Positioning for the Future

Eduardo Falcon
EVP & GM
Topcon Positioning Systems
Global Megatrend: Population Growth

2012: 7B
2040: 9B
Shaping the Earth

Agriculture

Also one of the world's largest manufacturing industries, and the least automated.

($9-$10T Globally)
Ability: $24 Trillion (USD)
Demand: $60 Trillion (USD)
Gap: $36 Trillion (USD)
2030
Global construction needs
Source: Standard and Poor's analysis 2011, includes 3% yearly inflation rate
The Democratization of Geo-Referenced Data and Positioning Technology
The Challenges

For the Technologists
Continue Development of Infrastructure, Technologies and Most Importantly: Solutions!

For the Global Community
Development of the Educational, Political and Legal Frameworks to Encourage the Technology Democratization Processes.