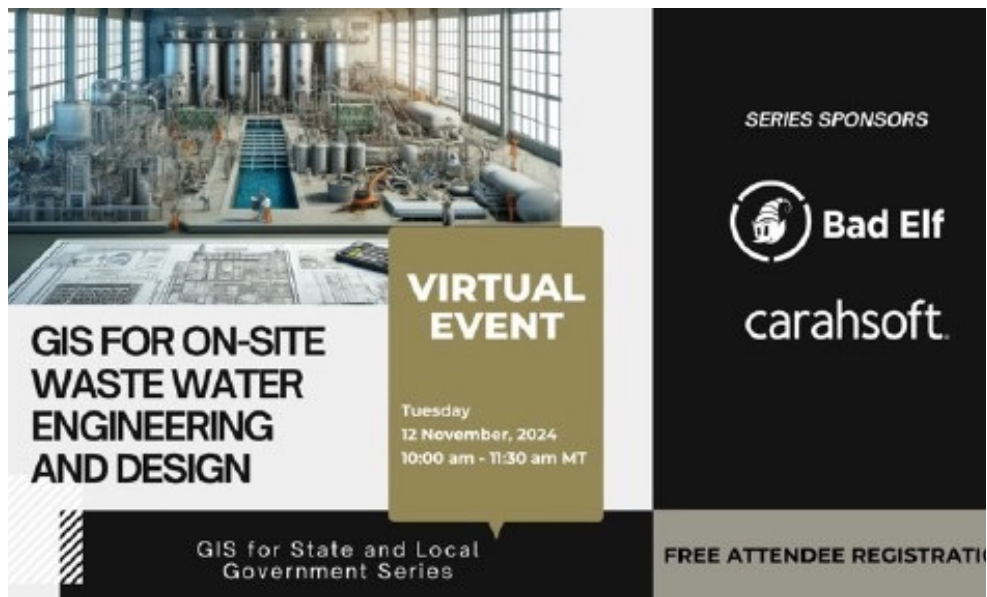
12, 2024

Where

Online

GIS for On-site Waste Water Engineering and Design Webinar

Aaron Addison moderated a webinar titled "GIS for On-Site Wastewater Engineering and Design," hosted by ConnectMii Events Inc. in collaboration with WGIC Associate Member Bad Elf. The panelists delved into various applications of GIS, including mapping and inventory, risk assessment, regulatory compliance, planning and development, public health monitoring, as well as education and outreach.



November
26-28, 2024
Where
Dubai, UAE

GeoWorld

As a supporting partner of GeoWorld in Dubai, WGIC hosted a booth offering attendees, WGIC members, and potential members a chance to meet the team—Aaron Addison, Helen Gilmartin, and Pulkit Chaudhary—to explore partnership opportunities and discuss the latest trends in geospatial innovation. Additionally, Aaron Addison moderated a panel discussion on “Cross-industry Collaboration in Geospatial Data: Bridging Sectors for Development,” emphasizing the critical role of collaboration in driving industry advancement.

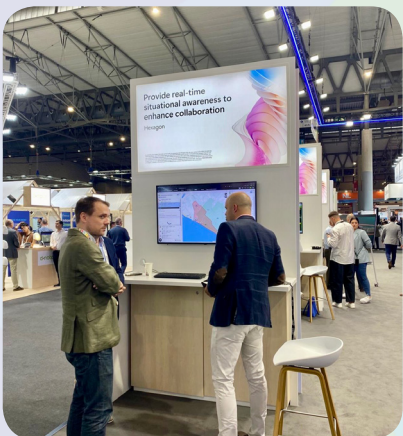


Aaron Addison (WGIC) moderating a panel discussion on cross-industry collaboration at GeoWorld 2024

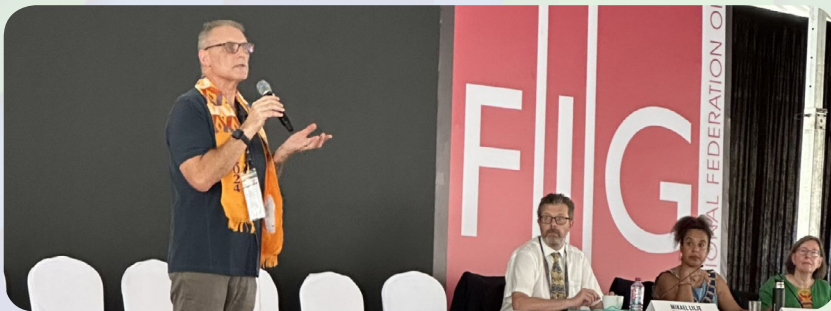
Big5Global was running alongside GeoWorld. WGIC Patron Member Autodesk participated in a panel discussion titled “Fireside Chat: Reimagining Real Estate with Autodesk and Sobha Realty: Modular Construction, Digital Innovation, and Talent at the Forefront of Change.”



Outreach in Pictures



Outreach in Pictures



Outreach in Pictures



Outreach Activities 2024 in Pictures



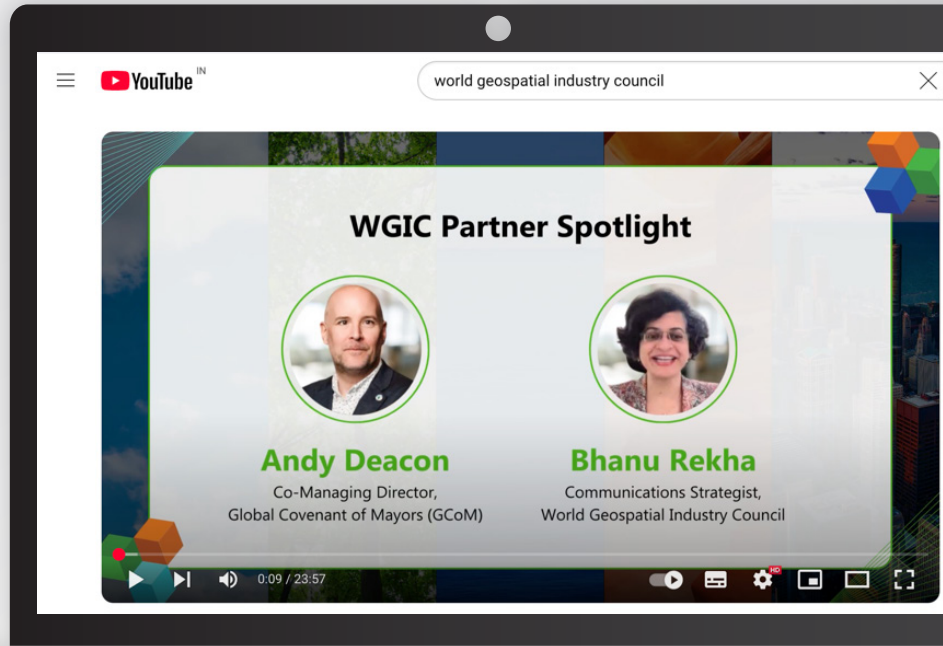
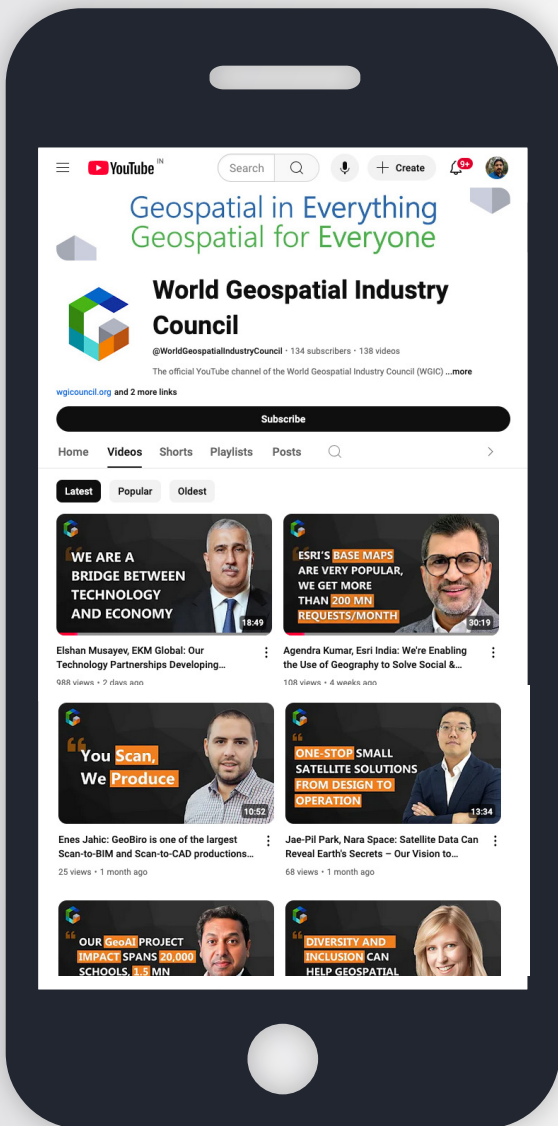
**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

**BARCELONA
DEEPTech
SUMMIT**





**DIGITAL
ENGAGEMENT &
SOCIAL MEDIA**



Expanding Digital Presence: A Strategic Shift in 2024

In 2024, WGIC adopted a strategic approach to creating compelling value for its members and partners by expanding its digital presence and broadening its online network. Building on the progress made over the years, WGIC unveiled its new marketing communications strategy that included engaging with and amplifying members' voices through **"WGIC Member Spotlight"** and **"WGIC Partner Spotlight"** video interview series.



Amplifying Member Voices: Showcasing Technology & Collaboration

This compelling marketing communications strategy prioritized featuring member company technology and solution capabilities, celebrating member achievements, and showcasing member experiences and successful case studies across digital platforms. Additionally, it allowed for building deeper connections among member companies, facilitating interoperability and collaboration within WGIC membership.



Driving Engagement: Reaching Global Geospatial Audience

This well-received initiative consistently published long-format video interviews and short video bytes/reels on the WGIC website and social media platforms such as LinkedIn and X. It is aligned with WGIC's mission to advance the global geospatial ecosystem beyond the existing contours and laid the foundation for future expansion and outreach. This initiative significantly boosted audience engagement and extended WGIC's reach, attracting a diverse viewership.

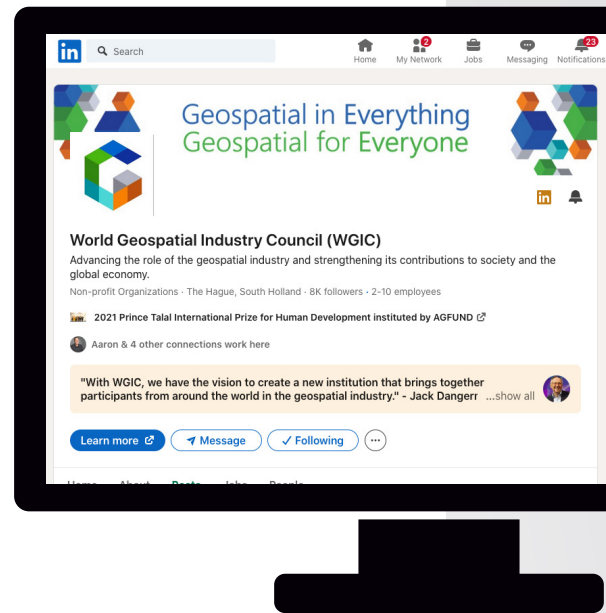


LinkedIn

Consequently, WGIC's LinkedIn presence saw remarkable growth in 2024 compared to 2023, reflecting the success of a well-crafted marcom strategy. Total LinkedIn followers grew by an impressive 38.70%. Organic impressions rose by 81.67%, and newsletter article views surged by 419.74%. Additionally, newsletter subscribers increased by 45.89%.

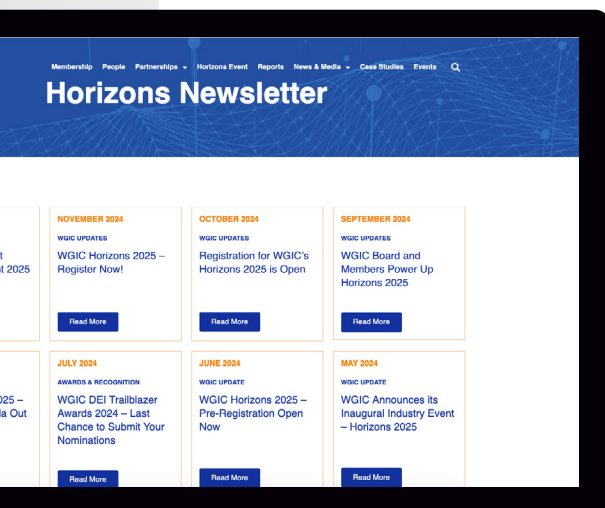
2023-2024 Comparison				
LinkedIn Metrics		2023	2024	Growth%
Total number of followers		1,870	2,078	11.12%
Total number of followers		5,370	7,448	38.70%
Organic Impressions		160,000	290,670	81.67%
Newsletter	Articles Views	2,047	10,639	419.74%
	Total Subscribers	2,432	3,548	45.89%

WGIC LinkedIn Engagement Highlights



Horizons Newsletter

The Horizons newsletter, now a monthly publication in line with the new marcom strategy, effectively drew new subscribers through LinkedIn and the CRM system. Combined, the subscriber count for both LinkedIn and the CRM system now exceeds 6,000. Horizons Newsletter (CRM) performed exceptionally well, achieving a 60.63% increase in the open rate and a 64.35% rise in the click rate.

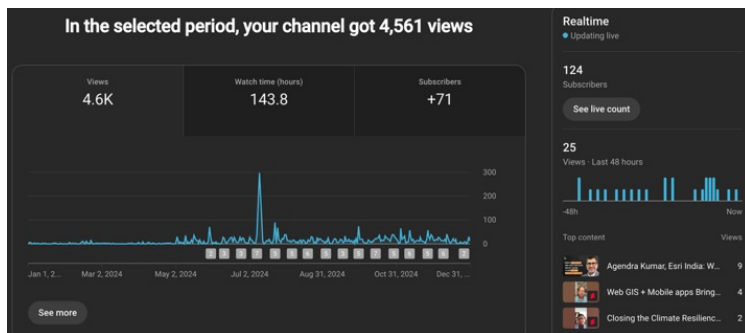


2023-2024 Comparison			
Horizons Newsletter (CRM)	2023	2024	Growth%
Opened	3,889	6,247	60.63%
Clicked	414	680	64.25%

WGIC Horizons Newsletter (CRM) Highlights

WGIC YouTube Channel

The nascent WGIC YouTube channel got a boost with the new marcom strategy and podcast videos that featured over 22 senior executives from member companies and partner organizations since May 2024 and generated more than 120 byte-sized video clips, drawing audience with engaging conversations. In 2024, the WGIC YouTube channel achieved remarkable milestones, garnering over 140 hours of watch time.

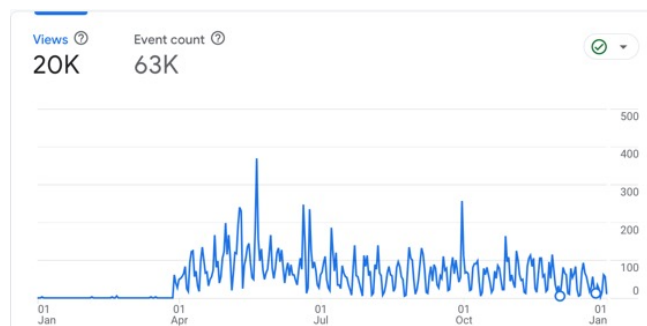
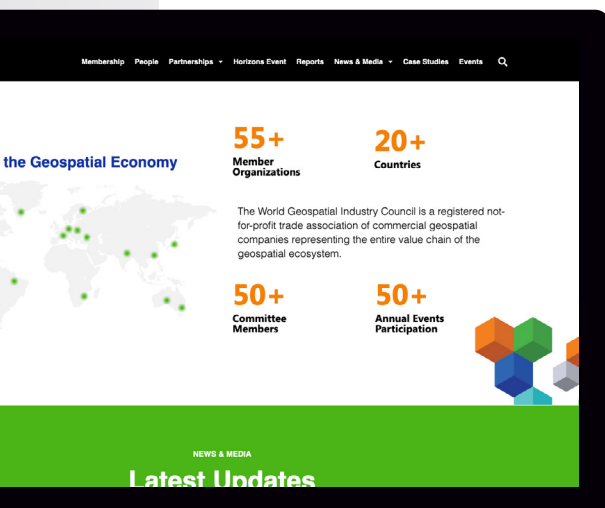


WGIC YouTube: 2024 Engagement highlights



WGIC Website

In 2024, WGIC's website welcomed 8,300 new active users, contributing to 20,000 page views and 63,000 recorded events. User engagement was notably strong, with an average of 53 seconds spent per user and 14,000 meaningful interactions. On the website, major UI and UX upgrades, along with backend improvements, enhanced website efficiency. These enhancements exemplify WGIC's commitment to innovation and adaptability in achieving its strategic objectives.



WGIC Website: Engagement highlights



COMMITTEE REPORTS

Data Committee

Geospatial data is foundational to all businesses in the sector. Produced by government and private entities across platforms, geospatial data is often protected, expensive, and not easily accessible. WGIC member companies have long felt the need to improve the data procurement cycles, make data interoperable, and ensure easy data reusability.

The Data Committee, the newest among WGIC committees, was formed to address these felt needs and many other pressing data-related issues within the geospatial sector. With Board approval granted earlier in the year, the committee had its inaugural meeting in June 2024.

Joe Seppi (Woolpert) spearheaded the inaugural meeting and also the activities of the committee during the year. Joe was ably supported by John Renard (Cyient) as the acting committee secretary.

The committee saw active engagement from Matthew Pennells (Esri), Shelby Coder (Fugro), Trevis Gigliotti (Hexagon Geosystems), Steven Sawdon (IIC Technologies), John Bowers (MDA Space), Martina Lofqvist (Picterra SA), Jim Van Rens (RIEGL International), Willy Govender (Terra Analytics), Chantal Jorawsky (Trimble), Philip Chisholm (TomTom), Ted Knaak (Topodot), and Paul DiGiacobbe (Topodot).

Exploring the Data Dynamic

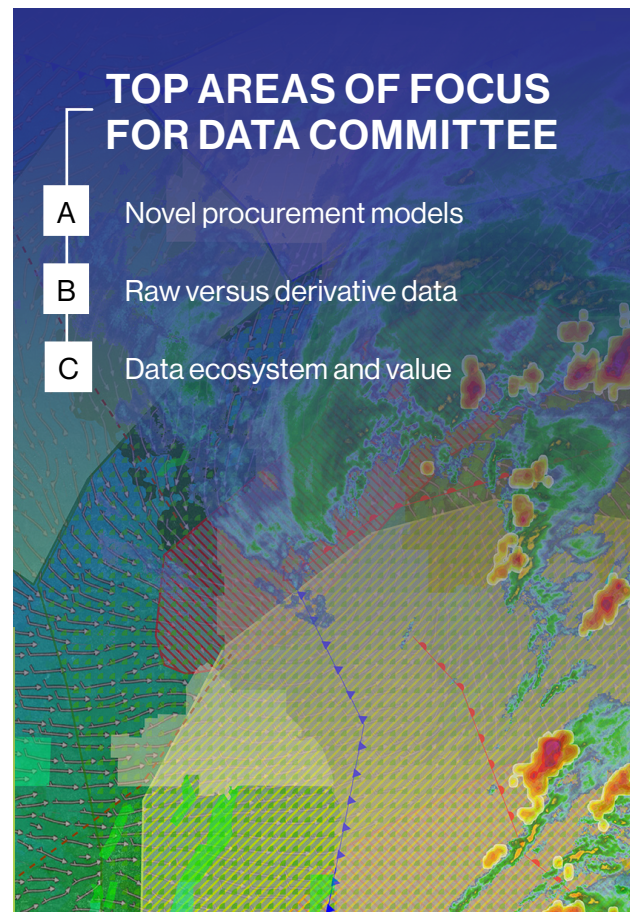
Diving into the data dynamic in the geospatial industry right away, the committee began exploring key areas including government procurement models, comprehensive data definitions, and strategies to maximize data value with an intention to strengthen the geospatial data ecosystem and improve industry-wide practices.

Further, the committee intends to bring greater emphasis on making data accessible and affordable, with support for open data initiatives. Committee members also stressed the importance of converting raw data into actionable insights, enhancing data literacy, and defining data's value for broader use cases. The impact of AI on datasets and the need for trustworthy data is among the core objectives of the committee, with consideration for implications on geospatial data.

The committee intends to explore the regional legal frameworks affecting data sovereignty, highlighting the need for consistent, sovereign data use and sharing.

Survey and Findings

To help shape the priorities and bring sharper focus to its objectives, the committee set itself out to understand the needs of WGIC member companies through a survey. Initial survey responses indicated the top areas of interest for WGIC members as - novel procurement models, raw versus derivative data, and data ecosystem and value



2025 Objectives

The committee intends to host a workshop on the industry's data dynamics at WGIC's Horizons 2025 event in Denver. It contemplates bringing out a report, podcasts, and webinars. The committee intends to bring out a summary white paper after the podcast series.

Diversity, Equity, and Inclusion (DEI)

In 2024, the WGIC DEI Committee advanced its commitment to promote diversity, equity, and inclusion (DEI) as key drivers of innovation and growth in the geospatial industry. This year marked a leadership transition, with Valrie Grant, Founder & Managing Director of GeoTechVision, taking over as Chair from Albert Anoubon Momo (Trimble). The committee's efforts focused on fostering awareness, driving actionable strategies for inclusivity, and celebrating DEI champions in the industry.

Under Valrie's leadership, the committee continued its momentum, with active contributions from members Menghestab Haile (Geosias), Clinton G Johnson (Esri), Eva Carranza (Hexagon Geosystems), and other representatives from the geospatial sector.

Leadership Diversity and Inclusion

The DEI Committee emphasized the importance of embedding inclusivity into organizational practices from the outset. Through its research and outreach, the committee highlighted how member organizations are adopting innovative strategies to build diverse teams. These teams not only foster creativity and effectively address complex challenges but also align with global client expectations. Such practices serve as exemplary models for promoting inclusive and sustainable growth within the geospatial sector.

Continuing its focus on leadership diversity, the committee prioritized research into boardroom diversity within the geospatial industry. Building on insights from previous years, the committee explored the representation of gender, ethnicity, and geographical diversity at the executive level. An exploratory secondary survey was conducted to collect empirical data, which will guide the creation of a comprehensive Board Diversity Assessment Questionnaire in the coming year.

To further awareness, the committee published a series of insightful blogs on topics such as driving geospatial innovation and development through leadership diversity, DEI in geospatial startups - fueling innovation, and inclusive growth and debunking myths, unveiling realities of leadership diversity.

These publications highlighted the critical role of diverse leadership in driving innovation and improving organizational performance, inspiring the industry to adopt more inclusive practices.

Awareness and Outreach

The committee actively participated in international events to promote DEI and foster global collaboration:

Geo Week 2024: At the session "The Geospatial Inclusion Imperative: Diverse Leadership Shaping Tomorrow",



panelists explored actionable strategies to enhance leadership diversity, overcome barriers to inclusivity, and ensure fair hiring and promotion practices.

Panelists underscored the critical role of structured DEI metrics and benchmarks in tracking progress and identifying areas for improvement. They advocated for the establishment of clear, actionable goals within organizations to ensure that diversity and inclusion efforts are not only aspirational but lead to tangible changes in recruitment, retention, and career advancement opportunities across all levels of the geospatial industry.

INTERGEO Panel Discussion: This year's DEI efforts included a collaborative session titled 'Bridging the Workforce Gap: Inclusivity in Workforce Development,' jointly hosted along with the Industry-Academia and DEI Committees, highlighting our unified approach to advancing

diversity and inclusion within the geospatial sector. The session titled "Bridging the Workforce Gap: Inclusivity in Workforce Development" brought together thought leaders from across the industry and academia to discuss workforce inclusivity and its role in advancing augmented reality and 3D geospatial solutions. The panel emphasized mentorship, equitable hiring practices, and the benefits of a diverse workforce.

The discussion highlighted how fostering an inclusive environment is key to driving technological innovation and solving complex environmental and urban planning challenges, by bringing diverse perspectives that enhance creativity and operational effectiveness in the geospatial sector. The panelists also explored practical strategies for embedding inclusivity within organizational structures and training programs, so that opportunities are accessible to all.

WGIC DEI Trailblazer Awards 2024

The DEI Committee hosted the WGIC DEI Trailblazer Awards during INTERGEO in Stuttgart, continuing its tradition of honoring DEI champions. The 2024 edition introduced the WGIC DEI Trailblazer Advocacy Award, alongside the Individual Champion and Corporate Impact Awards.

- **Albert Anoubon Momo** was honored with the WGIC DEI Trailblazer - Individual Champion Award for his exemplary commitment to DEI practices throughout his career.
- **DeepSpatial** bagged the WGIC DEI Trailblazer - Corporate Impact Award for its innovative use of technology in advancing educational equity in India.
- **Women+ in Geospatial** received the inaugural WGIC DEI Trailblazer - Advocacy Award for building a global network of over 5,500 women and non-binary professionals to promote gender equality and diversity within the geospatial industry.



2025 Objectives

The committee plans to publish a white paper on boardroom diversity in the geospatial sector. A dedicated DEI summit and regional workshops to engage stakeholders and advocate for the significance of DEI are on cards. Efforts will also focus on mentorship programs, youth engagement, and disseminating research findings to promote inclusive practices industry-wide. DEI committee will collaborate with Industry-Academia Committee to further the research on workforce development.

Industry-Academia Collaboration

The WGIC Industry-Academia Collaboration Committee has been actively fostering synergies between the geospatial industry and academic institutions to address workforce challenges and drive innovation. In 2024, the committee focused on bridging the gap between industry requirements and educational outcomes. It also supported initiatives enhancing workforce readiness and advancing efforts to build a sustainable talent pipeline.

Chaired by Dr. Siva Ravada (Oracle Corporation), the committee included members such as Dr. Nikolas Smilovsky (Bad Elf), Elshan Musayev (EKM Global), Geri Miller (Esri), Valrie Grant (GeoTechVision), Narendra Babu Vattem (iSpatial Techno Solutions), Anthony Paturzo (Leica Geosystems) and Zaffar Sadiq Mohamed-Ghouse (Woolpert).

These members actively contributed to discussions and initiatives to align educational outcomes with the rapidly evolving demands of the geospatial sector.

To drive its mission, the committee organized panel discussions at international events.

At Geo Week 2024, WGIC hosted the session “When Demand Exceeds Supply – Strategies for the Rapidly Growing Geospatial Workforce.” This discussion focused on innovative approaches to attract, train, and retain talent in the geospatial industry, addressing the significant demand-supply gap. Experts shared insights into collaborative efforts between the private sector and educational institutions to adapt to the rapidly evolving industry. The session highlighted the importance of preparing students for emerging roles in advanced technologies like AR, 3D geospatial solutions, and data-driven innovations.

At INTERGEO, the session ‘Bridging the Workforce Gap: Inclusivity in Workforce Development in the Geospatial Sector’ detailed in the DEI Committee report, and highlighted aspects relevant to industry-academia collaboration. This panel, a joint effort with WGIC’s DEI Committee, focused on aligning academic curricula with the dynamic needs of the geospatial industry and emphasized the development of comprehensive mentorship and internship programs. Panelists underscored integrating academic and practical learning

experiences to prepare students for a diverse and evolving workplace, ensuring education pathways are directly connected to industry requirements and opportunities. Besides the outreach events, the committee focused on developing the terms of reference for the geospatial workforce supply and demand white paper. The paper aims to analyze global and regional workforce trends comprehensively, examine supply-demand dynamics, and propose actionable recommendations for stakeholders. It will cover definitions of “geospatial” and “geospatial workforce,” insights into workforce trends, and strategies for addressing educational gaps and talent retention. The white paper will draw on data from WGIC surveys, industry reports, and academic studies, with a final release planned for 2025.

To complement the findings of the white paper, the committee initiated discussions on scholarship opportunities to support students in the geospatial sector. Additionally, proposals for sponsorships were introduced to strengthen WGIC’s engagement with the academic community and enhance its visibility within the geospatial education sector. The committee also launched a geospatial industry-academia survey to collect insights on partnerships, curriculum development, and workforce readiness. Preliminary findings underscore the need for stronger alignment between academic programs and industry demands.



2025 Objectives

The committee plans to publish the white paper, expand scholarship and mentorship initiatives, and host workshops and webinars to address workforce challenges and strengthen collaborations. These efforts aim to position WGIC as a key player in driving industry-academia partnerships in the geospatial sector. In 2025, the committee will collaborate with the DEI committee and further its research on workforce development.

Partnerships and Industry Engagement

WGIC's collaboration with the Global Covenant of Mayors for Climate and Energy (GCoM) continued to drive impactful initiatives in advancing urban and environmental resilience throughout 2024. By bringing out a whitepaper and participating in joint outreach events, the partnership targeted to demonstrate how geospatial data, technologies, and innovations from the private sector can enhance cities' capabilities to manage and adapt to climate change.

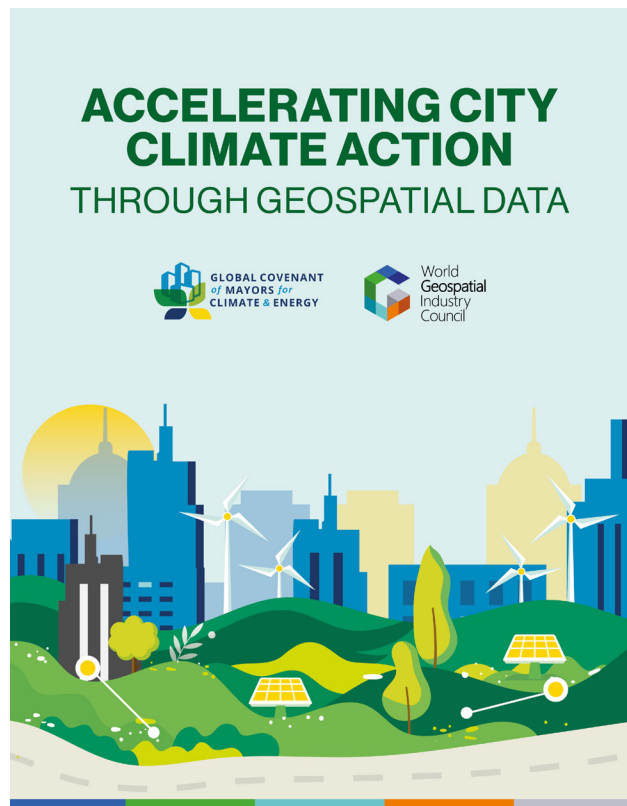
Pooja Mahapatra (Fugro) chaired the committee in 2024. The committee saw active participation of member representatives Eric DesRoche (Autodesk), Larry Fox (Bad Elf), Rodrigo Fernandes (Bentley), Louis-Martin Losier (Bentley), Charles Yu (Cyient), Linda Peters (Esri), Patricia Cummins (Esri), Matthew Pennels (Esri), Darlene Magold (Etch), Jean-Francois Gauthier (GHGSat), Valrie Grant (GeoTechVision), Menghestab Hail (Geospatial Analytical Services), Adina Gillespie (Hexagon Geosystems), Christian Luttenberger (Hexagon Geosystems), Guillermo Gutierrez (IIC Technologies), John Bowers (MDA), Hannah Brocke (Planblue), Martina Lofqvist (Picterra), Monika Lebkowska (Picterra), Alex Gow (Satellite Vu), Chris Newlands (Space Aye), Rhiannan Mundana (Spatial Vision), Hervé Clauss (TomTom) and Uday Patil (TechG-X).

Accelerating City Climate Action

The first quarter of 2024 saw the release of a joint white paper titled Accelerating City Climate Action Through Geospatial Data that highlighted the potential for applied geospatial technology in cities and how data-driven collaboration can bring emissions reduction, resilience, mitigation, and energy action at scale.

The collaborative white paper showcased excellent case studies demonstrating the power of geospatial technology in various climate-related themes such as digital twins and modeling, renewable energy sources, risks, vulnerabilities, resource management, GHGs, and transportation and mobility aspects in cities. WGIC member organizations, including BadElf, Bentley, Esri, Fugro, GHGSat, IIC Technologies, Maxar, Picterra, Planet, SatelliteVu, and TomTom contributed to this white paper.

The whitepaper highlighted three areas of action moving forward - to prioritize the application of geospatial data at the city scale for Climate Risk and Vulnerability Assessments (CRVAs) and Greenhouse Gas Emissions Inventories (GHGIs), explore the application of geospatial solutions to urban demonstrations, and advance the

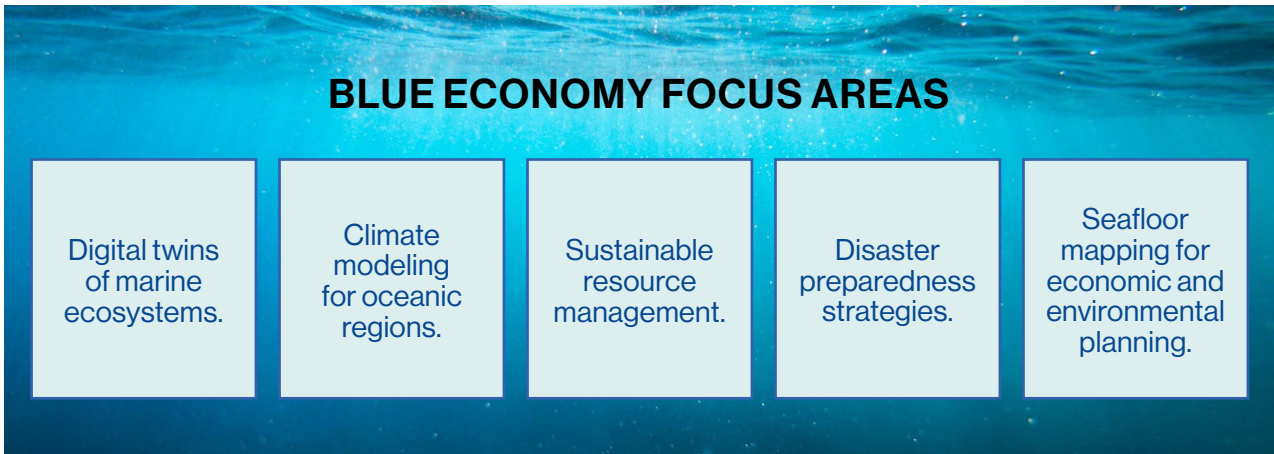


implementation of city climate action monitoring and evaluation processes and leverage geospatial data and solutions.

Powering up Partnerships

A survey conducted within the committee revealed strong member interest in deepening the WGIC-GCoM partnership. Building on the initial success, the WGIC-GCoM partnership decided to expand into pilot projects, particularly in the Global South, to address unique urban challenges and develop sustainable solutions.

Further, based on strong member interest, WGIC is discussing formalizing a partnership with the World Ocean Council (WOC), reflecting a growing interest in the Blue Economy topics. Follow-up meetings are planned to define collaborative goals that leverage the expertise of WGIC member companies. As part of the UN Ocean Decade, WGIC aims to drive geospatial innovation in exploring coastal and ocean environments.



Innovate4Cities Conference

The GCoM collaboration culminated in the Innovate4Cities Conference held September 9-11 in Montreal, Canada. Highlights include:

Member Panels

Esri, Fugro, Bentley, and GHGSat chaired dedicated sessions on pressing urban and environmental topics.

Hackathon Support

Fugro, Picterra, Esri, and TomTom played key roles in organizing and facilitating the event.

White Paper Showcase

A dedicated panel featured WGIC members presenting the key findings from the WGIC-GCoM white paper.

Networking Opportunities

One-on-one meetings between WGIC members and GCoM leaders, including Andy Deacon, were arranged to foster deeper engagement.



2025 Objectives

The committee intends to produce a multi-episode podcast on how the industry engages with institutions and organizational partnerships. Even as Dr Pooja Mahapatra (Fugro) concluded her term as the chairperson, the committee welcomed Pat Cummens (Esri) and Adina Gillespie (Hexagon) as co-chairs for 2025. The committee plans several outreach activities and initiates additional work in infrastructure and blue economy areas.

Policy Development and Advocacy

The Policy Committee, as in prior years, focused on understanding and advancing future-defining themes relevant to the geospatial sector. In 2024, the committee centered its efforts on the Impact and Relevance of Generative AI (GenAI) for geospatial and earth observation industries.

The committee was headed by Jayant Sharma (Oracle) and had active contributions from Matthew Pennells (Esri), Darlene Magold (Etch), Dr Sukanta Jena (Inovaantage), James Van Rens (RIEGL International), Kimberley Worthy (Spatial Vision), Marius Swanepoel (TomTom), and Zaffar Sadiq Mohamed-Ghouse (Woolpert).

Given the rapid rise in public awareness and adoption of Generative AI technologies, the committee intended to explore how these advancements influence industries vital to everyday life, such as environmental monitoring, urban planning, and disaster management. The study aimed to analyze the current state of GenAI applications, review the legal and regulatory frameworks, and explore GenAI's emerging and future developments. Besides, the research is expected to provide actionable insights for industry stakeholders, local communities, and national governments on the benefits, challenges, and future potential of GenAI integration.

2025 Objectives

The committee will conclude its updated comments and final report on GenAI's crucial role and rapid developments and how they impact the geospatial industry. The report will also dive deep into the challenges and opportunities GenAI brings to the industry. In addition, the output will focus on future trends and risk considerations in implementing GenAI within geospatial and earth observation solutions.

The policy committee is also working to deliver a podcast series on different facets of geospatial policy and bring a voice to subject matter experts working in these areas. Jayant Sharma (Oracle), chair of the committee in 2024, has concluded his term, and the committee thanks him for his guidance. The committee will select a new chair in Q1 of 2025.



Project Funding and Sustainability

WGC is the only global trade association in the geospatial sector to identify, discuss, research, and advocate innovative business models such as public-private partnerships (PPP), which fits nicely into WGIC's Strategic Goal #3 - To create business opportunities for the geospatial industry.

WGIC's PPP Committee has furthered this goal since its inception. After the committee brought out two reports, a consensus emerged on revisiting the scope of the committee's work.

The committee resolved to broaden the scope beyond PPP. It intended to explore the diverse project funding mechanisms prevalent and emerging in the geospatial industry. Further, it decided to go beyond the conventional bubble and examine the needs of geospatial customers from various sectors while promoting sustainable business practices. Once the WGIC Board approved the committee's decision mid 2024, it was renamed **Project Funding and Sustainability Committee**.

The committee enjoyed excellent support of Willy Govender (Terra Analytics and Chair of the committee) along with members Matt Pennells (Esri), Simon Musaeus (Hexagon), Andrew Coote (Consulting Where), Chris Tanner (Woolpert), Narendra Babu Vattem (iSpatial Techno Solutions), Menghestab Haile (GeoSAS), Uday Patil (TechG-X), and Martina Lofqvist (Picterra) to chart a new course seamlessly.

Outreach and Engagement Strategy

Renewed with a new mandate, the committee deliberated on several topics, reflecting on the ground reality of geospatial projects. The committee then decided to develop a podcast series as part of its outreach and engagement strategy.

This series is intended to share insights, raise awareness, and discuss key issues related to project funding and sustainability aspects in the geospatial industry.

Some of the topics the committee intends to explore in its podcast series include financing geospatial projects, traditional funding models and their role in geospatial projects, private investment and venture capital for geospatial startups, crowdfunding and community-driven funding models, growing importance of PPPs, green financing and ESG investing for sustainable geospatial projects, the rise of commercial satellites and satellite-as-a-service, international funding organizations and development banks, and innovative funding models such as tokenization and blockchain.

The Project Funding and Sustainability Committee enjoyed excellent support of Willy Govender (Terra Analytics and Chair of the committee) along with members Matt Pennells (Esri), Simon Musaeus (Hexagon), Andrew Coote (Consulting Where), Chris Tanner (Woolpert), Narendra Babu Vattem (iSpatial Techno Solutions), Menghestab Haile (GeoSAS), Uday Patil (TechG-X), and Martina Lofqvist (Picterra) to chart a new course.

The committee conducted a priority survey to categorize the topics to guide its focus. After reviewing the results, the committee agreed to group related topics into broader categories to foster deeper analysis and more structured conversations.

The committee intends to invite technical experts, finance professionals, entrepreneurs, and representatives from government agencies, as well as development banks, to cover the full spectrum of perspectives in the podcast conversations. This format will give listeners a solid understanding of the various financing models available for geospatial projects while keeping the content engaging and accessible to a broader audience.

Given the complexity of both project finance and geospatial technology, the committee felt it would be helpful to make the content accessible through marketing and community-building exercises while providing in-depth insights for listeners who may be investors, policymakers, technologists, or project managers. Further, the committee decided to evaluate the value creation of geospatial technologies as a basis for sustainability and funding strategies.

2025 Objectives

The committee will design and bring out a podcast series on project financing methods for geospatial projects. The content created in this series will allow for case studies and blogs to be developed, sharing the information in multiple formats and reaching a wider audience. A summary report will follow the podcast series.

United Nations and Related Entities

The United Nations recognizes WGIC as a global representative of the private geospatial industry through its MoU with the UN Statistics Division (UNSD). In particular, WGIC represents the private geospatial industry at the UN Committee of Experts for Global Geospatial Information Management (UN-GGIM). Dr Zaffar Mohamed-Ghouse (Woolpert) is the member representative on the UN and Related Entities structure.

WGIC, through Mohamed-Ghouse and Aaron Addison, WGIC Executive Director, participated in the annual session of UN-GGIM in August 2024. WGIC contributed through appropriate statements prepared from the study of the reports of various meeting agenda items. WGIC also took note of the establishment of the UN Global Geospatial Knowledge and Innovation Centre (UN-GGKIC) in Deqing, China. The objective of the UN-GGKIC is to strengthen and advance the geospatial information management, capacity development, and capabilities of UN Member States, especially developing countries, and to enhance knowledge-sharing and innovative cooperation. This includes promoting the implementation of the UN Integrated Geospatial Information Framework (UN-IGIF) in UN Member States.

At the regional level, WGIC participated in the meeting of the UN High-Level Group on IGIF and the regional workshop for Latin America and the Caribbean, held in Aguascalientes, Mexico in January 2024, the UN-GGIM: Africa meeting held in Ethiopia in October 2024, and the UN-GGIM: Asia and Pacific meeting held in India in November 2024.

The 7th High-Level Forum on UN-GGIM took place in October 2024 in Mexico City, Mexico, and WGIC was present at this event. It allowed WGIC to engage with government ministers and other senior officials responsible for geospatial information management in their countries.

During the year, WGIC has continued contributing to the discussions and thought processes on the future geospatial ecosystem. This helps envisage future trends in the geospatial and related sectors. WGIC has also compiled a draft internal report titled, 'An Overview of Geospatial Activities at United Nations Entities from a Perspective of the World Geospatial Industry Council,' which intends to inform its members of engagements with UN entities.



2025 Objectives

WGIC intends to contribute further to the discussions of the future geospatial ecosystem and to continue engagements with the UN-GGIM and other UN entities.

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