

## EUROPEAN UMBRELLA ORGANISATION FOR GEOGRAPHIC INFORMATION

### PRESS RELEASE

FROM Bruce McCormack (EUROGI President)  
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SUBJECT **Announcement of the 2<sup>nd</sup> EUROGI imaGIne-conference 2014 at this year's Intergeo**

***"GI-EXPERTISE – MADE IN EUROPE" is the motto of EUROGI'S SECOND "imaGIne" IN BERLIN 2014***

EUROGI, the European Umbrella Organisation for Geographic Information, federating Geo-Information (GI) communities in over 20 European countries, has announced today its intention to organise the 2<sup>nd</sup> conference of its successful imaGIne brand together with the Intergeo on 8 and 9 October 2014 in Berlin. "After a long break there is a new value seen in emphasising European Geo-Information expertise within the increasingly competitive global market and offering a platform for exchange of best practice between European countries" said EUROGI President Bruce McCormack at a press conference at this year's Intergeo in Essen.

His Irish GI organisation IRLOGI managed to organise a well-attended first imaGIne in March 2013 in Dublin. It assembled high-reputation guest speakers from science and economy from all over the world and could bring the large potential of GI technology and location-based services to the ears of politicians, decision-makers and consumers. For the European Union this event under Irish Presidency was attractive enough to join with other high-level conferences such as Eye on Earth. In the past, EUROGI and its member associations could contribute to bring forth a number of favourable decisions on European level from the INSPIRE Directive to Research and Innovation support and GI application in European policies.

2014 will be a special year in Europe-wide efforts to promote GI: Both, EUROGI and its German member DDGI celebrate their 20<sup>th</sup> anniversary. They plan to do this with a ceremony in Berlin. The focus of imaGIne-2 will be strictly on use cases for which different member countries will be convening thematic sessions from GI use in energy and resource management over spatial planning and hazard mitigation. "We shall again invite world-class keynote speakers. We are pleased that Ola Rollén, Chief Executive Officer of Intergraph Corporation and President at Hexagon AB has already agreed to share his visions about the future of GI in an increasingly dynamic world" adds McCormack.

"We are proud to be the host of the second imaGIne and think that the Intergeo is a good environment to solidify this European mark" said Udo Stichling, President of the German Umbrella organisation DDGI. Vice-president Wolfgang Steinborn, who is also a member of EUROGI's management Committee, added: "European and international precursor events in Germany such as the first Global Spatial Data Infrastructure Conference in Bonn 1996 or the European Industry Day 2004 in Stuttgart were encouraging us to invite our colleagues from Europe and beyond again".

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