



A Premium Geospatial Industry Conference

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Interactive Precision Farming

Overview of Saudi Geospatial Market

- The geospatial market in Saudi Arabia is transitioning from a case-based market towards a more consolidated national ecosystem, driven by key Vision2030 objectives;
 - Increased participation of private sector
 - Efficient gov spending
 - Competent local workforce
- Enabling the local private sector to become a proactive partner in executing national strategic geospatial initiatives/programs.

Overview of Saudi Geospatial Market

Opportunities:

- Increased use of geospatial data.
- mega gov projects dependent on spatial data.
- Increased adoption of data digitization.
- Strong national ITC infrastructure
- Policy revisions and flexibility

Challenges:

- Data privacy issues & concerns
- Availability of public accessible data.
- Covid19 related economic impacts.
- Availability of local human capital capability.

TAQNIA-ETS

- TAQNIA ETS is the key geospatial provider in Saudi Arabia; specializing in developing and executing national strategic geospatial projects in multiple sectors and industries.
- 130 projects worth +\$500m for +45 clients, executed through local talent and collective expertise of +200y, supplemented by global partnerships.
- One of the strongest candidates to capture largest geo-market share in Saudi Arabia and MENA region



Agriculture in Saudi Arabia

Saudi Arabia exports wheat, dates, dairy products, eggs, fish, poultry, fruits, vegetables and flowers.

Agriculture is concentrated in certain areas in the Kingdom, each has a different climate, topography, and produce focus.

Although Saudi receives an average of about four inches of rain a year, one of the lowest rates in the world, vast tracts of the desert have been transformed into fertile farmland.

560,000



Overview

- MEWA leads efforts to address national, strategic, economic, food-security concerns.
- Key to these efforts is securing dynamic updated data on Saudi agriculture activities /projects /initiatives /end-users
- TAQNIA ETS executed a nation-wide project to create a spatial national database of all agricultural activities, and develop the required geo-ecosystem to serve stakeholders and end-users alike. (+500k farms across 2m sqkm).



Precise Farming



The Experience



Using remote sensing and GIS technologies to capture and assess agricultural data; Time, Effort, Effort, Cost efficient + Precise, Accurate, Comprehensive Data.



Precise geospatial agriculture data drives estimating estimating resources usage, incentive allocations, allocations, policy development, decision making.. making..



Awareness issues is mitigated through specially specially trained local surveyors, national campaigns, gov incentives, and user-friendly systems and processes.



Outcomes



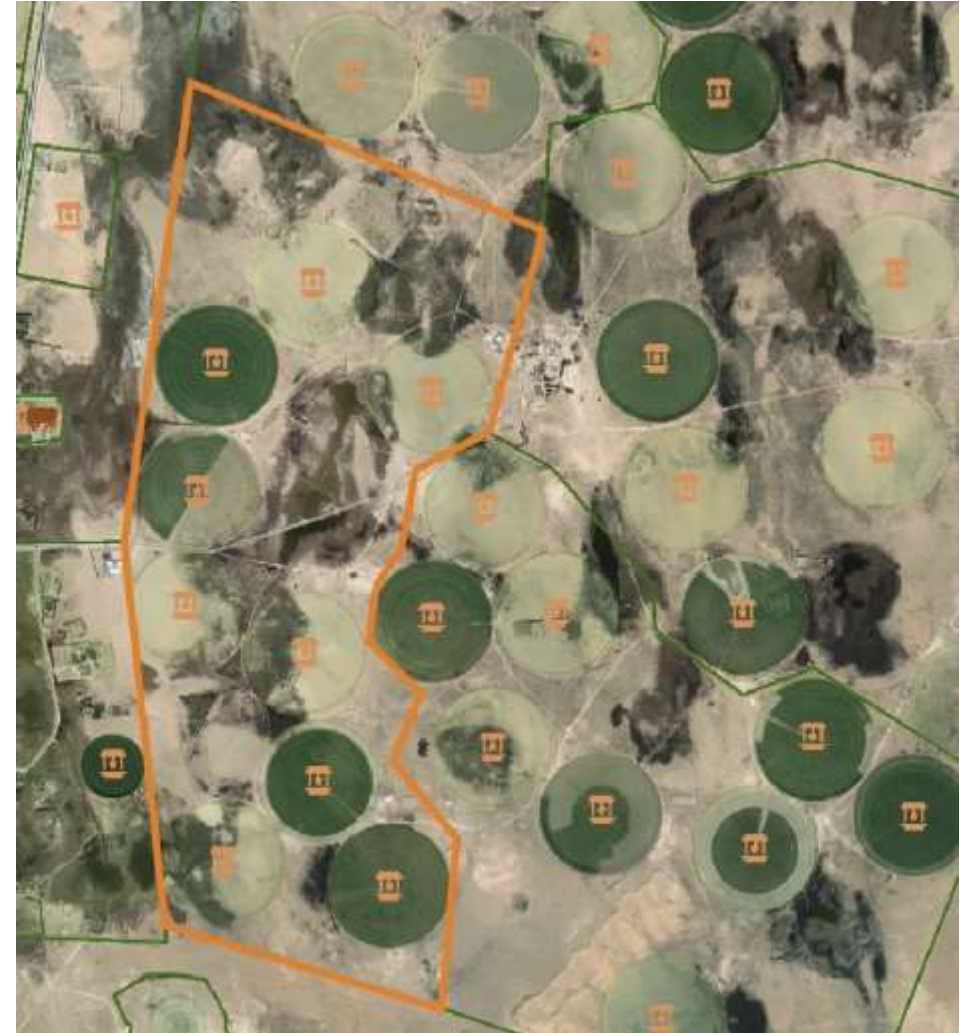
Precise geospatial farming data helped MEWA implement sector-based policies.



Precise geospatial farming data helped MEWA monitor, identify challenges & opportunities, and assess interchanging variables.



Precise geospatial farming data helped MEWA study seasonal changes, guide industry, industry, and support farmers.





Application of remote sensing tech, geo-ecosystems has accelerated precision mapping of agricultural plots across vast areas, varying activities, abundant POIs; reducing effort, cost and time, all of which support empowering local farmers and national agriculture industry.



Thank You

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