

INTERGEO 2018 UPDATE GEOINFORMATION:

Spearheading the Digital Revolution in Frankfurt

THIS YEAR'S INTERGEO EXPO IN FRANKFURT KICKS-OFF WITH A FORWARD-LOOKING CONFERENCE PROGRAMME: FROM 16 TO 18 OCTOBER 2018, THE WORLD'S LEADING TRADE FAIR AND CONFERENCE FOR GEODESY, GEOINFORMATION AND LAND MANAGEMENT WILL FOCUS ON THE DIGITAL TRANSFORMATION OF BUSINESS AND SOCIETY. **DANIEL KATZER** REPORTS



“As a cutting-edge location for both businesses and universities that boasts an excellent international reputation, Frankfurt offers the perfect conditions for hosting this leading international trade fair,” says Prof. Hansjörg Kutterer, President of the INTERGEO host, DWV (German Society for Geodesy, Geoinformation and Land Management).

“Over the course of three days, the spotlight will be placed on the products, solutions, know-how, innovations and visions behind geoinformation in the era of digitalisation. And we confidently label geoinformation the DNA of digitalisation. After all, in the same way as humans are shaped by their genes, geoinformation is steering the digital revolution.”

Trend-setting

As the world's largest conference trade fair for geodesy, geoinformation and land management, INTERGEO sees itself as a trend-setter in a rapidly changing world ... one where digital processes -based on

geoinformation- are becoming more efficient and which deliver better results.

As the leading trade fair and showcase for geoinformation expertise, INTERGEO's conference programme reflects its aspiration to raise the bar on both a national and international scale. With 130 speakers, the event promises to be more diverse than ever.

Professor Kutterer, for instance, will be talking about “Opportunities and challenges for the geoindustry in the era of digital transformation”. Professor Jürgen Döldner from the Hasso Plattner Institute in Potsdam will be examining Artificial Intelligence applications and Virtual and Augmented Reality. A further keynote speech by Ron Bisio, from the international technology pioneer Trimble, will look at building information modelling and geoinformation for infrastructure planning.

The key focus of this year's INTERGEO is on digitalisation in the context of geoinformation, smart cities and villages, virtual and augmented reality, UAV applications, career opportunities and recruiting.



Prof. Hansjörg Kutterer

Trade fair on the up

With some 600 companies lining-up to exhibit, the INTERGEO trade fair in Frankfurt is set to record even further growth. With another six months to go until the start, 80 percent of the space is already reserved. “The market leaders all confirmed their attendance early on. We have noticed a marked increase in international companies and businesses operating in the areas of smart cities and drone technology,” says Christoph Hinte, Managing Director of HINTE Expo & Conference, which oversees the organisation and management of the event. Besides the traditional focus on marketing and sales targets, exhibitors are increasingly also using INTERGEO's first-class B2B environment for recruitment.

Further information on this year's event can be found at : <http://www.intergeo.de/>

Daniel Katzer is Head of Trade Fairs at HINTE GmbH (www.hinte-messe.de/).