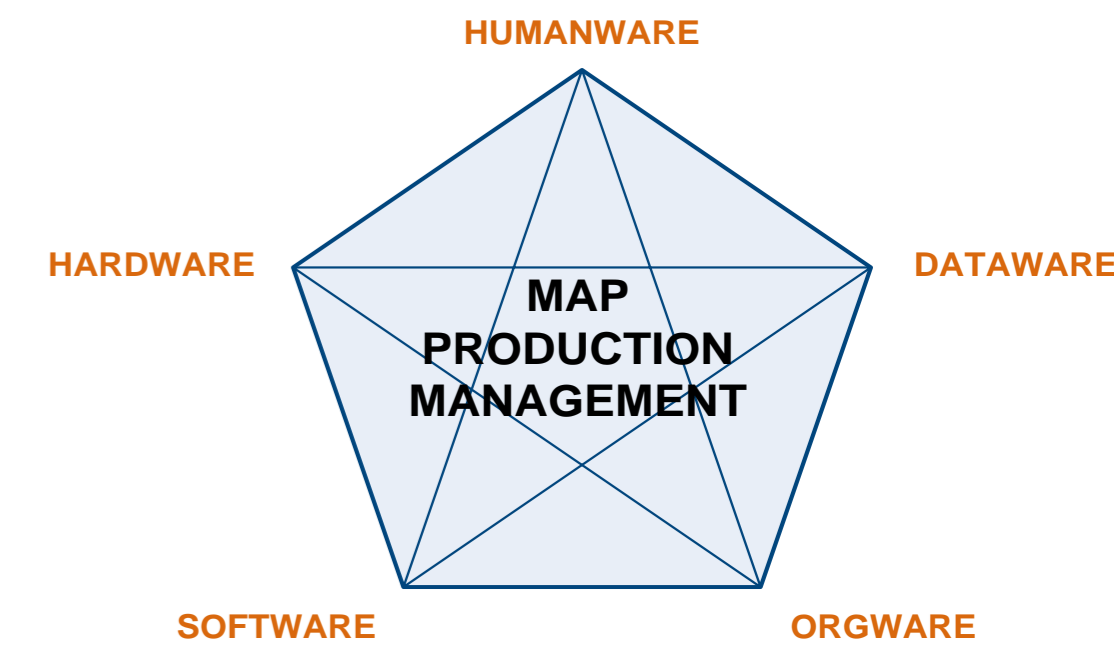




Commission on Management and Economics of Map Production (2007 – 2011)



Main Topics of the Commission

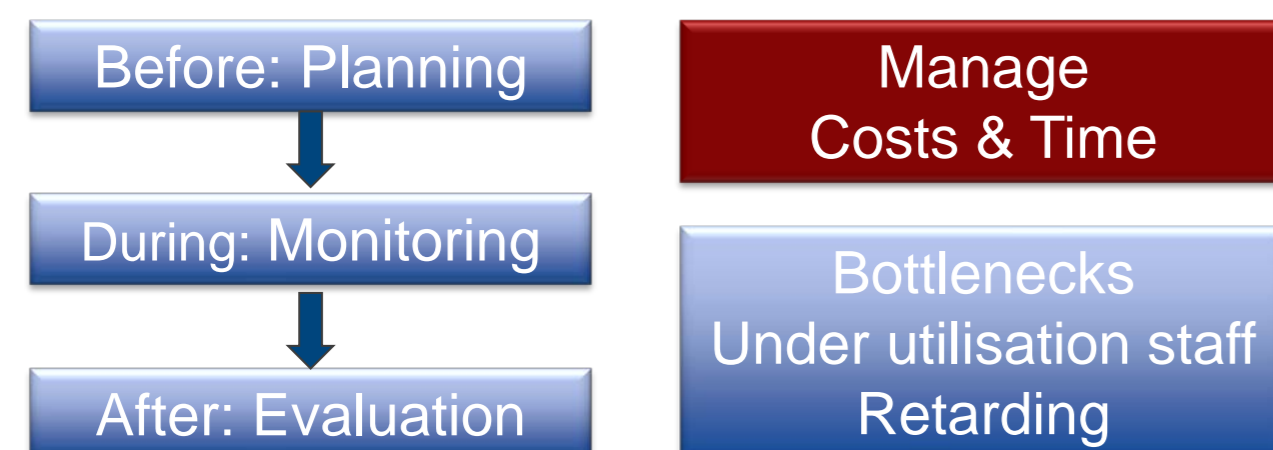
1. *Extend Production Management knowledge in economics, planning and organizing, cost calculations, guidelines for production, quality assurance and quality control.*
2. *Complete publications: Compendium of Cartographic Techniques, Flow Charting - Tools for Managing and Education, Surveys of software and hardware.*
3. *Investigate (new) channels for publication with emphasis on technical, managerial and financial aspects. This includes also map publishing.*

Current Issues

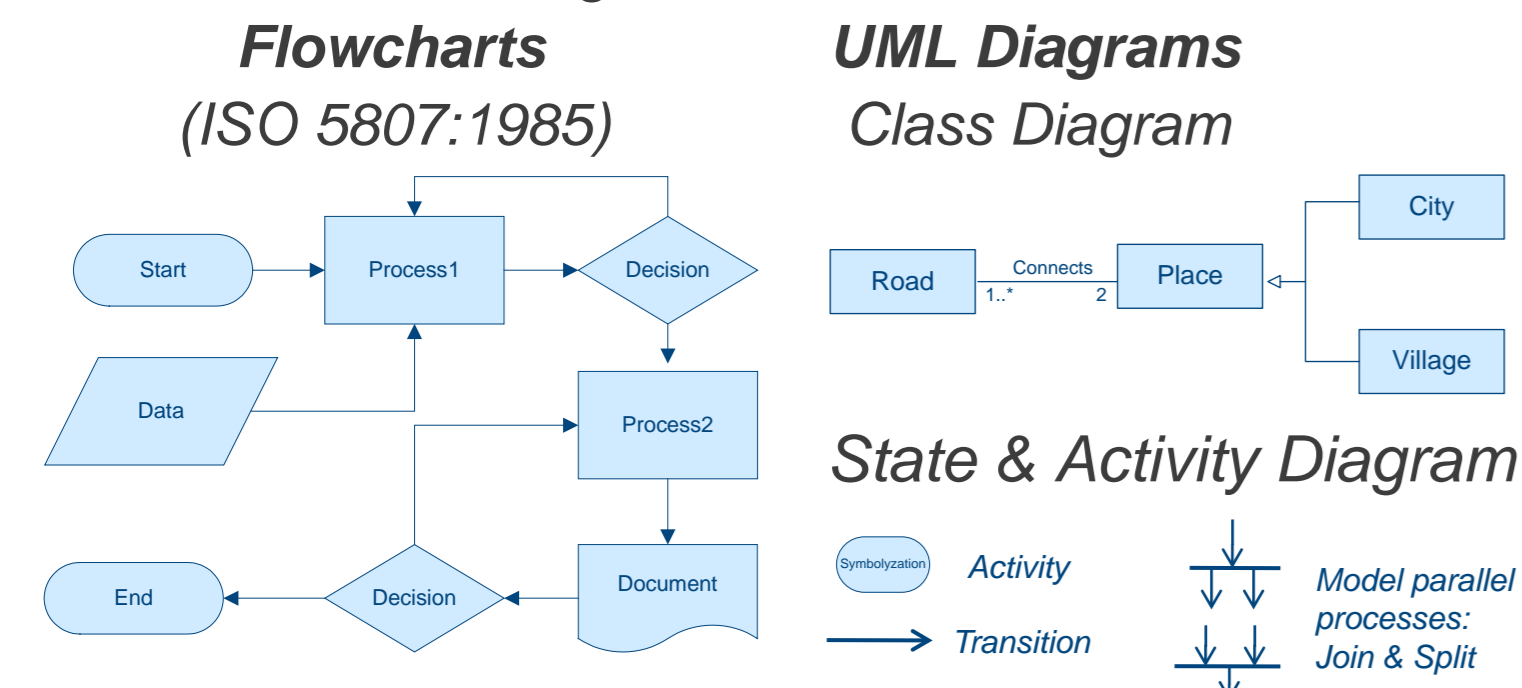
Modeling the flow: how, for who and by who?

Cartographic Production process =

- large number of events
- both parallel and sequential



- Suitable modeling tools?



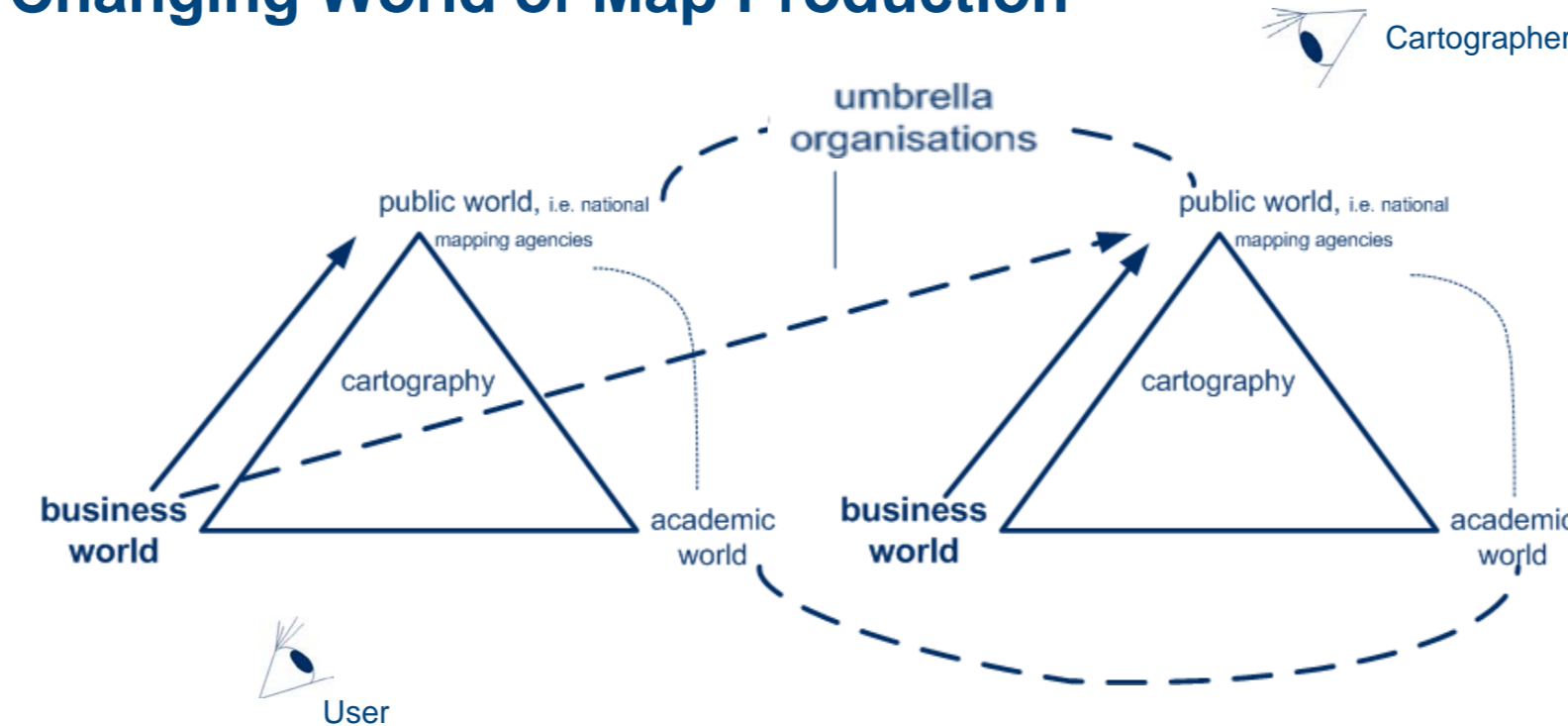
- User requirements?

Connection with private sector essential:

- Needs of map producing companies?
- Closer collaboration between **ICA** and **IMTA**



Changing World of Map Production



Public world: Not longer pure public
More and more depending of business
Part of revenue
ICT-driven
Depending of servicing

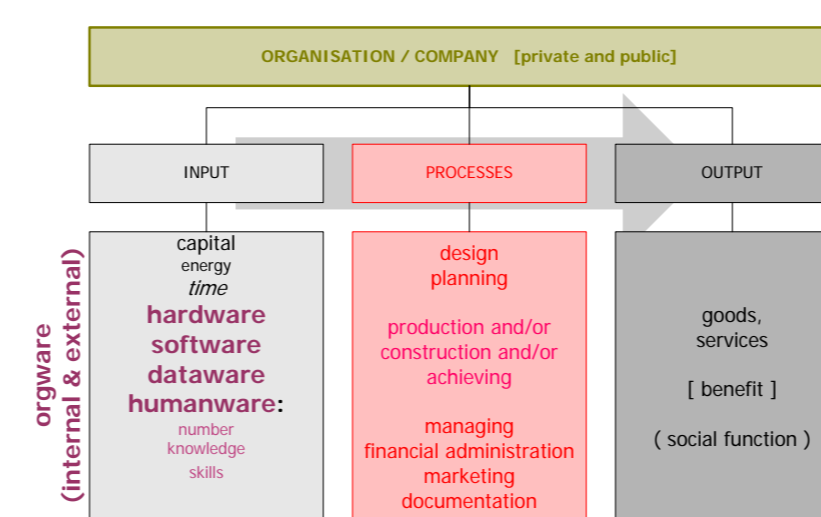
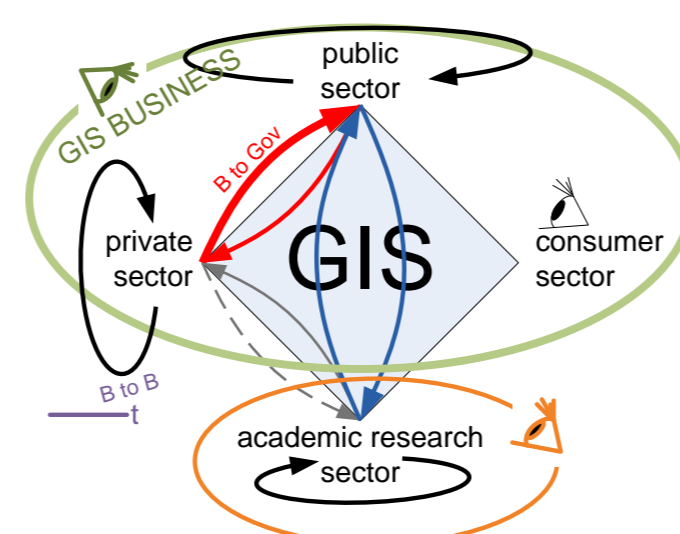
Academic world:
Keep attractive for young academic people
→ presence in peer reviewed journals

Business world:
Patents, services, publication are important

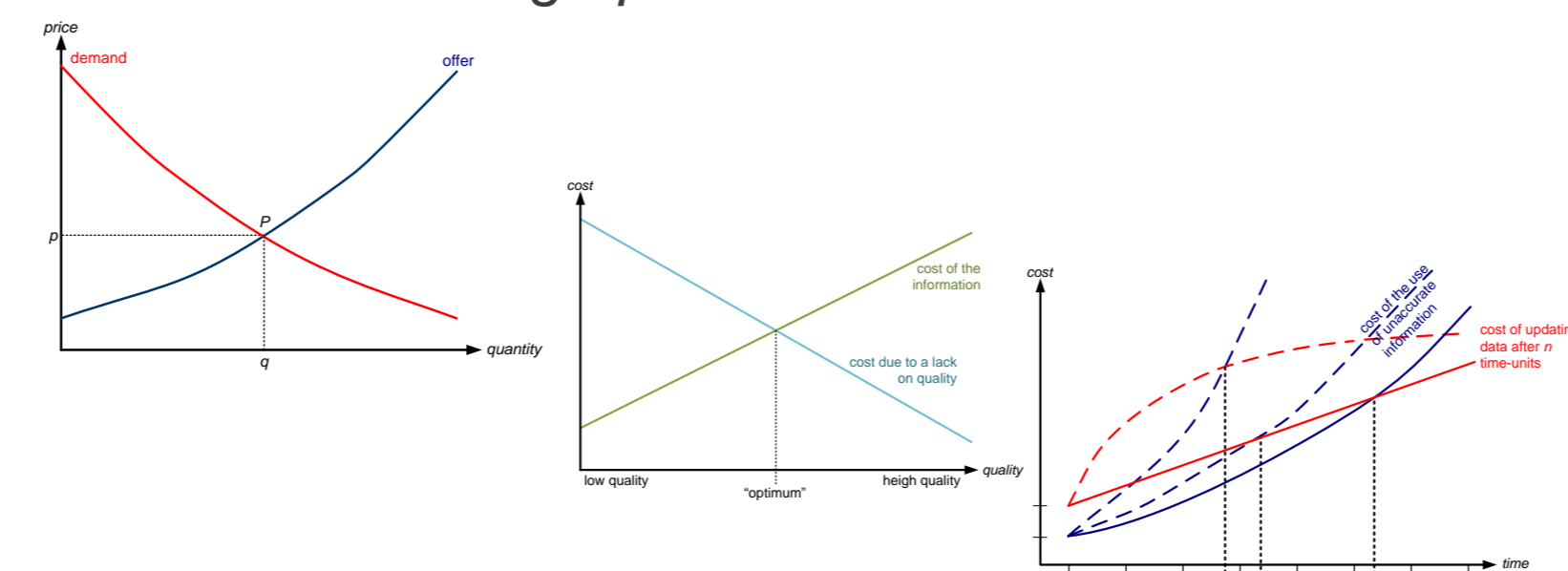
Value of Geographical Information

Value: are we all using the same terminology?

How to manage the value of GI?



Economics in Geographical Information?



Commission's Activities

Workshops, Summer Schools & Business Meetings

Summer schools took place in Urumqi in 2007 and 2008 organized by the Chinese Academy of Science branch of the Institute of Ecology and Geography of Urumqi. This workshops concerned map production aspects and different commission members were presenting lectures.

Participation in the organization of the 15th INTERCARTO-INTERGIS, Perm & Gent, 29 June - 1 July & 3 - 5 July 2009, followed by a **workshop** on map economics on July 6th, with about 20 colleagues coming from Europe and Russia, Indonesia, DR Congo,

A **workshop** was organized during the ICC09, Santiago (Chile). The subjects presented were: (1) *formal description of production flow charts*; (2) *economic aspects such as value, price of geographical data and map products*; (3) *map production technology in less-favored countries, how can we help in technology and transfer of management skills*.

A **user survey** was conducted during the IMTA Conference and Trade Show 2010 (25-26 February) in Bayonne. Lectures and discussions on measuring the quality of maps and on map economics by commission members demonstrated the interest of the IMTA members in collaboration with ICA and especially in topics on map production flows, management and economics.

A **workshop** AutoCarto 2010 on 19th of November 2010 in Orlando, Florida, USA. Topics discussed: (1) *dataware, the use of open data in different applications in GI and map production, including aspects of crowd sourcing*; (2) *standardization, especially for the formal description of production line*; (3) *value chain of GI*; (4) *exchange of ideas about a planned book on "GI and Map Production Management"*. This topic would be re-discussed at the Paris meeting in 2011.

The ICA Commission on Management and Economics on Map Production organizes a **Workshop** prior to the ICC in Paris about *Current Issues in Map Production and Management* on 2nd July 2011.

The opinion is that the Commission needs some re-orientation:

PROPOSAL FOR COMMISSION ON MAP PRODUCTION AND GEOBUSINESS