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## **Conference to Focus on the Use of *Intelligent Maps* to Enhance Canada's Global Competitiveness and Socio-Economic Well-Being**

**Calgary to Host *Shaping Canada's Competitive Landscape* Conference: June 14 – 18, 2010**

**Ottawa ON, October 30, 2009:** Coming at an unprecedented time in the history of Canada's Intelligent Mapping community, organizers are pleased to announce that the 2010 Canadian Geomatics Conference will be held at the TELUS Convention Centre in Calgary June 14 – 18, 2010. The event will focus on the abundant yet largely untapped potential of Intelligent Mapping and the critical role Geomatics can play in bolstering Canada's productivity, innovation, global competitiveness and overall socio-economic well-being. A convergence of technology, expertise, practices and demand has put Intelligent Mapping in the fast lane. The theme of *Shaping Canada's Competitive Landscape* will enable participants to explore – through a series of presentations, workshops and facilitated discussions - this convergence as well as the actions and strategies needed to unleash the power of Intelligent Mapping.

"This interactive Conference will attract the best people in the national and international Geomatics community to discuss how Intelligent Mapping can continue to bring real value to Canada's economy and society," noted Pierre Gravel, President of the Canadian Institute of Geomatics. "The Conference will offer public and private sector decision-makers with creative and innovative strategies and solutions that may be put into practice right away."

"A wide range of Canadian public and private sector issues – such as infrastructure; the North, defence, security, public safety, emergency management, the environment, transportation, energy, agriculture, education, health and natural resource management – can greatly benefit from Intelligent Mapping," added David Gariepy, Chair of the Geomatics Industry Association of Canada. "Now, more than ever, we must justify every dollar that we spend - Intelligent Mapping leads to more efficient, cost-effective, productive, transparent and innovative public and private sector undertakings. The Conference will provide us with a golden opportunity to elevate the profile of what we do, promote the possibilities of Intelligent Mapping and stress its strategic importance to Canada's future."

"Because of its ability to reduce costs and enhance performance of countless public and private sector initiatives, we are witnessing a groundswell of support for the advancement of Intelligent Mapping around the globe," said Kevin O'Neill, Chair of the Geomatics for Informed Decisions Network. "The Conference will bring together all aspects of the Geomatics community – industry, research and development, science and technology, academe, practitioners, government and, most importantly, users and potential users - to explore collectively how Intelligent Mapping can help Canadians meet their socio-economic goals into the future and in a sustainable way."

The 2010 Canadian Geomatics Conference will feature guest panellists and speakers, domestic and international exhibitors, special social events and participants representing a broad range of sectors - from across the country and abroad.

The Conference will also open up to the public and students for one day so it can learn more about Intelligent Mapping and its potential as an enabling tool for the public and private sectors.

The 2010 Canadian Geomatics Conference is a partnership of the Canadian Institute of Geomatics, the Geomatics Industry Association of Canada, The GEOIDE Network and the Tecterra Ingenuity Centre based in Calgary. Conference organizers are honoured that the International Society of Photogrammetry and Remote Sensing (ISPRS) Commission I Symposium will take place in collaboration with the 2010 Canadian Geomatics Conference. Conference organizers wish to acknowledge the support of Natural Resources Canada.

The preliminary program, early-bird delegate registration package, the exhibitors and sponsorship packages and a number of special features and events will soon be announced.

Please map these dates in your calendars!

***Shaping Canada's Competitive Landscape: The 2010 Canadian Geomatics Conference***  
**TELUS Convention Centre, Calgary, Alberta**  
**June 14 – 18, 2010**

**For more information, please contact:**

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