



Taking a bow. Members of the UK Pavilion gathered for a photoshoot during the show. Photo: GeoConnexion

Flying the Flag!

Bigger and better than ever, this year's UK Pavilion at INTERGEO proved a hit with exhibitors and visitors alike

For British companies intent on winning export business, the world's biggest independent exhibition and conference devoted to geodesy, geoinformation and land management is fast becoming a 'must do' event. That was certainly evident at this year's INTERGEO in Stuttgart where nine UK-based companies joined UK Pavilion hosts GeoConnexion on a stand that occupied double the floor area of last year's iteration in Berlin.

For many, the economies of scale afforded by the Pavilion were a key factor, not least for first-time exhibitors. "Being part of it was a great way for us to display and demonstrate our GXP Geospatial Intelligence software range within an eye-catching exhibition space," says Stephen Foster, Business Development Manager - Technical Sales for BAE Systems' GXP EMEA Customer Support Facility.

That view was echoed by Andy Hughes, Sales Manager for Silicon Sensing Systems Ltd - another first-time exhibitor. "This is a new market for us and we seem to have found a really good fit with our high performance MEMS inertial measurement units. We had a great show - thanks in no small part to support from GeoConnexion. Location and traffic were spot on and we're optimistic of good returns."

For others, earlier success made the trip to Stuttgart a 'must'. "After last year's UK Pavilion in Berlin we wanted to have a similar show and we were not disappointed - met some important delegates with whom it would normally be hard to make an appointment," was the verdict from Stuart Miller, International Sales Manager for Terrago, developers of the acclaimed GeoPDF products and TerraGo Edge mobile platform.

As a networking event, INTERGEO is hard to beat, a point emphasised by Gert Riemersma, founder and Technical Director for MAPIX Technologies which was showcasing its Routescene LiDAR solutions for both aerial and terrestrial survey applications. "We had some very

good leads from some very senior people in the industry and were delighted with the interest shown in our LidarPod and recognition for the thought and effort that has gone into its development."

Chris Dryden, Commercial Director for NCTech, the Edinburgh-based specialists 360° rapid imaging systems specialists, noted, "As relative newcomers to INTERGEO, this was a worthwhile event for us with lots of new contacts made. The main emphasis of our attendance was presenting the new integration of our iSTAR 360 camera with Leica's Cyclone software to enable our rapid HDR 360 images to be imported directly to create TruViews and colourising scan points for optimal visualisation and user convenience."

Another Pavilion exhibitor, 1Spatial, used the event to highlight the latest developments in 1Generalise and related products and outlined its offering to a packed audience at the INTERGEO Trend & Media Forum.

Further exposure was obtained in a dedicated page in the show catalogue (the only national pavilion accorded this treatment); a series of interviews conducted on the showstand by INTERGEO TV; a plug for British business in a televised Opinion Leaders interview, and favourable comment from panelists during the televised press conference.

