

New Platform Connects Construction and Surveying Professionals



Publishing company Geomares, the name behind the leading international magazines *GIM International* and *Hydro International* for geospatial and hydrographic surveying professionals, is now expanding its activities with the launch of [Geo4Construction](#). This new online platform brings together construction engineers and geospatial professionals in order to disseminate surveying knowledge in the Architecture, Engineering & Construction (AEC) industry and pave the way for the digital future.

The AEC industry cannot escape the digital transformation, which is creating a growing need for geospatial knowledge. Highly accurate measurements are crucial throughout the built-environment life cycle, and that is precisely where surveying skills come into play.

However, a surveyor's role goes far beyond merely acquiring geospatial data; in fact,

surveyors are crucial to the success of the entire building information modelling (BIM) process.

"The use of geospatial technologies such as photogrammetry and Lidar as well as mapping methods such as aerial and terrestrial laser scanning is growing all the time in the AEC sector," explains Wim van Wegen, content manager of Geo4Construction. "This is leading to a rising demand for relevant knowledge in that industry. As a reliable source of information and inspiration, [Geo4Construction](#) helps construction, surveying and geospatial professionals develop the skills they need to deliver maximum value in the 3D environment," he adds.

So how exactly does this new online platform enhance the current media landscape in the sector? "As a media company with over 30 years' experience in the surveying sector, we are strongly positioned to connect the worlds of construction and surveying. We aim to develop [Geo4Construction](#) into the leading source of expertise contributing to the digital engineering of buildings and infrastructure," comments Durk Haarsma, director strategy & business development at Geomares.