

Conference News

Established 1928

 The Exchange

Tuesday 14 July 2009



The conference got off to a flying start with a tour around the world in the company of Professor Jacqueline McGlade. She took us on a voyage that covered the environmental, social and ecological issues facing all nations and described how mapping can help us plan more effectively. A fascinating look into the future was illustrated with the possibilities of vertical farming in cities and underground homes.

Stuart Haynes delivered a session that focused on how DGC has changed from strategic production to short notice operation work to meet the challenges of changing priorities in support of defence activities. Changes in products produced and production processes together with staff flexibility and development ensures that DGC provides the exact information where and when it is needed.

Developing World

Habtemicael Weldegiorgis began this session by taking a look at the challenges of economic turbulence on mapping. Representing the developing countries he provided an insight into the difficulties a country faces in developing its economy without a national mapping infrastructure.



Transitional World

Željko Bačić then took us through the approach taken by the Croatian State Geodetic Administration, who works closely with the private sector, illustrating the challenges they have faced and how they have responded when faced with the global economic crisis.

Developed World

Godfried Barnasconi outlined the situation in the Netherlands in the current economic crisis, how construction, planning, and availability of mortgages have been adversely affected. Rather than using the cost recovery model he suggested that



Weather for Winchester

Partly Cloudy

Tuesday
Max 19°C
Min 14°C



mapping agencies consider working with the private sector in partnership, making the most of the “Golden Egg” of the data already held.

Commercial World

Steven Feldman gave a challenging presentation on the role of mapping agencies in a changing environment.

- data needs to have tangible benefits;
- cost does not equal value;
- customer dictates the worth of data;
- need to move from producer to customer focus as most street level data is free at the point of use;
- strengths of mapping agencies are also their weaknesses; and
- a need to focus and stick to what they do well and co-operate.

There was much interesting debate in the breakout sessions. Through discussion it became evident that each nation faced issues from the economic turbulence but that these varied between the developing, transitional and developed worlds. It was agreed that mapping will play a role in recovery but mapping agencies need to act as data aggregators and that data needs to be connected to the government’s requirements.

Our second excursion on the “walking bus” led us to Winchester Cathedral where we were warmly welcomed by The Very Reverend Dean James Atwell. Dean Atwell spoke fondly of his own experiences with Ordnance Survey maps and drew an interesting parallel between mapping, which assists people in navigating the land, and spirituality, which aids people in navigating the challenges of life. We were then treated to a very special tour of the Cathedral which included a visit to the Crypt and the famous statue Sound II by Anthony Gormley.

The tour was followed with a delicious barbecue in the Cathedral grounds and entertainment was provided by a jolly jazz trio. It seems the Mayor of Winchester enjoyed our company so much on Sunday that he decided to come along to the barbecue so he could spend time with delegates in a more informal setting.

We hope that you all enjoyed yesterday’s activities and we look forward to seeing you all at the Gala Dinner this evening.

Please join us in wishing Vanessa Lawrence many happy returns of the day.

