



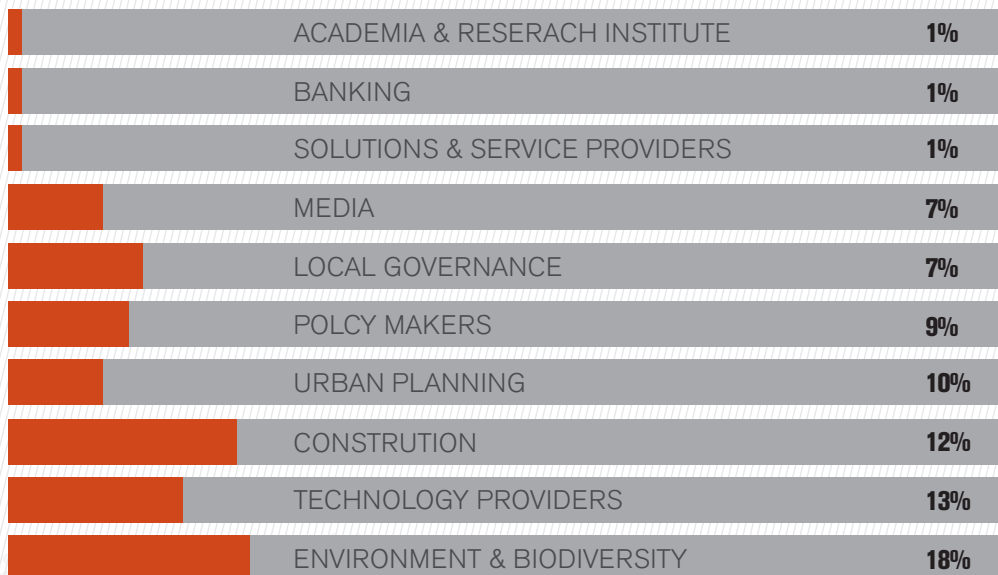
# LATIN AMERICA GEOSPATIAL FORUM

**10-12 DE NOVIEMBRE, 2015 HILTON REFORMA CIUDAD DE MÉXICO**

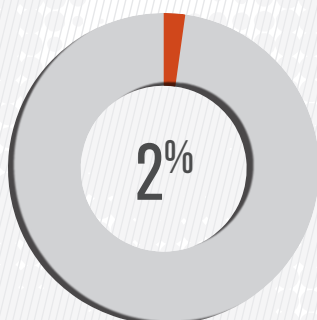


## CONFERENCE REPORT 2015

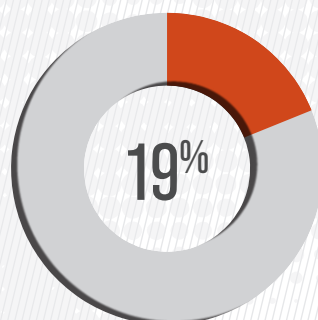
## DOMAIN-WISE PARTICIPATION



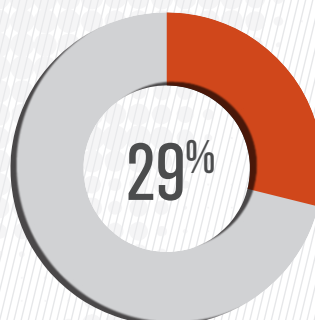
## SECTOR-WISE PARTICIPATION



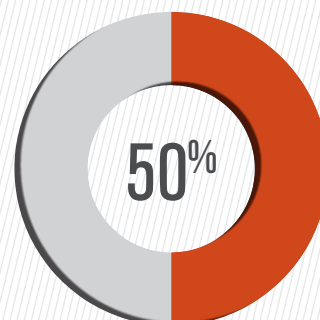
Autonomous  
Bodies



Academia &  
Reserach Institute



Government  
Organisations



Private  
Organisations

## CONFERENCE STATISTICS

1500

Delegates

250

Speakers

36

Exhibitors

88

Countries



**Servicio de Información  
Agroalimentaria y  
Pesquera - SAGARPA**

for their

innovative application  
of remote sensing and  
geospatial technology in

'Seeding probability  
estimation through  
Satellite Imagery'

**Centro de  
Operações Rio**

for their  
'Geoportal'

**Instituto de Ingeniería  
y Ciencias, Universidad  
Autónoma de  
Tamaulipas, Mexico  
And Merrick Mexico**

for their

Cadastral Modernization  
Program of the State of  
Tamaulipas

**Municipality of  
Belo Horizonte and  
PRODABEL**

for their

application development  
titled "Solve BH Mobile"

**Autonomous University  
of Puebla, Mexico**

for their

successfully  
implemented project  
titled Geostatistical  
analysis of Xaltelulco,  
Tepeloncocone,  
Tenepanco, Colorada  
and Quimichule of  
Popocatepetl volcano  
(Mexico) canyons

**Special Administrative  
Unit Cadastral District,  
Columbia,**

for there

project 'Network  
Ontology of the reference  
map for the Capital  
District'



At the sides of Latin America Geospatial Forum, INEGI – the co-organisers of the event hosted the second edition of UNGGIM Americas and Geoplenary XII meeting. The meeting saw an overwhelming participation by the North American, South American and Caribbean countries.

UNGGIM was attended by **62 delegates** from **37 countries**. Geoplenary was represented by represented by **32 member** countries.



## THE CONFERENCE WAS FORMALLY INAUGURATED ON 10<sup>th</sup> NOVEMBER, 2015

During the opening session, the dignitaries shared the vision and road map for the geospatial industry for Latin America region, that was addressed by:

**DR. JOSÉ SARUKHÁN KERMEZ**

National Coordinator  
SEMARNAT  
Mexico

**BARBARA J. RYAN**

Secretariat  
Director  
Group on Earth  
Observations  
UK

**CHRIS GIBSON**

Vice President  
Trimble  
USA

**ROSARIO ROBLES**

The Ministry of  
Agrarian, Territorial & Urban  
Development  
(SEDATU)  
Mexico

**EDUARDO SOJO GARZA-ALDAPE**

President,  
INEGI, Mexico

**LIC. PATRICIA ORNELAS RUÍZ**

Director in Chief  
of the Agricultural Information  
and Fisheries,  
SIAP

**DR. KATHRYN D. SULLIVAN**

NOAA  
Administrator and Under  
Secretary of  
Commerce for  
Oceans &  
Atmosphere,  
USA

**SANJAY KUMAR**

Chief  
Executive  
Officer,  
Geospatial  
Media &  
Communications,  
India





# Earth Observation: From Space to Surface

Two thought-provoking plenary sessions were organised which were very well received by the audience

## Chairperson

**Mark Reichardt**  
President and Chief  
Executive Officer,  
Open Geospatial  
Consortium, Inc. (OGC)

## Speakers

**Arup Dasgupta**  
Managing Editor -  
Geospatial World,  
Geospatial Media &  
Communications, India

**Dr Stuart Minchin**  
Chief, Environmental  
Geoscience Division,  
Geoscience Australia

**Ken Mooyman**  
President, Leica  
Geosystems North  
America, USA

**Basanta Shrestha**  
Director Strategic  
Cooperation,  
International Centre  
for Integrated  
Mountain  
Development  
(ICIMOD), Nepal

**Kumar Navulur**  
Director of Next  
Generation Products,  
DigitalGlobe, USA\*

**Francisco Javier  
Mendieta Jimenez**  
Director General,  
Mexican Space Agency



## Key Outcomes:

- As a community we are continuing to advance EO assets with increasing quality, reliability, accuracy and precision for potential inclusion in workflows to address an increasing array of local to global challenges.
- A balanced emphasis needs to be in place between EO experts and decision makers to assure that the policy and local community levels can understand, integrate and fuse EO assets in their workflows and decision cycles.
- There is a changing dynamic well underway with the rapidly growing body of EO assets and advancements in IT and standards – related to increasing use of the cloud and

processing with the data to produce rich and informative knowledge content for further use.

- Through National infrastructure policy and plans, Mexico along with other nations are continuing to add EO capability to address increasing varied geospatial, navigation and communications needs.

With thanks to the panelists, the Chair's perspective is that as a community we must also increase our attention to understanding the ways in which we can better leverage existing EO assets through processing and integration of these assets to address the growing body of very challenging issues facing our society and our planet.

## Geospatial Platform enabling workflows & solutions

### Chairperson

**Steven Ramage**  
Director - Strategy,  
what3words, UK

### Speakers

**Steven Hagan**  
Vice President, Oracle,  
USA

**Ania Calderón**  
General Director- Open  
Data, Coordination  
of National Digital  
Strategy, Office of the  
President, Mexico

**Ing. Jorge Juraidini  
Rumilla**  
General Director,  
TELECOMM, Mexico

**Carlos Salmán  
González**  
Director General,  
SIGSA, Mexico

**Adrian Escofet**  
President, Mexican  
Wind Power  
Association (AMDEE),  
Mexico

### Key Outcomes:

- Significant capabilities that exist now in advanced geospatial computation, notably around linked open data and big data, as well as the future of data management and storage
- Importance of general bill for transparency and open data, notably about the importance to determine what is open data and what isn't open because of citizen privacy
- UN Sustainable Development Goals can help guide the choice for open data.
- Major potential benefits offered by Mexsat and what this major investment would enable across a wide range of sectors, such as safety, transportation, tourism and environmental monitoring.
- Need to think about the real needs of citizens and users, such as cadastral and property registration
- Scope for application of geospatial





# GeoAgri Forum

## Chairperson

**Mark Noort**

Director, HCP, Netherlands

## Speakers

**Lic. Patricia Ornelas Ruíz**

Director in Chief of the Agricultural Information and Fisheries, SIAP

**Andres Castillo**

Regional Manager Latin America, BlackBridge, Colombia

**Hector Betancourt Valdez**

General Director of BITS, Mexico

**Bram Govaerts**

Associate Director Global Conservation Agriculture Program at International Maize and Wheat Improvement Center(CIMMYT), Mexico

**Jeff Lakner**

CEO, Lakner Farms, South Dakota, USA

**Prof. Dr. Claudio Leones Bazzi**

Technological Federal University of Parana, Brazil

**Susana Patricia Pérez Cadena**

Deputy Director General of Economic and Agricultural Censuses, INEGI

**Christophe Pelletier**

The Food Futurist, President, The Happy Future Group Consulting Ltd, British Columbia, Canada

**Dra. Maria Guadalupe Galindo Mendoza**

Coordinator Natioanal Laboratory of Geoprocessing Plant Information, Autonomous University of San Luis Potosí, Mexico

**Julio Cesar Castillo Urdapilleta**

General Coordination of International Relations and Space Security, Mexican Space Agency

**Liz Haide**

Huitzil Aviles Elipsis en Ordenadores S.A. de C.V, Mexico

**Ing. Jesús Olvera Ramírez**

Responsible for Geospatial Regulations, Institute of Geography, Mexico

**Jorge Arturo Rosales Hernández**

Analyst, IMPLAN, Mexico

As a concurrent forum, GeoAgri was hosted in partnership with SIAP. The forum was very well received and had witnessed innovative presentations and discussions.

## Key Outcomes:

- Invite more farmers that can tell success stories.
- Present the whole range from research to extension services for a particular application, to make the link between the different steps more apparent.
- Invite more students and dedicate some activities especially for them.
- Less time occupied by presentations and more time for exchange of ideas and information.
- Give more attention to participative aspect of agricultural applications (interaction with the farmer).
- Create an idea platform, focused on having the geospatial solutions accepted and implementation approved and funded by decision makers.
- Better connect to the target group through a range of available media: television, internet, smartphone. Provide education.
- More capacity building, improve communication and exchange of ideas and experiences. Convey a message that corresponds to the needs of the producers.
- Communication through extension services in regional offices in the field, in addition to other means, such as the portal, social media and mobile services.
- Dissemination through internet and education.
- Focus on quantification of cost-benefit aspects of geospatial technology for the producer.



# BIG Data

## Chairperson

**Carlos Castro Correa**

Director - Data Analysis, Office of the President, Mexico

## Speakers

**Roberto**

Infante Suarez Software Development Manager, Spatial and Graph, Oracle, Mexico

**Raquel Terán Ramírez**

Director - Cadastral and Registry Data Integration, INEGI, Mexico

**Claudia Cecilia Parada Acuña**

Business Director - HP DesignJet, HP Inc., Mexico

**Veronica Susana Lerma Hernandez**

Head- Spatial Data Infrastructure, National Institute of Anthropology and History (INAH), Mexico

**Shawn Melamed**

Application Specialist, PCI Geomatics, Mexico

**Abel Coronado**

Head of Big Data, INEGI, Mexico

**Ing. Elena Mijailovna Mozgovaya**

Advanced Systems and Projects, SAP, Mexico

**Héctor Mario Gomora Morales**

Head- Spatial Data Quality Model Department, INEGI, Mexico

**Ph. D. José Luis Morales Pérez**

Researcher, Professor and Former Director - Master in Data Science program, ITAM, Mexico

**Pedro Lichtle**

General Director- Data and Information, Ministry of Tourism, Mexico

**Tien-Yin (Jimmy) Chou**

Director / Distinguished Professor-GIS Research Center, FengChia University, Taiwan

Considering the importance and relevance of Big Data in today's world, a dedicated session on "BIG Data" was organised in partnership with "Office Of The President"

## Key Outcomes:

- Overview of spatial features of big data: vector and raster data processing
- Various related cutting edge technologies and platform to store and retrieve big data
- Important uses of Big data in geographic data analysis, land management
- Overview of HP in transforming the way to print and way to work with Information
- Focus on access and print from wherever your information
- Critical role of big data in disaster management and mitigation





# Next Gen Smart Applications

## Chairperson

### Richard Resl

PhDc, Director, UNIGIS - Latin America, University of Salzburg

## Speakers

### Massimo Craglia

DG Joint Research Centre, Digital Earth and Reference Data Unit, European Commission, Italy

### Luis Gerardo Esparza Rios

Deputy Director General- Geospatial Information Integration, INEGI, Mexico

### Jaime Cedeño Nicolás

Coordinator- Geomatics Laboratory, Direction of sites operation, National Coordination of Archeology, (INAH), Mexico

### Esther Mora Cervantes

GIS Manager, Mexican Postal Services

### Magdalena García Rendón

Director General, Geomatics, Merrick México

### Semblanza Jorge Gordillo

Director - Economic Analysis, CI Banco, Mexico

### Elliot Hirian Méndez Cenobio

Business Development Manager - GIS, SIGSA, Mexico

### Rodrigo Jimenez

Institute of Geophysics-UNAM, Mexico

### Cristófer G. M. Bueno

Geospatial Development Manager, PRODABEL, Brazil

### Albert Iavarone

Business Unit Manager, Mobile Survey Division Teledyne Optech, Mexico

### Diana Gabriela Castro Frontana

Environmental Eng., ENCB-IPN, Mexico

### Ing. Elsa Bautista Maria Morales

Unit Geospatial Information Systems, Mexican Institute of Transport

### Er. Abhay Kimmatkar

ADCC

The audience was generally very pleased with the variety of next gen Smart applications and the dense information flow was appreciated.

## Key Outcomes:

- Open data and the shift of paradigms and politics necessary to leverage governmental data to a beneficial use by the citizens
- Work from UNAM shows the value of creating public geo portals with open standards
- With the new Mexican Postal Agency platform, the delivery and reception services of the mail have improved in a significant way through intelligent routing capabilities with the respective online monitoring of each postal operation
- Main benefit of CatastrePro is its offer of advance editing tool of geometry and its instant online update
- Technologies integrate all the processes of land administration from filing an application of property taxes at the appropriate administrative unit



## Biodiversity and Environment

### Chairperson

#### Dr. Rainer Andreas Ressler

Director General - Geomatics, CONABIO, Mexico, along with Geog. Cleotilde Arellano  
Director, Geoinformatics, SEMARNAT, Mexico

### Speakers

#### Francisco Javier Jiménez Nava

Deputy Director General of Natural Resources and the Environment, INEGI, Mexico

#### Rene R. Colditz

Remote Sensing Specialist, National Commission for the Knowledge and Use of Biodiversity (CONABIO), Mexico

#### Maria del Carmen Jimenez

Quiroz Research, National Institute of Fisheries, Mexico

#### Juliano Lazaro

Regional LatAm Business Manager, Bradar, Brazil

#### Xanat Antonio Námiga

Autonomous, Geography Faculty, University of Mexico State

#### Jose German Flores Garnica

Researcher "C", National Institute of Forestry, Agriculture and Livestock, Mexico

#### Geog. Cleotilde Arellano

Director, Geoinformatics, SEMARNAT, Mexico

#### Flavio Wasniewski

Account Manager - LA, MDA Geospatial Services Inc., Mexico

#### Agustin Fernández Eguiarte

Engineer, Informatics Unit for Atmospheric and Environmental Sciences, UNAM, Mexico

#### Rogelio Ramos Aguilar

Research Professor, Autonomous University of Puebla, Mexico

#### Andrés de la Rosa

Portilla Director of Planning and IT, Secretariat of Environment of Veracruz State (SEDEMA), Mexico

#### Miguel Fernandez

German Centre for Integrative Biodiversity Research (iDiv), GEOBON, Germany

Another engaging seminar was on "Biodiversity and Environment", witnessed engaging presentations and thought-provoking discussions

### Key Outcomes:

- Avoid duplication of efforts and costs for data collection, reduce redundancy (thematic, data (GIS/RS)).
- Interchange of information between academia and governmental institutions – open source policy and complete transparency of data (e.g. GIS information)
- Enhance institutional capacities with respect to knowledge but also infrastructure to be able to work on large(r) volume of satellite data
- Central distribution of available satellite data at national scale (e.g. INEGI) facilitating access to available data at national scale, avoid multiple purchases of satellite data of same regions by different institutions.
- Many countries provide central hubs for data distribution assuring sufficient hardware/software investments in one place.
- In Mexico currently many institutions host their own data, sometimes inefficiently (in particular when it comes to data distribution).
- Metadata of data and results: better documentation of available data which enhances the accessibility of data
- Free access to satellite data e.g. through governmental / academic licenses for the country e.g. SPOT, Rapideye).
- Preferable different spatial resolutions concerning the necessities of the country for environmental monitoring: from very high resolution (local monitoring) to medium/low resolution (e.g. regional and national scale monitoring).
- Satellite data should be pre-processed (ready to use), reducing time for end-users which sometimes lack the knowledge of pre-processing satellite images





## Sensors and UAVs

### Speakers

**Dr. Wei Sun**

Director of International  
Marketing, Twenty First Century  
Aerospace Technology Co., Ltd., China

**Brian R. Raber**

CMS, GISP, GLS USA President  
- Merrick Mexico, Vice President -  
Merrick & Company

**Alfonso Casado**

Sales Director - Comercial Airbus  
Defence and Space Geo-Intelligence,  
Spain

**Ericka Gabriela Garcia**

Contreras Geographer, UNAM, Mexico

**Carlos Fernandez de la Peña**

VP of Sales LATAM, Spain, Portugal,  
UrtheCast

**Michael Sitar**

Business Manager, Airborne Mapping  
Solutions, Teledyne Optech, Mexico

**Raúl A. Gómez**

Deputy Director General of Basic  
Geographic Information Moreno  
INEGI, Mexico

**Maira Bazán Mateos**

Manager - Geomatics, Quetzal  
Aeroespacial S. de R.L. de C.V. Mexico

**Patricia Castillo Peña**

Archaeologist, National Institute of  
Anthropology and History (INAH),  
Mexico

**Florian Hruby**

Specialist in Geovisualization,  
CONABIO National Commission for  
Knowledge and Use of Biodiversity  
(CONABIO), Mexico

**Alfonso Davila de Icaza**

Director, ATISoft S.A de C.V, Mexico

**Ming-Chih Cheng**

Research Fellow, National Space  
Organization, Taiwan

**Hind Taud**

Professor, National Institute  
Polytechnic, Mexico

With ever-growing importance of sensors, a dedicated session was organised on the same.



## Workshops

### Conducted by

**Ing. Raul Ángel Gómez Moreno**  
Deputy General Director of Basic  
Geographic Information, Mexico

### Speakers

**María Elena García Villagómez**  
Manager, Taxpayer Identification  
Service Tax Administration (SAT), Tax  
Administration Service, Mexico

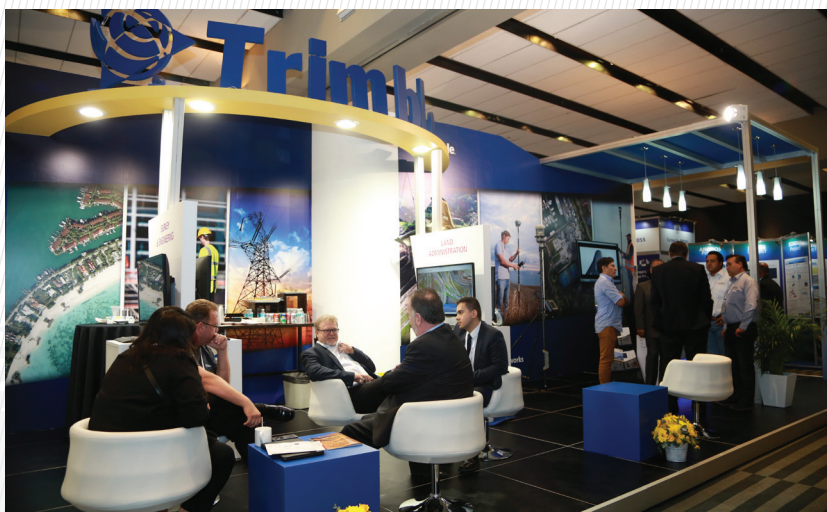
**Esther Mora Cervantes**  
Manager, Geographic Information Systems,  
Mexican Postal Service, México

**Miguel A. Rojano López**  
Director, Electoral Mapping, National  
Electoral Institute (INE), Mexico

**Mario R. Chavarría Espinosa**  
Director Boundaries and Geostatistical  
Framework, INEGI, México

## Street Addressing System:

An exclusive workshop highlighting the role of geospatial technologies in improvising addressing system in Mexico was organised in association with INEGI.



## Key recommendations emerged from the workshop are:

A key point was the coincidence of the problems that institutions in Mexico have in integrating the address on their directory, so they have to apply cleaning routines and structuring information of the addresses.

It is important to continue with the upgrade of catalogs roads, human settlements and localities, as well as in training in the Standard Geographical Addresses.

## Role of Property Evaluation and Taxation for Municipalities

An exclusive workshop focussing on municipalities was organised in partnership with Thomson Reuters.

Moderator of the workshop was Juan Pablo Soliz Molina, International Director Product Development, Thomson Reuters, Mexico

The workshop mainly focussed on strengthening municipalities and their cadastral processes and improving administrative efficiency through implementation of geospatial technologies .



THOMSON REUTERS



## Youth Forum

Papers presented by:  
Yasser Said López de Laboratory of  
Natural Resources Management,  
Metropolitan

Olmos Reyes Autonomous  
University, Iztapalapa, Mexico

Edith Galvan Ochoa MSc Student,  
UNIGIS in Latin America

MSc. Abigail Uribe Martínez PhD  
Student, Geography Department,  
UNAM

Ismael Hernandez A MSc Student  
UNIGIS, Latin America

Bertha Eugenia Mar Morales,  
Student, Autonomous National  
University, Mexico

Dr. Fernando López Caloca, Student,  
CentroGeo

Ing. Antonio Hernández Navarro,  
Private Enterprise

Dr. Felipe Omar Student, UAM

Tapia Silva y Biól. Penélope Jaime  
Contreras, Mtro. Jorge Adrián  
Universidad Anáhuac Flores Rangel,  
Héctor Daniel Student, Autonomous  
University Chapingo, Mexico

Mantero García Ing. Luis Alberto  
Student, IPN Toledo Altamirano

Lic. Alfredo Estrada Ramírez  
Student, UAEMex

M. en C. Rodrigo Tapia McClung  
y M. en G. Pablo López Ramírez,  
CentroGeo

Cecilia Zesati MSc Student, UNIGIS,  
Latin America

Lic. Mariana Vallejo Velázquez,  
Student, UNAM

M. en G. Camilo Caudillo Student,  
CentroGeo

Lic. Gerardo Gizar Iturbide Student,  
UAEMex

The forum was organised exclusively for youth in partnership with CentroGeo. It was very well received session and achieved its objectives of showcasing best projects/ work done by youth.

The session was moderated by

**Dra. Carmen Reyes**  
Researcher, CentroGeo, Mexico

Orientation talks were given by

**Steven Ramage**  
Director - Strategy, what3words, UK

**Richard Resl**  
PhDc, Director, UNIGIS - Latin America,  
University of Salzburg

**Felipe Omar Tapia**  
PhD, Metropolitan Autonomous  
University, Mexico



# Our Exhibitor's



**MANY  
MORE...**