

WGDC 2019

新空间经济时代

The New Space Economy Era

July 9-10, 2019 International Convention Center, Beijing, China

Investment Proposal



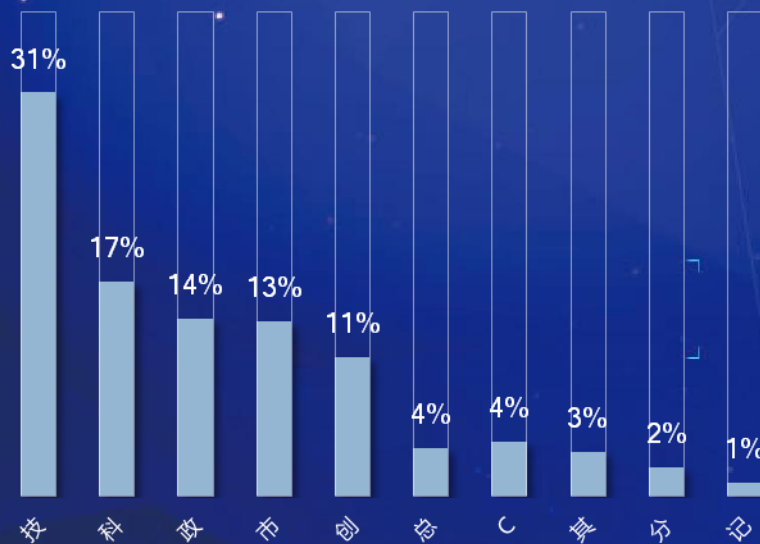
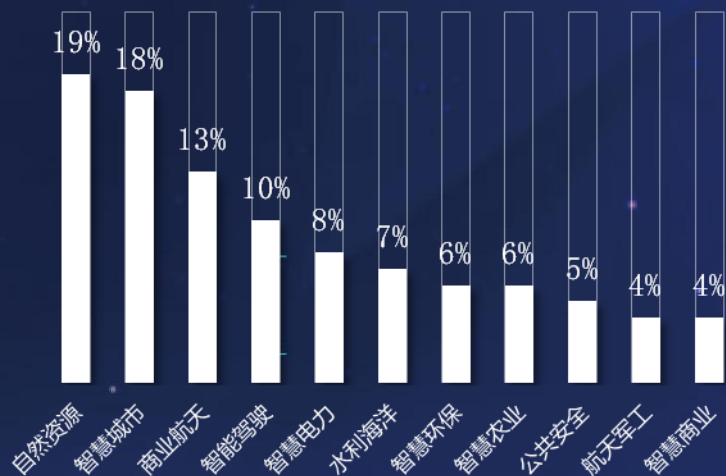
To gain access to high quality industry resources and add brand value, one trip to the WGDC once a year would be enough!

WGDC is known as the “**Cross-border Innovation Indicator**” of China’s geospatial information industry. Breakthrough, transformation and innovation, represented by developers, have been and will be further demonstrated on the stage of WGDC.

- Two days and three nights, **ten thousand people**, **18 thematic forums**
- Covering **76% regions** country wide and digging deep into the **Top 10 applications** of geospatial information blue sea
- Gathering **300 quality brand manufacturers** in the industrial chain
- 300 media coverage**

WGDC 2019

The conference of geospatial information industry, connecting all.
From partners, users, developers to investors, 30% high net worth crowd.



WGDC 2019

From the viewpoint of users, 180 days of PR communication planning to create the industry's most popular brand activities of the year.

Preheating

Dec. 2018
Officially launch WGDC 2019
Continuous attraction of public opinion attention
Build the high-end image and word-of-mouth of the conference

Launch of official website with conference features
Release of conference time, venue, theme, etc.
Thematic interpretation of the conference through articles, released on Taibo.cn
Voice of previous participants

Starting

Jan.-Mar. 2019
Highlight conference influence
Promote public awareness of its high profile and leadership

Industry endorsement, official media, institutions making voices
Strong exposure of the Conference's core content
Continuous launch of relevant Forum content, leading to the first round of heated discussion among the audience
Release the first batch of big partnering enterprises and guest lineup

Apr.-Jun. 2019
Build strong credibility towards the audience
Increase online and offline exposure
Guide multiple-dimension public opinion
Output conference info

Continuous release of top management and expert interviews
Continuous coverage by Party media, central media and new media
Selection of top3 topics in various forums to attract audience's attention
Exposure of conference guests, enterprises and agenda highlights

Climax

Continuation

Jun.-July 2019
In-depth coverage of conference related activities
Quoting leaders' speech
Forward-looking technology release

Conference venue content packaging, showing recognition of conference significance to the industry and society.
Communicating market insights to the industry through sharing and displaying the content on site
Awarding ceremony and feature reports on all sessions
Second packaging and communications of quality content, enterprise case, product and technology

WGDC 2019

WGDC 2018

用智能驱动万物互联
Using Intelligence Driving Internet of Things

新空间经济时代

The New Space Economy Era

From cloud computing, big data, artificial intelligence to the Internet of things, spatial information is entering the urban brain, natural resources brain and other new stages.

With the rise of commercial aerospace and intelligent ocean, the cognitive style of human beings is changing rapidly, and the space industry is ushered in a new era of integrated industrial economy of aerospace, land, ocean, communications, navigation and remote sensing.

After the abolition of the National Bureau of Surveying and Mapping Geographic Information, the trend of “instrumentalization” of the cross-border integration between surveying and mapping geographic information and more industries becomes more obvious. The need of redefining surveying and mapping geographic information and finding new positions, new borders and new economy is on the rise.



WGDC 2019 What is new?

From 2012 to 2019, WGDC steps into 2.0 from 1.0

This is the conference of cross-border industry innovation connecting all.

This is a annual event for industrial innovators



Based on all coverage of land, ocean and space, build the ecological chain of spatial information industry.

From space science and technology to IoT, be the participants and witnesses to the integration and development of various technologies.

Intimate contact with users, capital and media, online to offline, all platforms to empower corporate brands.

WGDC 2019 Conference Program



Opening Ceremony

Focus on technology, application and capital innovation of spatial information industry, provide multi-dimensional perspective of industrial innovation and define industrial development indicator.



Commercial Aerospace Summit

Commercial aerospace, which is of high-end manufacturing industry, has ushered in the thawing period and gradually become a hot spot favored by "Government + Capital".



Auto Drive Map Summit

Supplement "transportation ecological chain", entering into commercialization, how will auto drive play the "business game" ?



Natural Resources Summit

There are more and more participants playing in the natural resources field driven by market demand. Where shall the natural resources field land?



Smart City and Digital Government Summit

In a shift in China's economic growth, Smart City 4.0 has opened a new battleground for 5G, AI and IoT.



G-tech Summit

Leading enterprises in different fields and product lines, together with the most accurately targeted industry users and engineers are gathered to introduce and share the latest technologies and products in the upstream and downstream of the industry.

WGDC 2019 Conference Program



Summit on Macroeconomic and Industrial Opportunities

There are market opportunities for spatial information industry offered by national macroeconomic and industrial policies, including One Belt and One Road, Xiongan New Area, supply-side reform, development model change, institutional reform and others.



The Best Of WGDC

To encourage more enterprises to innovate over the tradition, the WGDC Organizing Committee organizes the Best of WGDC annually to help enterprises disseminate innovative concepts and promote industrial transformation of space intelligence.



Space Big Data + AI Summit

As AI becomes the most talked about, there are still many doubts whether AI is far from people's life, however, will our lifestyle be completely changed by it?



Enterprise Session

A bigger display platform for leading enterprises; better exposure and visibility for enterprises through means of promotions and communications



Government and Enterprise Capital Connecting Session

Government leaders, entrepreneurs and investors come together to discuss PPP opportunities for spatial information enterprises and for industrial capital innovation and entrepreneurship to achieve integrated development by all parties.



Closing Ceremony

Deepen important enterprise cooperation achievements in the geospatial information industry to further impact its development.

WGDC 2019 The Best Of WGDC

Awards

- **Word-of-mouth Product of the Year**
- **Most Influential Brand of the Year**
- **Annual Innovation Application Case**
- **Park with the Most Potential of the Year**

- Taibo.cn all-platform communications and continuous reporting;
- Internet coverage, manufacturing industry events
- Permanent display of the participating candidates on the Selection page
- Award-winning enterprises obtain a entrance ticket to the conference, and participate in the WGDC 2019 awarding ceremony



WGDC Previous Guests (Partial)

No specific order



李德仁
中国科学院院士
中国工程院院士



刘先林
中国工程院院士
摄影测量与遥感专家



杨元喜
中国科学院院士、北斗导航系统副总设计师、全国政协委员



李明德
自然资源部中国地质调查局副局长、联合国全球地理信息管理专家委员会共同主席



田玉龙
国家国防科技工业局副局长、党组成员



Doug Brent
Trimble公司CTO



Emiliano Kargieman
Satellogic创始人兼CEO
美国奇点大学“影响十亿人”奖项获得者



孟立秋
德国自然科学院院士、巴伐利亚科学院院士
慕尼黑工业大学航空摄影测量、制图研究所所长



Russell Shields
Navteq (现Here地图) 创始人



陶闯
知卓集团董事长及创始人



孙玉国
中国地理信息产业协会会长、四维图新创始人



程鹏
北京四维图新科技股份有限公司CEO



张剑宇
Esri北京研发中心总经理



刘骏
宽登科技创始人兼CEO



李玉璋
泰伯创始人，董事长兼CEO



李成名
中国测绘科学研究院副院长、
党委委员



鲍曜明
美国密歇根大学中国信息中心主任



单志广
国家信息中心信息化和产业发展部主任



徐立
北京市商汤科技开发有限公司CEO



郑宇
京东金融集团副总裁、
首席数据科学家



Ching-Yu Hu
Skybox Imaging(-Google)联合创始人

WGDC 2019 Sponsorship Rights

Partners

Strategic partners
Conference partners
Session partner
Theme partner

Single item sponsorship

Theme speech
Strategic launch
Closed salon-meeting
Banquet sponsorship

Exhibition

Raw booth
Standard booth

Ad sponsorship

VIP gift sponsorship
Bottled water ad
Badge ad
Strap ad
Ad on chairs with back
in the main venue
Venue ad
Conference Manual ad

For details, please email: may.xu@taibo.cn



新兴华安



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智途科技

股票代码: 832282



UniStrong
合众思壮



WGDC 2019

地理信息开发者大会

World Geospatial Developers Conference

Previous
sponsors

(Partial)

No specific order



星天科技
STARTEST TEC.



南方测绘
成就时空地理信息价值



山河空间
随时分享地理价值



欧比特



西部北斗产业园



航天宏图



WGDC 2019 Partnering institutions **(Partial)**

No specific order

- China Strategic Alliance for Industrial and Technological Innovation of Smart cities
- Beijing Intelligent Automobile Industry Innovation Center
- Zhongguancun Zhitong Intelligent Transportation Industry Alliance
- Information Center, Ministry of Land and Resources
- Beidou Open Laboratory
- Cultural and Creative Industry Association, Haidian District, Beijing
- Haidian Park Management Committee, Zhongguancun Science and Technology Park
- Zhongguancun Big Data Industrial Alliance
- Zhongguancun Geospatial Information Industry Technology Alliance
- China Ecological City Research Institute
- Zhongguancun Haixinlian Emerging Industry Promotion Association
- Beijing Haidian SME Association

WGDC 2019 Partnering institutions (Partial)

No specific order

- Ministry of Natural resources
- China Geological Survey
- Chinese Society for Surveying, Mapping and Geoinformation
- China Association for Geographic Information Society
- GNSS & LBS Association of China
- China Association for Remote Sensing Applications
- Chinese Society of Astronautics
- International Society of Digital Earth
- China Satellite Global Service Alliance
- National Center for Surveying and Mapping Product Quality Inspection and Testing
- State Administration of Science, Technology and Industry for National Defense
- Beijing Institute of Space Science and Technology Information
- Big Data Research Center for Remote Sensing, Tsinghua University
- State key Laboratory of Surveying and Mapping Remote Sensing Information Engineering, Wuhan University
- Institute of Digital China, Peking University
- AEIA Automobile Electronics Industry Alliance
- ISPRS
- SVIEF
- Chinese Professionals in Geographic Information Sciences (CPGIS)
- Intelligent Transportation Association
- IDC Business School
- DVW
- FIG
- PFX



WGDC 2019

地理信息开发者大会

World Geospatial Developers Conference

Partnering
media

(Partial)

※ 300+ media in total, no specific order



WGDC 2019 City summit

WGDC City Summit - Chengdu
Organizer: Taibo City: Chendu
Scale: 500 persons

WGDC City Summit - Changsha
Organizer: Taibo
City: Changsha
Scale: 500 persons

WGDC City Summit - Hangzhou
Organizer: Taibo
City: Hangzhou
Scale: 500 persons

May

Jun.

Aug.

Sep.

Oct.

Dec.

WGDC City Summit - Haerbin
Organizer: Taibo
City: Haerbin
Scale: 500 persons

WGDC City Summit - Taiyuan
Organizer: Taibo
City: Taiyuan
Scale: 500 persons

WGDC City Summit - Wuhan
Organizer: Taibo
City: Wuhan
Scale: 500 persons

**Cooperation approaches: strategic partner, conference partner,
theme partner, banquet sponsorship, booth.**

WGDC 2019

新空间经济时代
The New Space Economy Era

New journey 2019

Looking forward to meeting you!

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