

Blue Marble Geographics Adds Chinese Reseller to Global Partner Network



Beijing E-Carto Technologies has joined the growing list of partner companies reselling and supporting Blue Marble's products throughout the world. Focusing on the rapidly emerging geospatial sector in mainland China, Beijing E-Carto Technologies will be tasked with promoting, distributing and supporting Global Mapper and the accompanying Lidar module.

Coinciding with the acceleration in the worldwide popularity of Global Mapper, [Blue Marble](#) has developed a wide-reaching network of dedicated partners and resellers. Each of these partner companies has been selected because of their genuine enthusiasm for Global Mapper and their commitment to spreading the word about its capabilities. Besides simply selling the software, most resellers are actively involved in the GIS community in their

region and offer Global Mapper training and other professional services to their customers and clients.

Local presence

The addition of Beijing E-Carto Technologies to the reseller list provides an invaluable asset to Blue Marble. Not only will the company be able to effectively introduce Global Mapper to Chinese government agencies and commercial companies, a task which has been logistically difficult for Blue Marble's account managers, but it will also provide a local presence for addressing the illegitimate distribution and licensing of the software in the region.

Headquartered in the capital, Beijing E-Carto Technologies has a situational advantage when it comes to engaging with the various branches of the national government. Company owner, Chunhua Chen, brings 11 years of experience in the geospatial field and has eagerly embraced the opportunity to work on behalf of Blue Marble and to promote Global Mapper in his homeland.