

# WGDC2015 Focuses on Geospatial Cross-industry Innovation



'How to build a new geospatial ecosystem' is the main topic of this year's World Geospatial Developers Conference, WGDC2015. The geospatial conference will be held on 10 and 11 June 2015 at the National Convention Centre, Beijing, China. The conference consists of 1 main session and 6 sub-forums. Topics range from smart city, LBS, UAVs and microsatellites to innovative mapping and surveying, telematics and venture investment. The organising team expects over 6,000 attendees.

In 2015, the government work report of the National People's Congress and the Chinese Political Consultative Conference (NPC&CPCC) mentioned "Internet Plus" action plan, making everyone chasing the tide.

Internet Plus means to merge traditional industries with emerging technologies such as mobile internet, cloud computing, big data and telematics, instead of subverting and replacing them. As Ma Huateng, CEO of Tencent said, internet itself is a technological tool, a transmission pipeline, while Internet Plus is a kind of ability. The continual integration of internet and traditional industries will produce new information energy.

## Geospatial industry

As to geospatial industry, Internet Plus has already been practiced many times. Geospatial developers have been applying geospatial technologies in land resources, planning, energy resources, transportation, medical treatment, retail and agriculture, which turn out to be significant exploration. But according to the conference committee what has been until now is far from enough. It will continue the exploration so that it can better serve corporations and the general public.

This is also the question that WGDC has been trying to answer since its inception. In 2012, they focused on "New Tech, New Models, New Business"; In 2013, they proposed "Cross the boundary, Share the Value", In 2014, they put forward "Merge, Open and Smart"; and in 2015, they are to discuss with all the developers about how to build a new geospatial ecosystem.

After decades of development, traditional geospatial technologies have become supporting technologies of smart city, LBS (location-based services), business intelligence, big data and mobile internet. The value has been recognised by more and more industries, and has provided innovation room for geospatial developers. At the same time, it has meant that a new geospatial ecosystem is emerging from aspects of technology, capital, products and business.

Conference website: <http://wgdc2015.3snews.net/en/>