

Sometimes the classifications are broad, reflecting the scope of many large projects. This implies that geomatics services may play a part in direct procurement of both specialized services as well as larger projects.

The market provides three kinds of opportunities:

- Direct contracts for traditional geomatics services (whether information technology is used);
- Contracts for information technology & data services (which have a GIS component, but in which the government thinks it is buying computers, even if they are being used to work with geographical data); and
- Contracts for services like environmental cleanup, natural resource management, emergency response, construction, and demographic analysis (whose contractors probably use (or *should* be using!) geomatic services and products to do the job).

Key Market Characteristics

- The need for the majority of geomatics products and services are imbedded in larger contracts for complex applications. Successful geomatics exporters must identify these complex/large opportunities and market to government based on the enhanced effectiveness and cost savings that the use of their services and products will bring to the projects.
- Information systems will continue to be a driving force in the growth of demand for geomatic products and services. Techniques, tools, data and services that can be integrated into information systems projects -- existing and planned -- have the greatest potential.
- Most opportunities are best accessed through partnerships, teaming or subcontracts -- even more so at the state and local level.
- The price of those partnerships may be a requirement to share access to the Canadian or international market. On the other hand, such partnerships may also lead to new business overseas as well as in North American markets.