

# Geospatial Information Roadshow 2021 Creates Digital Touchpoints for Global Businesses



The Geospatial Information Roadshow 2021, hosted by the Ministry of Land, Infrastructure and Transport (MOLIT) of Korea and organized by Korea Land and Geospatial Informatix Corporation (LX), will open in a virtual venue for five days from 22-26 March. The associated WEB-VR 3D exhibition will realize digital touchpoints for global businesses and propose an innovative direction for the

global geospatial information market in the post-COVID-19 world.

At 10:00 KST (GMT+9) on 22 March 2021, the roadshow will kick off with the opening remarks by Jeong Ryeol Kim, CEO of LX (Korea Land and Geospatial Informatix Corporation) followed by the opening remarks by Young Woo Nam, Director General of the Ministry of Land, Infrastructure and Transport of the Republic of Korea (MOLIT) and the congratulatory remarks by Meskerem Brhane, Practice Manager for Urban Development, Resilience Land in East and Southern Africa at The World Bank.

The [Geospatial Information Roadshow 2021](#) offers a Conference section that will be attended by members of international organizations, including The World Bank, UN Habitat and UN Economic and Social Commission for Asia and the Pacific (ESCAP), and experts in the field of geospatial information from 15 countries. There will also be a virtual exhibition that displays Korea's cutting-edge geospatial information technologies. The roadshow aims to enhance the business channels between outstanding Korean companies and global experts in the geospatial community.

## Geospatial information industry's WEB-VR 3D exhibition

All attendants will be able to join the roadshow conveniently and effectively using VR functions such as Automatic Tour and Mini Map, without any restrictions due to their location, device or communication environment. All content will be vividly accessible thanks to 3D graphics and videos.

The roadshow exhibition is subcategorized into five sections: four sections showcasing the business capabilities of Korean companies from diverse technological perspectives plus a startup section. This will include the LX booth providing a national perspective on the post-COVID-19 world. The technology sections allow the attendants to experience key featured technologies in the field of geospatial information as well as various information about software and geospatial databases, connecting Industry 4.0 technologies and remote sensing technology. Moreover, the LX booth offers insight into Korea's policies and latest technology trends. Additionally, the roadshow will feature various attractions such as the Digital Virtual Gallery and business meeting sessions.



The Geospatial Information Roadshow 2021 also consists of a virtual exhibition that displays Korea's cutting-edge geospatial information technologies.

## Sharing of policy trends and recent technology with experts on global geospatial information

The conference programme comprises two sessions. In the Special Session, The World Bank, UN Habitat and UN ESCAP will present on the current geospatial information technology connected with the policy trends. The subsequent Regional Geo Trend Session featuring 17 experts from 15 countries is aimed at sharing insights into the status of geospatial information in diverse countries. Parallel to the conference, there will be a Technical Seminar in which ten exhibitors will discuss Korean geospatial information technology and its applications overseas. Conference participants are encouraged to share details of their own country's policy trends and other recent

information in order to build global relationships and seek partners for future joint projects among countries.

## **Achieving global digital business connections**

During the five days of the event, the virtual venue will act as a platform providing opportunities to connect with global buyers. The roadshow aims to play a role in generating tangible results in international cooperation in the field of geospatial information as a venue seeking co-prosperity among the governments and in the private sector.

Jeong Ryeol Kim, CEO of LX, said: “We are committed to building partnerships across borders and generating tangible long-term performance and results at the Geospatial Information Roadshow 2021.”

All the information on the exhibitors can be downloaded and will remain available for up to a year after the roadshow. However, the programme details will only be disclosed to registered visitors, starting at 10:00 KST on 22 March. For more details and to register, go to <http://www.gi-roadshow.kr>.

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<https://www.gim-international.com/content/news/geospatial-information-roadshow-2021-creates-digital-touchpoints-for-global-businesses>

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