



SPACE DOWNSTREAM SERVICES 2010  
INTERNATIONAL CONFERENCE

## BOOSTING THE COMPETITIVENESS OF BUSINESS & SCIENCE: SATELLITE SERVICES IN MODERN SOCIETY

6-7 MAY 2010 TALLINN, ESTONIA  
VENUE: SWISSÔTEL TALLINN

**Space Downstream Services 2010** conference will bring together researchers, market specialists, business executives, government representatives and leaders of regions to exchange their experiences, new ideas, and research results on diverse aspects of satellite services. The focus is on the discussions about challenges concerning the delivery of services to users while developing innovative business models. Distinguished speakers will present possible solutions provided by existing and planned space applications in the areas of **earth observation, satellite positioning and navigation**.

The event is targeted at the **Baltic States, the Nordic countries, Russia** and the whole of Europe on common ground to exchange views, learn from each other, stimulate new partnerships and join forces in the satellite services sector. The conference will demonstrate how **satellite services contribute to sustainable economic development of the regions**.

### The conference will address the following key questions in the area of satellite services:

- What are the main benefits for the public when using satellite information?
- What kinds of satellite services are available for local governments?
- Which areas of technology are most promising for collaboration between science and business?
- How to create sustainable business models in the space downstream services sector?

The conference elaborates how to integrate regions into **Global Monitoring for Environment and Security (GMES)** Programme. The in-depth discussions will deal with **Location-based services (LBS)** business opportunities, understanding the needs of users, and creating revenue. Specific sessions in the conference will be devoted to benefits from the European space flagship project **Galileo**, and how the constellation will change business and science in the future. Collaboration with European Space Agency and how this opens up new possibilities to integrate technology and platforms with national science and business projects will be discussed in the conference.

The conference will celebrate the foundation of the **Estonian Space Society**, honorary member nominations, and the introduction of the Estonian Space Downstream Strategy. These steps will found the prospective cornerstones for the future development of space technologies and services in Estonia and in the collaborating countries from near-regions.

Gold sponsor:



# PROVISIONAL AGENDA

## Wednesday 5th May 2010

18.00 - 20.00 **Registration**

19.30 - 21.30 **Welcome Reception, Cocktails**

## I. Day, Thursday 6th May 2010

09.00 - 10.00 **Registration**

10.00 - 11.30 **Joint Plenary: Policy & Regulations in Downstream Services**

Europe has a long history of developing space technologies. The cooperation with different structures inside Europe and collaboration all over the world gives us new opportunities to develop innovative services in the Space Downstream sector. New opportunities bring new policies and regulations into discussion.

### The following questions will be discussed:

- What kinds of policies and regulations involve the use of downstream solutions?
- Which are the success stories in governments' space downstream strategies in Europe?
- What is the Estonian strategy for developing innovative space services?

11.30 - 12.00 **Coffee Break**

12.00 - 13.30 **Session 1: Space Related Business Opportunities.**

Given the impact of the space sector on the European economy, it has been highlighted that satellite information and services can contribute a great deal to the economic development of the regions. However, even when technological readiness is demonstrated, the use of satellite information and services is further limited by the lack of an organized market approach on the part of the service providers.

### The following questions will be discussed:

- What is the situation in the Space Downstream market today?
- How to collaborate with top companies to develop space services?
- How to create additional value when developing new services?

12.00 - 13.30 **Session 2: R&D in the GMES Marine and Atmospheric Domain**

Humankind is now faced with a fundamental problem: how to maintain economic well-being without ruining the environment. Today ocean and atmospheric monitoring has become a reality. Without observations we would not know what has happened and without understanding we wouldn't act. It is really a challenge to the world and to science to propose ways forward.

### The following questions will be discussed:

- How European Marine Core Service will help building up the capacity for marine monitoring and forecasting.
- How components and processes in the atmosphere influence our health.
- How the user community can be linked to scientific excellence, which is consolidated into services?

13.30 **Opening an Exhibition of Downstream Services**

13.30 **Estonian Space Society Membership Registration Open'**

13.30 - 14.30 **Lunch**

14.30 - 16.00 **Session 3: Location based services (LBS) Trends & Business Models**

LBS are the best example of how business giants, small developers and users can create innovative services when they work together, stimulate even more new partnerships and join forces. For companies and developers it is essential to see what are the future needs of users and what kinds of technologies are necessary to fulfill those needs. In this session examples of successful LBS business models are shown. Also successful cases of LBS businesses like Microsoft, Nokia, Google etc. will be presented.

### The following questions will be discussed:

- What kinds of LBS's are available today and what will the foreseeable future bring?
- What kinds of new technologies enable to create innovative business models today?
- What are the main problems of the fast developing LBS sector?

14.30 - 16.00 **Session 4: Business in Earth Observation Services**

Earth observation (EO) services are one of the fastest growing areas in Space Downstream sector. New satellites and platforms give us more and more opportunities to observe the Earth and collect information. All that information can be integrated into our daily life and it will transform services for the benefit of us all. In this session we will contemplate different kinds of EO services and take a glance at the future technologies and service development opportunities.

### The following questions will be discussed:

- Which are the business opportunities for developing EO services today?
- How useful can Global Monitoring be for the Regions
- What are the future prospects of EO services?

16.00 - 16.30 **Afternoon Coffee Break**

16.30 - 17.30 **Joint Session: Opportunities of Future Technologies**

For all parties in the Space Downstream Service branch it is essential to know what kinds of technologies will be available in near future and what these technologies will be capable of doing. It is also important to see which existing technologies have potential and which do not. In this session participants will get acquainted with technologies from ESA, ESRI etc. and will see the capabilities of new platforms.

### The following questions will be discussed:

- What kinds of technologies are available today?
- What are the general tendencies of technology and platform developments?
- What kinds of developments are available through partnering and cooperation?

**Summary of the First Conference Day, Moderator**

17.30 - 20.00 **Conference Dinner**

## II. Day, Friday 7th May 2010

09.00 - 10.00 **Registration**

10.00 - 11.30 **Joint Plenary: Benefits from Satellite Services for the Public Sector**

Various dimensions encompass regional economic development through the use of satellite information and services, i.e. network cooperation between regions, regional development strategies, financial mechanisms and space technology support programmes. The session offers a best practice section.

**The following questions will be discussed:**

- How new space implementation can solve everyday problems?
- How to use existing platforms for the benefit of the public sector?
- How to develop new services through Public-Private partnerships?

11.30 - 12.00 **Coffee Break**

12.00 - 13.30 **Session 5: In Search of LBS Revenues & Economy**

Corporations invest billions of euros every year to develop new LBS. The main questions are how to make revenue from those services now and what kinds of solutions are possible in the future? There are many ideas about to make great revenue. This session will give an overview of revenue making opportunities in the LBS sector.

**The following questions will be discussed:**

- Where does the LBS revenue lie today?
- What are the users' likes and dislikes?
- How to create revenue from LBS in the future?

12.00 - 13.30 **Session 6: R&D in the GMES Land and Emergency Domain**

The impacts of climate change on human activities and the environment, such as more frequent storms, floods and fires, have severe consequences due to high population densities and place stronger emphasis on response capacity. At the same time new advanced technologies increase spatial and temporal resolution of mapping the Earth's surface.

**The following questions will be discussed:**

- Which environmental effects can be observed from space?
- How can regional authorities foster the implementation of services into operational monitoring programmes?
- Which successful examples of field application can be turned into services?

12.00 - 13.30 **The Future Service Market of Navigation Services**

Navigation services give us many opportunities for collaboration between different regions and sectors. The marine, agriculture, smart cities and tourism sectors are the ones where regions can be associates to develop the right kinds of navigation solutions for the benefit of ourselves, the regions, the world etc. This session will analyse the different kinds of services made for users in Europe and will give an overview of the naturalistic navigation market.

**The following questions will be discussed:**

- What kinds of technologies are available and what will tomorrow bring?
- What will the navigation services market look like in the future?
- How does collaboration help to create and use new services?

13.30 - 14.30 **Lunch**

14.30 - 16.00 **Joint Session: Conference Summary & the Case of Estonia**

**Moderators of the parallel sessions of the conference will summarize the key topics:**

- What are the main benefits for the public when using satellite information?
- What kinds of satellite services are available for local governments?
- How to create sustainable business models in the field of space services?

Very important parts of the last conference session will be the celebration of the foundation of the **Estonian Space Society**, the introduction of the **Estonian Downstream Strategy** & the **Estonian TOP 3 PECS** projects.

18.00 - 23.00 **Gala Dinner**

The end of the conference will be followed by the **conference gala dinner & honorary member nominations** of the Estonian Space Society.

**The negotiations with representatives from the following organizations are currently being held:**

- European Space Agency (ESA)
- National Aeronautics and Space Administration (NASA)
- EADS Astrium
- Infoterra
- Thales
- Nokia

- Logica
- Google
- Microsoft
- GMES Bureau
- Centre National d'Etudes Spatiales (GNES)
- L'Agenzia Spaziale Italiana (ASI)
- British National Space Center (BNSC)
- Deutsches Zentrum für Luft- und Raumfahrt (DLR).



The Space Downstream Services 2010 conference, „Boosting the competitiveness of Business & Science: Satellite Services in Modern Society“ will be accompanied by the exposition and posters presenting the products and interests of the space industry and service sector as well as research achievements. The participants of the exposition are aerospace and defence companies and R&D institutions, which are actively involved in the development of space technologies and applications. Exhibition will give the audience a unique opportunity to review currently operational products and services as well as future developments of space applications. In particular, those that can be used to improve public sector management.

The exposition will help foster cooperation between different entities and encourage them to discuss new measures and ways of integrating areas of national research and industrial sector activities into European space cooperation and programs, especially under European joint initiatives such as the 7th Framework Programme, cooperation with the European Space Agency in the framework of the PECS programme, GMES Space Component and Galileo system development. The exposition will be held in the foyer of the conference centre in Swissôtel, Tallinn.

For more information about conference, please visit its web site [www.satfuturis.com](http://www.satfuturis.com)

### Registration

Registration is free of charge until 3 April 2010. After this deadline registration fee is 200 EUR.

### Call for abstracts

Abstracts of around 300 words during early registration by 15th of February. Clearly indicate the title, authors' names, affiliations and contact addresses. We will let you know by 28 February if your contribution has been selected for oral presentation or as a poster. Further instructions will be provided to contributors.

### Key deadlines:

Monday 15 February 2010

Deadline for Abstracts and early registration starts;

Sunday 28 February 2010

Notification to Authors;

Sunday 27 March 2010

Preliminary Program Issue;

Friday 4 April 2010

Deadline for Free Registration

For all enquiries relating to participation in the conference, in the exhibition and logistics, please send an email to [info@satfuturis.com](mailto:info@satfuturis.com)

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