



FOR IMMEDIATE RELEASE

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Success and Growth in Canadian Geospatial Industry Sparks Alberta's Inaugural NORTH51 Conference

TECTERRA is pleased to announce that recent recognition of the geospatial industry in Canada has resulted in the launch of their new conference, NORTH51. NORTH51 will serve as the gathering place for the most innovative minds in geospatial technology. The event takes place on February 8th through 9th at the Banff Centre in Banff, AB.

[Natural Resources Canada's \(NRCAN\) latest study](#) on the Canadian geospatial industry presents a promising snapshot of the impact the sector has on the country's economy, including that the sector is generating approximately 19,000 jobs and contributing \$2.3 Billion dollars to the economy.

"We are excited to be leading the conversation on Canada's growing geospatial industry," says Jonathan Neufeld, CEO of TECTERRA, host of NORTH51. "This exclusive two-day conference will lead informative sessions and discussions of game-changing technological breakthroughs in the areas of artificial intelligence, IoT, remote sensing, and location analytics."

NORTH51 will feature high caliber geomatics professionals as speakers for the conference. One of which is Alex Miller, President and Founder of Esri Canada. Since Esri's inception in 1984, Mr. Miller has lead the company which has grown to over 300 employees serving more than 10,000 customers. His extensive expertise in the application of information technology to land, natural resource, and environmental management will be showcased in NORTH51's Opening Keynote.

Chairman and CEO of Aethon Technologies, Alastair Jenkins, adds to Mr. Miller's expertise on the keynote speaker roster. Mr. Jenkins has more than 25 years of experience in the aerospace, GIS, and remote sensing technology fields, and is an internationally recognized expert in the field of remote sensing and LiDAR technology.

NORTH51 is an exclusive invite only conference, but a lottery system is in place for people interested in joining the [waitlist](#).

For more information and details about the conference, visit www.n51.ca.

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Notes to Editors:

NORTH51 is the gathering place for the most innovative minds in geospatial technology. This exclusive two day conference in the heart of the Rocky Mountains will lead informative sessions and discussions of game changing technological breakthroughs in the areas of artificial intelligence, the internet of things, remote sensing and location analytics. Be prepared to reimagine the possibilities of geospatial.

TECTERRA is a geospatial technology innovation support centre that supports the Canadian development and commercialization of geomatics technologies. The first centre of its kind, TECTERRA works with industry, entrepreneurs, researchers, and government affiliates to enable the use of geospatial technologies in addressing local, national and global challenges. Since its inception in 2010, TECTERRA has supported 234 companies, including 91 start-ups; and has placed over 380 highly qualified professionals into jobs across Canada. Overall, the organization has generated \$253 million in actual economic impact to date.