

- To provide contacts for market development -- names and phone numbers of people to call, at the federal and state level, responsible for geomatics initiatives and upcoming contracts; and
- To list market research publications and how to get them, and list sources of market intelligence about upcoming procurements.

### **Methodology**

This report is a result of the combined efforts of the Canadian Embassy in Washington and its contractor. Data collected here was collected through:

- interviews with U.S. federal government geomatics users and senior officials in American GIS industry associations;
- analysis of recent reports on U.S. geomatics market at the federal, state and local level; and
- review of publicly available reports and services available from U.S. firms and industry associates.

The Embassy examined the past federal procurement data contracts to determine the structure of the federal market, and selected a sample of upcoming projects in information technology to give Canadian firms an idea of the range of large federal informatics contracts that involve geomatics.

### **U.S. Public Sector Geomatics Market: Overview**

The 1992 market for geomatics was estimated to be worth \$2.3 billion. (see Chart 1) The market is divided pretty equally among federal, state and local, regulated industry (such as public utilities) and the private sector. Government -- that is federal, state, and local taken together -- accounts for nearly half of this market -- with federal alone accounting for over \$583 million. The demand by U.S. government (federal, state, and local) for geographical information and tools is immense -- \$1.1 billion -- and is forecast to double by 1997.