



A decade with geospatial information industry

Founded in 2008 and headquartered in Beijing, Taibo is a world-renowned leading service platform for geospatial information industry innovation in China.

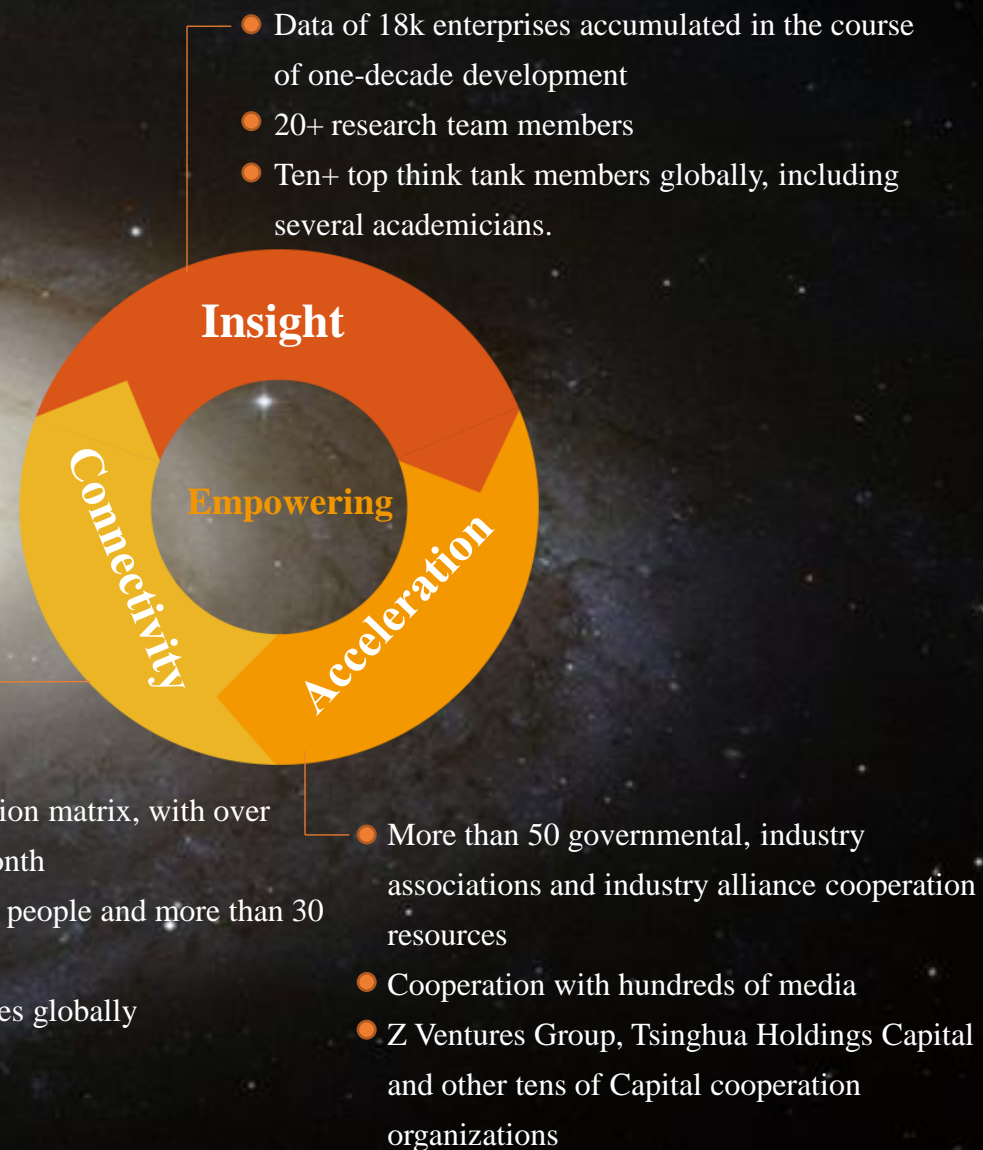
Since its founding, with a view of globalization and continuous innovation, Taibo has focused on creating three core capacity of “insight, connectivity and acceleration”, and has successfully launched four major business matrices: media, community, think tank, and capital, covering 1 million+ of targeted industry users, connecting 5000+ companies around the world and becoming industrial ecological service provider for industrial upgrading and cross-border integration.

Mission

To drive geospatial information industry innovation

Vision

To become a well respected world class geospatial information industry service provider.



01

Taibo Media

Optimized industry media portal with millions of reader base and leading user scale and visiting flow in the industry.

With “insight” as the core concept, we focus on the spatial information market opportunities in the key fields such as commercial space, smart city, auto driving, natural resources, intelligent commerce, intelligent agriculture and so on.

Department of Natural Resources, Ministry of Housing and Urban-rural Development, Ministry of Industry and Information Technology, National Development and Reform Commission and other
five ministerial departments
National institutions

200 cooperation media

Media

**Industry
manufacturers**

5000 manufacturers in the
industry chain globally

Investment/consulting agencies

100+ capital, consulting agencies in China

Local institutions

2300 industrial departments in 400
cities in China

Cross-border fields

Cloud computing, big data, AI,
IoT, BIM, block chain and
other 18 cross-border fields



High End Interview



Liu Xianlin
Academician of the
Chinese Academy
of Engineering



Gong Jianya
Academician of
Chinese
Academy of
Sciences



Song Chaozhi
Former Deputy
Director of the
National Bureau
of Mapping and
Geospatial
Information



Cheng Congwu
Founder of Amap



Chen Wei
General Manager
of Zhongdixin
Geospatial
Information
Equity
Investment Fund
Company

Entrepreneurship Coverage



Chinese founded High
Precision Map -
DeepMap Raised 25
million USD Funds in
Round A



Agricultural Big Data
Company Gagogroup
Receives 60 Million
Finance in Round A



GeoHey: Former
Chinese Employee from
Esri Receives 15 Million
of Fund in Round A for
His Entrepreneurial
Project



Tianyi Research
Institution: Tens of
Millions of Funds
Received in Less Than
Eight Months, What
Makes this
Microsatellite Service
Provider?

Feature Coverage



As a strategic cooperative media, Taibo Media covered the academic annual meeting of the Chinese Society for Geodesy, Photogrammetry and Cartography, the annual meeting of China Satellite Navigation and Position Service and the industry conferences such as the China Geospatial Information Industry Conference.



As an exclusive industry media, Taibo Media covered the Third United Nations Global Geospatial Information Management Forum and the Inaugural United Nations World Geospatial Information Congress (UNWGIC).



As exclusive Chinese gold medal cooperation media partner, Taibo Media covered the Intergео exhibition for 5 consecutive years.

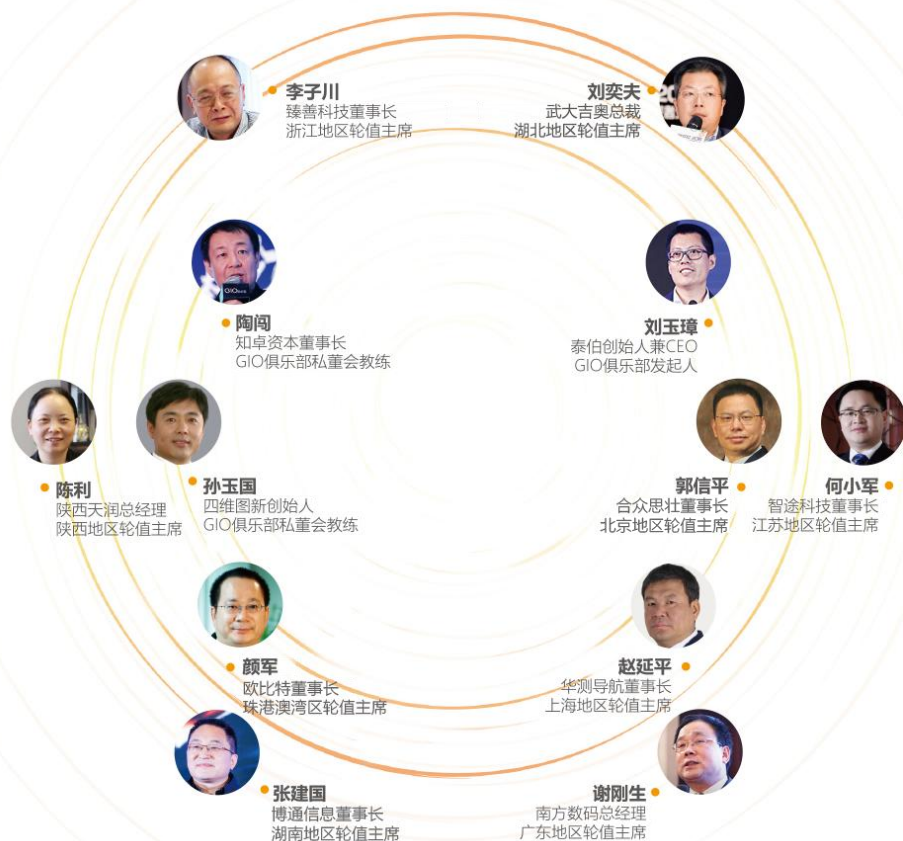
As the sponsor, Taibo Media conducted in-depth coverage of the WGDC



02

GIO Club

Join them & become them



Founded in March 2013 and initiated by Taibo, GIO Club (Geospatial Information Officer Club) is the first location-and-space-focused entrepreneur community in China, which aims to connect GIO, the industry, capital and overseas. It is a place where entrepreneurs can learn, share and shape the future of the industry. It is featured with real name system, membership mechanism and invitation only.



Whole year free access to Feature Research Report of Taibo
Think Tank, Taibo Business and Bidding Insight



Enter into GIO's
online social platform



Visit top enterprises for
free the whole year



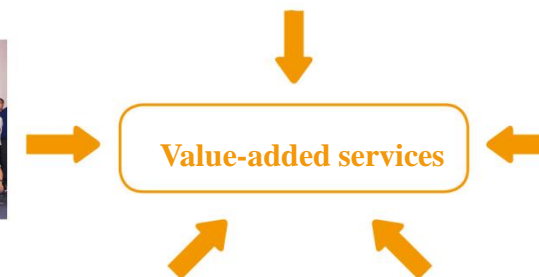
Attend the annual GIO Entrepreneur
Summit for free



Study tour in Europe, U.S.A., Israel, Japan and other countries



Project/Research/Sales
Training



GIO Private Board



New OTC (Over the Counter)
Market Training Camp



Advanced
Management
Seminar

03

Brand Events

Brand Events

WGDC World Geospatial Developers Conference

Seven editions in a row

Time: June

Venue: Beijing International Convention Center

Organized by: Taibo

Supported by: Taibo Academy, GIO

Scale: One leaders summit + 18 parallel sessions +
10000 audience



UNWGIC (United Nations World Geospatial Information Congress)



Exclusive industry media partner
Exclusive exhibition organizer

Time: Nov. 19th-23rd 2018

Venue: Deqing · International Exhibition Center

Organized by: The United Nations

Supported by: Department of Natural Resources, PRC

People' s government of Zhejiang Province

Visitor: 30,000 persons

Brand Events

Taibo is home to WGDC – the most influential event in the Chinese geospatial field, including WGDC and WGDC City Summits. Meanwhile, we regularly organize industry thematic high-profile forums and co-organize international brand, academic and government conferences. More than 30 events are held annually, covering more than 20,000 attendees.



WGDC City Summit

As the brand extension of WGDC, the WGDC City Summit extends its brand influence to the central regions of industry development, focusing on popular applications and connecting technologies and business for industrial users.

Large-scale International Brand Activity

Served as organizer and exclusive partner of international events, such as ISPRS Geospatial Week 2017, UNWGIC and inaugural International Remote Sensing Congress.



CSEF (China Space Economic Forum)

A cross-border, authoritative, large-scale and brand business event of academic exchanges, exhibition and industrial incubations in the global space economy field.

Annual Summit of Entrepreneurs

As the first gathering event of business leaders in the industry, the Summit is an important platform for CEOs, top investors, experts and cross-border elites to explore business opportunities, anticipate industry trends, and connect with high profile contacts.



04

PR Services

Taibo has created impressive science and technology conference and operation & promotion cases by combining our strengths: professional media judgment, PR promotion and mature activity planning ability, which has obtained unanimous recognition of the industry.

Taibo would love to provide down-to-earth services to clients who might be short in related experiences or demanding in PR, conference and exhibition by sharing our expertise and resources.



NavInfo

Since 2012, online and offline integrated marketing services have been provided for NavInfo, including exclusive profile interviews, WGDC strategic cooperation and promotions, and in-depth thematic coverage of NavInfo User Conference, together with its opening preheating and site interaction broadcasting through the mobile end to attract public attention.



Esri

Since 2009, Taibo has been providing integrated marketing service for Esri. Cultural concepts and brand value are furthered communicated through online features and in-depth articles and 20+ profile interviews for Jack Dangermond, the Founder of Esri, and other high level executives from different perspectives.



South Surveying & Mapping

Provided preheating and promoting services to South Surveying Touring Exhibition. The profile interview of GM Ma Chao received 30k clicks, which set an example for CEO PR release. Besides, a series of posters that match the conference concept and theme were released. The skilled use of new media was highly praised by the organizer.



Baidu Map

Since 2010, Taibo has been providing integrated marketing service for Baidu Map. Topics are generated by announcing the opening of API. Online features and social media are utilized to promote its brand image.

05

Consulting

Consulting

Based on the accumulation of industrial data resources for more than a decade, relying on its consulting body, the Taibo Research Institute, Taibo provides forward-looking and insightful data products and consulting services to governments, enterprises and industrial parks, as well as financial institutions, helping them seize opportunities and manage risks.

Global Expert Advisory Committee



Gong Jianya, academician
Honorary Dean



Gong Jianya
Academician of Chinese
Academy of Sciences
Honorary President of the Taibo
Research Institute



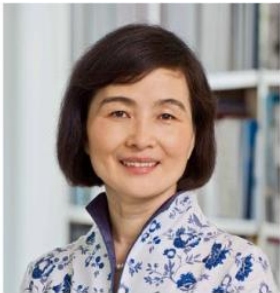
Cao Chong
Chief scientist of GNSS &
LBS Association of China



Cheng Tao
London University
Director of Big Data Lab



Lin Hui
The Chinese University of Hong
Kong
Head of Space and Earth
Research Institute



Meng Liqiu
Academician of German Academy
of Natural Sciences



Sui Dianzhi
United States Science Foundation
Director of Division of Social and
Economic Sciences



Sun Yuguo
Founder of NavInfo



Tao Chuang
President of Z VENTURES



Wu Shufan
Director of Intelligent Satellite
Technology Center, College of
Aeronautics and Astronautics,
Shanghai Jiaotong University



Zhong Ershun
President of SuperMap



Market monitoring
Industry planning
Representative clients

National Bureau of Mapping and Geospatial Information
National Bureau of Mapping and Geospatial Information - Sichuan Province
Hunan Geospatial Information Industry Park
Zhejiang Geospatial Information Industry Park
Western Region Geospatial Information Technology Industry Park
Henan Geospatial Information Navigation Industry Park
Northwest Region Geospatial Information Industry Park



Enterprise match
Strategy consulting
Representative clients

Huawei
SpeedChina
Lingtu Software



Capital connectivity
Investing consulting
Partners

Z VENTURES
TSINGHUA HOLDINGS CAPITAL
CGII
National Civil-military Integration Industry Development Fund
China-Hebei Investment
Chinese Academy of Sciences Venture Capital

06

Park Service

Capable of providing entire life cycle services
to geospatial information industry park.

Global Expert Advisory Committee

Planning services

Including concept
planning, pre-planning,
Meddle-term planning,
long-term planning, etc.

Investment promotion service

Including summit
forum, investment
promotion meeting,
enterprise visits, etc.

Operational services

Including resource
connecting, operations
management, enterprise
services (with partners),
integrated marketing, etc.



**Zhejiang Geospatial
Information Industry
Park**



**Wuhan East Lake
High-tech
Development Zone**

**Hunan Geospatial
Information Industry
Park**



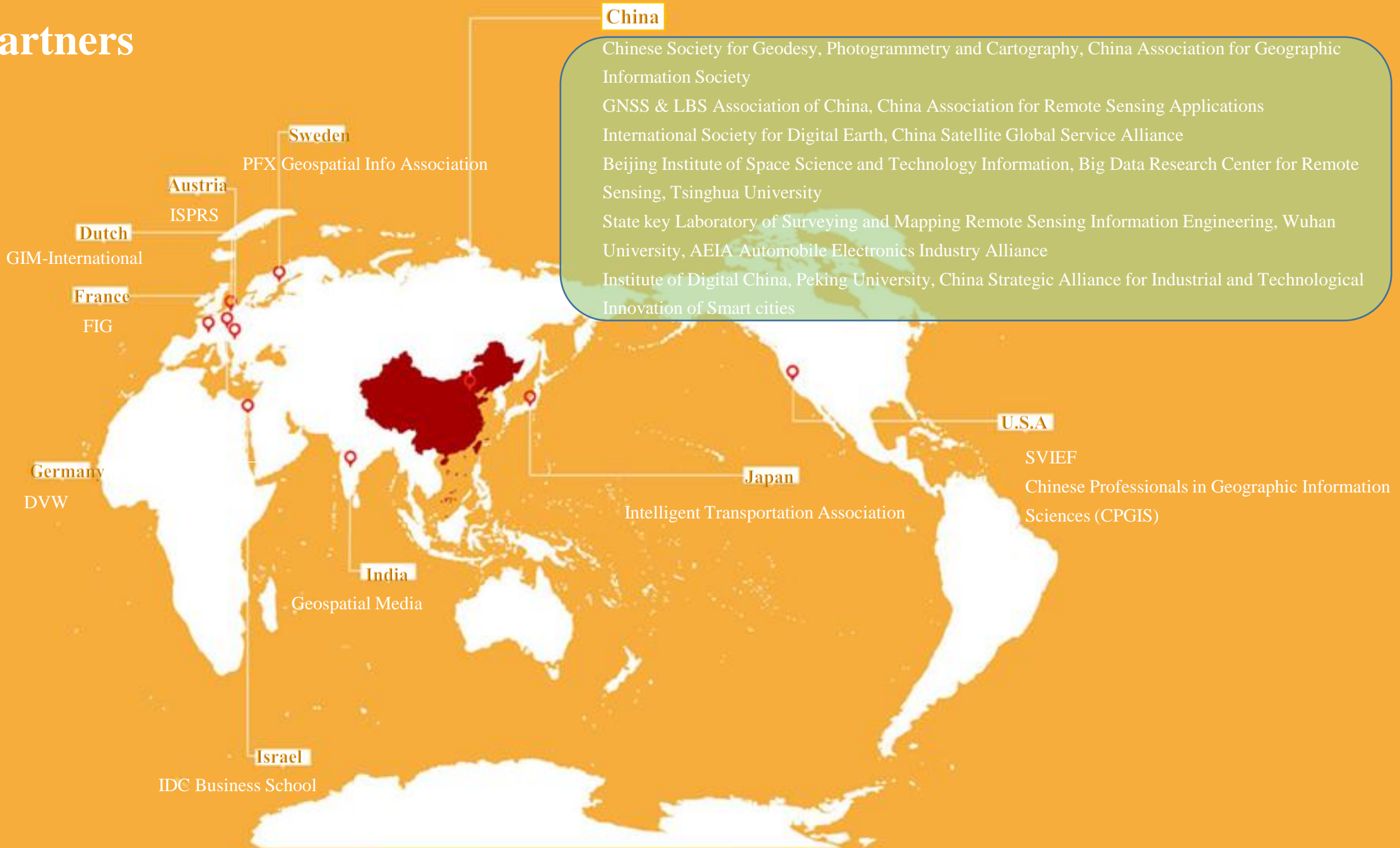
**Western Region Geospatial
Information Technology
Industry Park**



07

Global Partners

Global Partners



08

Developing Journey

Developing Journey

Clients



Journey

2008

Founded.

2012

Successfully held the inaugural WGDC.

2013

GIO club founded, becoming the first entrepreneur community that serves location and space in China.

2015

Taibo introduced tens-of-million level strategic investment from Z VENTURES CAPITAL.

2016

Gong Jianya, an academican of the Chinese Academy of Sciences, was appointed Honorary Dean of the Taibo Research Institute.

2017

Taibo and TSINGHUA HOLDINGS FUND signed a FA strategic cooperation agreement.

Honors & Qualifications

State (Zhongguancun) high-tech enterprises
National Telecom and Information Services Business license (ICP)
Executive Director of Chinese Society for Geodesy, Photogrammetry and Cartography
Chairman of Electronic Commerce Working Committee
Deputy Secretary-General of China Association for Geographic Information Society
Executive Director of GNSS & LBS Association of China
Executive Director of China Association for Remote Sensing Applications
Member of the Chinese National Committee of the International Society of Digital Earth
Executive Director of Chinese Professionals in Geographic Information Sciences (CPGIS)
Executive Director of China Strategic Alliance for Industrial and Technological Innovation of Smart cities
Executive Director of Zhongguancun Geospatial Information Industry Technology Alliance
Top Ten New Leading Brand of China Industry Portal (Cultural Industry Fair)
Best Media Ecology Award from PR Newswire
Best Media Platform Award from Flame Awards



——我们的征途是星辰大海——

2005-2025