

INTRODUCTION

This report is the 1994 edition of an original survey of opportunities for Canadian geomatics firms in the U.S. federal & state governments commissioned by the Canadian Embassy in Washington DC.

The report combines market intelligence available through several major studies of the U.S. and worldwide geomatics markets with some highly specialized knowledge obtained by the Canadian Embassy in Washington. The resulting analysis provides something not seen in other studies: the structure of the federal buyers market, the vendor community that meets its needs, and the implications for Canadian geomatics firms seeking business in the U.S. federal market.

The main focus is on the U.S. federal market -- in part, because data on that market is readily accessible. The data that the Embassy has available in Washington on the federal market make possible a level of detailed analysis that is simply not available for state and local contracting.

A few clarifying notes on terms used in this report:

- "GIS" implies geographical information systems -- products that run on computers, and services that develop and manipulate data on computers;
- "geomatics" implies the full range of professional disciplines that collect, analyze, develop, and provide tools to manipulate geographical data; and
- "traditional" geomatics refers to areas like charting, topography, photogrammetry, and aerial surveying, whether assisted by GIS.

All figures in this report are in U.S. dollars.

The appendices in this report are immensely valuable, and rich with contacts and resources to pursue opportunities at both the federal and state levels.

Study Objective

The scope of the study was to identify opportunities for Canadian geomatics firms in the U.S. federal and state/local government markets.

The study objectives were:

- To provide an overview of opportunities in the U.S. government market for Canadian geomatics services and products;
- To recommend approaches to the market that could be productive;
- To identify new business for Canadian geomatics firms, and sources of upcoming opportunities;