Infoterra France Reinforces Presence in Beijing

Infoterra France has announced the setting up of a permanent presence in Beijing to support and develop commercial activity throughout Pacific Asia. Headed by Infoterra’s Asian-Pacific Business Development Manager, Frank Bignone, this team aims to advise and inform current and future clients about Infoterra’s cutting edge multi-sensor data acquisition, processing, analysis and interpreting tools and services. An important effort will be devoted to helping customers develop business from products or services derived from their Infoterra systems, in particular the Pixel Factory, an industrialised processing suite that produces advanced 3D mapping products of unparalleled quality. Infoterra’s team will also prospect commercial opportunities in the region. They hope these actions will forge a stronger cohesion among Infoterra, its clients and partners in Asia Pacific.

Already firmly implanted and widely recognised throughout Asia as a leading geo-information provider with major activities in Japan, China, Korea, Thailand, Singapore, Malaysia and Indonesia, Infoterra’s increased sales confirm their presence as a leader in this region. Just recently, Pixel Factory was sold in Beijing to Catic-Siwei and Beijing Spot Image (BSI). In addition to the technical assistance already deployed on site, Infoterra hopes this close presence will send a clear message to this strongly growing market that Infoterra values its customers and is ready to further invest time and resources to help clients develop their own businesses.

CaticSiwei is engaged in aerial photography and satellite imagery which they use to process digital surveying and mapping products. These remote sensing images and related services are used by many different professionals: Departments of State land survey, land resource management, urban planning, forestry, water resource management, power, railway, transportation and energy. They are one of China’s most important aerial photography companies with over 35% of the market share. CaticSiwei possesses two airplanes, one set of UCD cameras and several RC30 and RC10 cameras. They count over 100 employees and have developed market networks throughout China.

Beijing Spot Image Co., Ltd. is a joint venture created in 1998 between Spot Image (with shareholders like SSC, CNES and EADS Astrium) and China Remote Sensing Ground Station, a leading institute from the renowned Chinese Academy of Sciences. BSI is a leading remote sensing geographic information provider and provides a wide range of activities and services to the Chinese market: optical (SPOT, Formosat-2, Kompasat 2, Ikonos, Quickbird) and radar (TerraSAR-X) high resolution satellite data distribution, value added products, training, software, and data processing services for satellite and aerial data. BSI actively promotes turnkey solutions, including satellite ground receiving capabilities, for dedicated applications with key partners: mapping, land use, forestry, disaster management, intelligence, agriculture, etc.