



UN-GGIM

PRIVATE SECTOR NETWORK

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UN-GGIM PSN – update 2018-19



- Private Sector Network: approx. 50 registered members
 - Large Corporate and SME
 - Software, Hardware, Data, Services
- Partly overshadowed by WGIC
 - Not an official UN-GGIM Network
 - Mostly large corporate
 - Paid membership structure (\$1,000 - \$30,000 annually)
- Confusion led to inactivity



Private Sector Network Board meeting 7 May 2019:

- Recognised difference between WGIC and PSN:
 - WGIC: majority of large companies who are also technology providers to UN and UN Member States' organisations;
 - PSN: neutrality will ensure market neutral contribution at GGIM forums and meetings.
 - Especially small companies have an issue with the exclusive nature of the WGIC
- GGIM 9 Activities:
 - PSN will contribute to GGIM sessions, specifically related to Land Management and Open Data
 - Activity overview at Plenary



Question: *how can the PSN (and the wider private sector) better support UN-GGIM: Europe and its Working Groups.*

- PSN has not really provided as much support as it could in the past
- But: growth of the industry is a common objective

Some ideas:

- vendor neutral briefings on technology and market trends;
- workshops on communication strategy, particularly how to more effectively engage with senior decision makers;
- business case / business model advice

