



In Focus

- Empowering Utilities Enterprises with GIS

Latest Wins

- GIS for the General Information Authority (GIA) in Libya (Phase 2)
- The Egyptian Ministry of Tourism Takes a Step into the GIS World
- ESRI NeA Takes Part in Combating Avian Flu

Success Stories

- GIS for the Ministry of Water and Electricity for the General Directorate of Water in the Eastern Region – Dammam-KSA
- Developing a GIS Unit for Al-Hasa Municipality-KSA

Product Updates

- ArcGIS 10 Coming Soon !

News & Events

- Building a Strong Foundation for GIS in Homeland Security, Defense, and Intelligence in the Middle East
- ESRI NeA: Developing Our Leaders
- FIG Congress Sydney 2010: Facing the Challenges and Building the Capacity
- ESRI NeA and ITT's ENVI Seminar and Regional Training a Smashing Success

Upcoming Events

- ESRI UC 2010 in San Diego
- ESRI NeA to Participate in the Upcoming Sustainable Water Supply & Sanitation Conference & Exhibition in Egypt

Empowering Utilities Enterprises with GIS

At ESRI NeA, we are aware of the fact that our communities are growing vastly and as they grow, the need to manage utilities becomes more urgent and even more complicated than ever. People working in the utility industry need a better understanding of the context of change, what it means, and how they can manage their present and their future. This is where GIS comes to the rescue.

For instance, the Water and Wastewater Utilities sector keeps track of distribution, collection, and drainage networks as well as related planning and customer care. The Electrical Utilities sector keeps track of the locations of millions of miles of overhead and underground circuits. The same applies for the Gas Utilities sector, which manages and tracks millions of miles of pipelines. All this information has an essential connection with the "location" factor.

Using Enterprise GIS technology, these geographic connections are used to integrate key database systems, streamline asset data management tasks, and help visualize important geospatial relationships. The enterprise GIS platform facilitates collaboration by unifying the underlying data infrastructure and workflows with other key utility information system platforms such as SCADA; enterprise resource planning (ERP); asset management, operations, outage management; and field force automation.

To know more about the role of GIS in Utilities and Water sector, we asked three of our top experts who have managed several successful GIS projects in this field in the region to share their experiences with us:

- **Hytham Abd El Moniem-** the Project Manager of our GIS Solution in the Ministry of Water and Electricity-General Directorate of Water in the Eastern Region, KSA.
- **Nouran Hazzaa-** the Project Manager of our GIS Enterprise Solution for the Egyptian Public Authority for Drainage Projects (EPADP).
- **Ahmed Maher-** GIS consultant for Water/Waste Water sector in Egypt.



How is GIS Contributing to enhancing the Utilities Sector?

"GIS is changing the way communities are used to managing their utilities", says Hytham; GIS is helping utilities unify by integrating information from various sources into a common framework. By using this common geographic language, utility managers discover new insights that they can transform into tangible business results such as lower costs, improved asset utilization, and quicker customer hookup.

Maher elaborates by adding "GIS is the backbone that integrates different & distributed systems' output across the utilities company into one platform, GIS can visualize & integrate reports produced by Customer Care, Billing, Operations & Maintenance, as well as network planning & engineering. GIS is adding more dimensions to each of these systems which in turn empowers managers to make better decisions and support executives to do their roles effectively since GIS-based tools for quantitative analysis and visualization help to systematically model, measure, and visualize issues with planning & engineering, and customer care departments".

In Focus

Latest Wins

Success Stories

Product Updates

News & Events

“ GIS is changing the way communities are used to managing their utilities ”

What are some of the common problems that might arise while developing GIS Utilities Solutions?

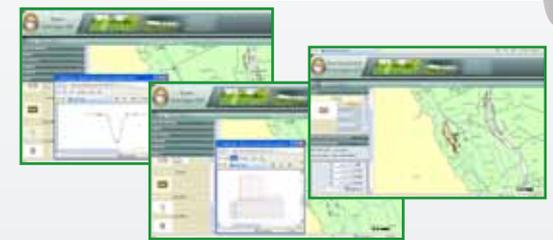
"The most common problem is data acquisition", says Nouran. Data acquisition is a challenge due to various reasons; data may not be accurate, may not be up-to-date, data usually comes from different sources and in different formats, or simply the required data may not be found.

Hytham adds another problem which is creating a unified Geodatabase scheme that would unify all the various data formats regardless of their original source.

According to Maher "Utilities data creation projects differ from simple data conversion as they contain many parameters that must be followed such as the relation between elements, utility designing standards, and the analytical elements for the network".

In Focus

- Latest Wins
- Success Stories
- Product Updates
- News & Events



Egyptian Public Authority for Drainage Projects (EPADP)

With regards to your projects, what were some of the major challenges that you faced?

According to Nouran, "the idea of automating a complicated system like the Egyptian Public Authority for Drainage Projects (EPADP) with its huge amount of data and various processes is challenging in itself". Moreover, EPDAP has specific calculations done as part of thier work. So Another major challenge was to develop an efficient desktop application to ease the process and calculate the results accurately.

As for Hytham, an essential business need for the Saudi Ministry was to determine the exact location of the person contacting the calling center to report a problem or a complaint as well as knowing the exact location of the section with the problem in the network. However, it was discovered that no complete coverage for the project area existed. There were many gaps in the coverage, and a large number of maps were overlapping for the same area. So it took some time to find missing areas' locations, geo-reference them and join them with other maps.

“GIS is the backbone that integrates different and distributed systems’ output across the utilities company into one platform”



Managing Networks with ArcGIS

In your opinion, is GIS on its way to becoming an essentiality for the Utilities Sector?

"Sure, GIS is right on track to becoming an essentiality" says Maher. He goes on to add that "in Egypt, there is almost no utilities company that doesn't have a GIS center or department. In water and sewage sector we've consulted more than 12 water & sewage companies and they all have GIS centers. What we are looking for now is turning GIS into a standard language approved in communication between the different enterprise's departments, instead of limiting its role to just being a tool required for mapping utilities' infrastructure". This could be done as follows:

For the Engineering Department:

Integrated GIS and hydraulic modeling packages provide sophisticated network modeling tools that work within a commonly shared GIS data repository, which reduces the labor costs of maintaining separate GIS and modeling databases. With a single integrated database, you can quickly perform modeling scenarios such as: pump scheduling, demand projections and other scenarios.

For the Operations and Maintenance Department:

Now mobile crews can get current information at their fingertips when performing daily tasks. They are the key to keep services running at peak efficiencies. Supervisors can know where those workers are, what projects they are working on, and how projects in the pipeline rank in priority.

In day-to-day operations, GIS is used to closely model utility networks and easily integrate other related types of data such as raster images (e.g., aerial photographs) and CAD drawings.

For Water Quality Management:

GIS is used to monitor water quality, specifying best sample distribution, contamination effects prediction; on the same integrated database you can notice project contamination effects on the subscribers, you can evaluate the contamination causes based on the projected maintenance & operations data.

Lessons Learnt

GIS is a Culture: The real challenge in Utilities Companies is neither software purchasing nor the technology used for integrating systems; it is all about iterative efforts for targeting every stakeholder's understanding to clarify the edge of adding the Geospatial dimension into his/her work. It's the challenge of spreading the "Geospatial Culture" among the Utilities Enterprise.

Pinpoint the Real Needs: Knowing the exact business needs of a utility client at the beginning of the project greatly helps in determining the most effective and efficient applications to best serve their tasks.

Engage End Users from the Start: Working closely with the end user should be a key element throughout the early stages of solution development. This will help users to understand the technical aspects of the system as they go through the project, and eliminate resistance to change.

In Focus

Latest Wins

Success Stories

Product Updates

News & Events

GIS for the General Information Authority (GIA) in Libya (Phase 2)

The Libyan General Information Authority (GIA) required a GIS solution that would help them to achieve coordination & cooperation between their various departments, as well as provide decision makers with a great opportunity to make better and more informed decisions by enabling them to see a full picture of the situation.



ESRI NeA Staff with GIA Technical Manager, Dr. Abdurraouf El-Bibas

ESRI NeA has sealed the deal with the GIA to deliver the desired GIS solution. The project includes two phases:

Phase one is concerned with:

- Creating a "Geo-Spatial" center in the GIA based on the latest Geospatial technologies.
- Employees will be able to carry out various operations on the data such as searching, querying, printing and creating reports more efficiently.

Phase two is more concerned with:

- Introducing "Analyzers" that will manipulate the demographic data in the system.
- These analyzers will be developed through integration with various statistical systems such as Statistical Analysis System (SAS) and Statistical Package for the Social Sciences (SPSS).

This solution is a great addition to the various projects ESRI NeA holds in Libya, and will be receiving ESRI's Special Achievement in GIS Award-this July at the International User Conference in San Diego. For more info, please visit: <http://www.almanaralink.com/new/index.php?scid=1&nid=19075> (SAG).

We have successfully delivered phase one and now we are pursuing the requirements analysis for phase two.

The Egyptian Ministry of Tourism Takes a Step into the GIS World

The Ministry of Tourism (MOT) has all the data related to the various activities and touristic places in Egypt as well as active tourism companies in the field, and their fleets of tourist vehicles.



That's why it's very essential for the Egyptian MOT to benefit from related spatial data in a fast and efficient way to be able to offer the needed spatial services. Based on its extensive experience in GIS solutions, ESRI NeA was proudly chosen to develop a state-of-the-art GIS solution to support the MOT in managing its data more efficiently.

Our solution is based on the latest ESRI server technology-ArcGIS Server. It consists of several geographical applications to support the MOT including an application that offers a solution called FM Solution (Fleet Management Solution) which allows the tourism companies to interact with the MOT via secured internet connections to monitor and track their touristic vehicles along their journeys, and prevent any problems that may face the vehicle on its way. Also, it provides the companies with Performance Evaluation Reports regarding the behavior of their drivers. Currently, the project includes the tracking of 12,000 vehicles as a first phase, and it will be implemented across all fleets in the future.

The solution offers the possibility of integration with any legacy or future systems in addition to the possibility of future integration with other entities that would help in enhancing the system's functionality if needed. An example would be the Tourism Police: integrating with them would help in preventing any problems or accidents quickly and professionally.

ESRI NeA Takes Part in Combating Avian Flu

The Egyptian Ministry of Agriculture (MOA) in collaboration with the Egyptian Ministry of Communications and Information Technology (MCIT) requires a GIS system that would support in effectively managing and containing the Avian Flu pandemic.



ESRI NeA, being part of the region and as part of its corporate social responsibility, was contracted by the MCIT to support the MOA in effectively managing and containing this outbreak by developing a solution that would unleash the power of the ministry's geographic and tabular data, and thus increase the understating of avian flu trends and outspread, supporting a more strategic approach, and a more proper planning approach for combating its outspread.

The proposed solution is designed to improve the ability of the MOA to manage human resources, medical resources, and farms. It is based on constructing a Central GIS Unit in the Ministry of Agriculture's labs at their headquarters, and integrating it with the workflow system. Using our GIS capabilities including analysis capabilities, MOA would be better able to detect risks, uncover the spread of disease within a specific location, and understand the needs of the surrounding community. This project is a big step in combating epidemics and improving the health segment in Egypt.

GIS for the Ministry of Water and Electricity for the General Directorate Water in the Eastern Region – Dammam-KSA



Business Needs

The General Directorate of Water in the Eastern Region (GDWER) is actively engaged in providing all types of water services in the Eastern Region of KSA. Accordingly, they needed to develop a GIS solution that would manage the integration of the geographic data of their water and sewage networks, through the management and analysis of water and sewage data, according to the latest GIS techniques.

Solution Concept

The project is divided into three phases:

First phase dealt with the data gathering and preparation, it involved:

1. Studying project needs and data models.
2. Digitization of all the data for both the water and sewage networks in the two cities of Al-Dammam and Al-Khobar.
3. Uploading data to the Geodatabase of the project.

Second phase was all about running and developing applications, it revolved around:

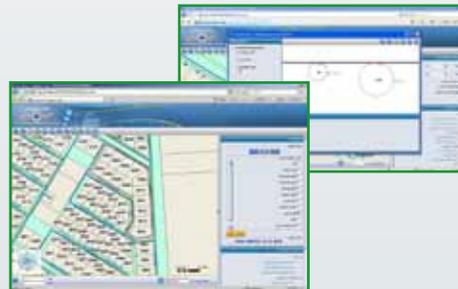
1. Building and updating the GIS applications.
2. Studying the present applications on ArcGIS Server to update them into web applications.



ABOVE: The GDWER SCADA Integration Workflow.

Third phase was concerned with building and implementation of an emergency system.

Furthermore, training sessions were provided at the end of each phase of the project to help the staff to be well adapted with the new technologies in the system.



Screenshots of the system's various applications, e.g.: Cross Section, Data Export, Projects Reports.

Used Software

- ArcGIS Server (Advanced Enterprise).
- ArcPad and ArcPad Application Builder for Mobile Applications.

In Focus

Latest Wins

Success Stories

Product Updates

News & Events



Screenshot for Projects Reports.

Golden Points

- Completing and converting the water and sewage networks covering the geographic areas of Al-Dammam and Al-Khobar.
- Users are able to use all means of communication in the field and at the office to enhance performance.
- The Emergency application enables rapid dealing with emergencies in the field.
- The efficiency of water and sewage networks services is increased.

Read more on ArcNews:

<http://www.esri.com/news/arcnews/spring10articles/gis-improves.html>

In Focus

Latest Wins

Success Stories

Product Updates

News & Events

Developing a GIS Unit for Al-Hasa Municipality-KSA

Business Needs

Effective use of geospatial information is becoming a critical goal for municipalities nowadays; that's why Al-Hasa municipality took the initiative to build a GIS unit with a scalable GIS system.

Municipality project manager Mr. Ali Soliman stated that the municipality required a system that would fulfill its needs; after identifying goals and reviewing similar projects, the municipality chose ESRI NeA to implement an enterprise GIS solution utilizing ESRI's state-of-the-art ArcGIS Server technology. ESRI NeA was chosen because of its extensive experience in this field as well as its various success stories in similar projects.

Solution Concept

ESRI NeA developed a GIS solution that enables the municipality to observe its course of work, analyze disparate data, and to support the decision makers in accessing the information required for management decisions.

The solution provides a variety of applications covering various functions; these functions include supporting urban planning, displaying visual and tabular data simultaneously on the map, managing building licenses through the engineering offices, and enhancing investment opportunities. The solution is based on Service Oriented Architecture (SOA) technology allowing for any future expansions and integrations.



Screenshots highlighting the system's different functionalities.

“ **Effective use of geospatial information is becoming a critical goal for municipalities nowadays** ”

Golden Points

- GIS enables users to introduce the spatial component to different aspects of their work.
- Transforming abstract data into useful information which increases the power of analysis.
- By introducing GIS to citizens, they became more involved in the development process.
- GIS is an excellent tool for planning, it makes the planning process much easier as it helps planners to design, visualize, and analyze different planning scenarios.



ESRI NeA staff conducting a training session for Al-Hasa Staff.

Training entities and providing them with the appropriate knowledge to enable them to use the system efficiently and develop future enhancements if needed was a major concern for ESRI NeA as the next step after implementing the required applications.

Used Software

- ArcGIS Server (Advanced Enterprise)
- ArcEditor



ESRI NeA staff with Mr Ali Soliman, Al Hasa Municipality Project Manager.



ArcGIS 10 Coming Soon !

ArcGIS 10 has made huge changes in the way people deal with GIS. Regardless of whether you are using ArcGIS in a desktop, mobile, or server environment, the new enhancements will improve how geographic information is leveraged throughout your enterprise. The new release of ArcGIS focuses on three main aspects: increased productivity, powerful spatial analysis, and new ways to share.

Key Features



More Productivity

- Enabling search by keywords to find data, symbols, and maps quickly.
- Browse and add data directly from one interface.
- Enable streamlined Desktop (2D/3D) and Web editing, automate map production, and save time through faster display, smoother navigation, and the ability to run processes in the background.

Powerful Spatial Analysis

- Automating common tasks and analyses with Python scripting.
- Combining ArcGIS with other scientific programming to reveal powerful answers in your data.
- New analysis tools for more in-depth analysis.
- Perform in 3D virtually everything you can do in a 2D environment.

Improved Access to Imagery

- Faster performance with accelerated image display.
- Using the image analysis window for image interpretation and processing.
- Easily manage massive image collections.
- Efficiently serve dynamic image mosaics to many applications.

New Ways to Share Data

- Increasing collaboration through ArcGIS Online search and share capabilities.
- Easily create and distribute projects.
- Organize geographic data throughout the enterprise via the new Search service in ArcGIS Server.
- Enabling feature-level editing via Web applications.

Expanded GIS in the Field

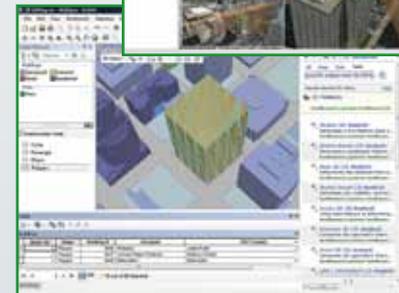
- Extending mobile projects to tablet-based PCs using the ArcGIS Mobile customizable application.
- Simplifying ArcGIS Mobile deployments using the new Mobile Project Center.
- Leverage streaming GPS, photo attachments, and location tracking.
- Access a new iPhone mapping application directly from the Apple iTunes App Store; additionally you can build your own applications.

Better for Developers

- Easier than ever to share and deploy add-ins to extend the desktop applications.
- Providing additional APIs and streamlined software developer kits.
- Providing single ArcObjects .Net SDK as well as a single ArcObject Java SDK for ArcGIS Desktop, ArcGIS engine, and ArcGIS Server.

ESRI Nea Newsletter

- In Focus
- Latest Wins
- Success Stories
- Product Updates
- News & Events



Building a Strong Foundation for GIS in Homeland Security, Defense, and Intelligence in the Middle East

ESRI Northeast Africa had the pleasure of exhibiting its latest solutions this year in two of the top events in the Middle East; The Geospatial Intelligence Middle East Conference for 2010 (GIME) which was held in Bahrain from the 11th to 14th of April & the ESRI Middle East Defence and National Security Distributor Summit 2010 (MEDTS), which was also held in Bahrain from the 14th to 16th of April.



ESRI NeA staff at GIME

The (GIME) conference is concerned with boasting the most pioneering interactive sessions in the region bringing military, government, and industry consultants together to evaluate evolving geospatial intelligence requirements. As for the (MEDTS), it is a gathering for all of the national security distributors in the Middle East to align their vision, and get to know more about the latest ArcGIS technology has to offer for the security and national defence sector.

ESRI NeA proudly participated in both events featuring our latest homeland security and defense solution, the Geographic Security System (GSS), additionally in (GIME) we introduced a new product we distribute known as "MetaCarta". Both products were received with great enthusiasm from attendees. At GIME, live demos were held within the ESRI NeA booth to further elaborate on the both our featured solutions.



ESRI NeA's Karim El Maghraby, showcasing MetaCarta



ESRI NeA's Kareem Nabil presenting GSS at MEDTS

As for the GSS, ESRI NeA gave an interesting presentation highlighting how GIS is fast becoming a vital tool in securing the nations. GSS provides a state-of-the-art geospatial infrastructure that:

- » Helps ensure the safety and security of the nation.
- » Aims to integrate all disparate databases, workflows, and AVL locations as well as all existing and potential future systems on a single platform.
- » Providing a comprehensive common operational picture displayed over a map, thus delivering an extensive "system of systems".

MetaCarta is a tool that provides analysts with:

- » A way to visualize hotspots & identify trends by seeing information on a map – not just pictures.
- » All types of content such as Web pages, blogs, message traffic, etc appear as icons on map.
- » Its goal is to bridge the gap between unstructured content and locations.

For more info please visit <http://www.metacarta.com>

ESRI NeA has various success stories regarding GSS, a sample of our achievements is the Geographic Security System we developed for the Bahrain Ministry of Interior. It was a very successful project that gave Bahrain the opportunity to explore a whole new level of managing homeland security.

In Focus

Latest Wins

Success Stories

Product Updates

News & Events

ESRI NeA: Developing Our Leaders

Last March, an exciting Leadership Boot Camp was organized by Awareness, a soft skills agency and training center. The event was led by some of the best gurus in the field of leadership and management. The event was held at City Stars in Cairo, Egypt. Several ESRI NeA senior level and top managers were able to participate in this exciting and rich event.



Mr. Abdelhay El Demerdash, Egypt Sales Sector Manager at ESRI NeA, with Mr. Steven Covey

The first day featured a full day leadership workshop led by Dr. Stephen Covey, author of "The 7 Habits of Highly Effective People", which was named the #1 Most Influential Business Book of the Twentieth Century. As for the second day, there were three sessions led by the following key speakers:

- * **Jonas Ridderstrale:** One of the World's best business thinkers and management gurus and author of "Change Management"
- * **Bob Nelson:** Motivational Speaker and Best-selling Author of "1001 Ways to Reward Employees"
- * **Andrew Grant:** Renowned keynote speaker & facilitator on leadership and team development

FIG Congress Sydney 2010: Facing the Challenges and Building the Capacity

The event is the annual conference and exhibition organized by the International Federation of Surveyors (FIG), which is an international, non-government organization whose purpose is to support international collaboration for the progress of surveying in all fields and applications. The congress was held from the 11th to 16th of April. Major Institutions & Companies from all around the world had participated. A comprehensive exhibition was running concurrently with the Congress. This exhibition showcased the latest and best in surveying and spatial products and services. ESRI NeA participated with its latest state-of-the-art Land Management Solutions based on ArcGIS Server technology & ESRI NeA framework (.geo).



ESRI NeA Stall at FIG

We demonstrated sample projects based on this technology, such as:

- **Limitless Properties Real Estate Project.**
- **National Libyan Land Registration Project.**
- **Al-Hassa Municipality Enterprise GIS, and**

We also had an interesting presentation by our leading Land Management & Cadastre Solutions expert Eng. Kholoud Saad, our Cadastral Projects Manager, under the title "Transformation of the Land Registration Services for the Libyan Land Registration Authority". The presentation elaborated on the role of our project in providing the optimum integrated solution for addressing the Libyan Land Registration Authority's (LRA) business needs.

Throughout this event, we furthered our connections with potential customers in Europe & Africa. This event is one of many that we participate in to further our goal of establishing the importance of our GIS Land Management Solution for the Cadastre & Land management sector.

ESRI NeA and ITT's ENVI Seminar and Regional Training a Smashing Success



Engineered for life

ESRI NeA has always been dedicated to incorporating new technologies and trends with GIS in order to provide our clients with "Total GIS Solutions". Additionally, the importance of integrating remote sensing with GIS has been a major point of interest. Accordingly, as a part of this vision, ESRI NeA has proudly become the exclusive reseller in Egypt and Libya for ITT Visual Information Solutions' products. This does not only entail software sales, but also extends to include technical support and training services for our clients who wish to purchase ITT products in Egypt and Libya.

ITT VIS is known for creating superior software products that help professionals across industries to access, analyze, and share all types of data and imagery. ESRI Inc. has a partnership with ITT that extends over the past three years, and that has strengthened over time with the shared belief that imagery is now an essential part of GIS.

ESRI NeA is dedicated to furthering the role of remote sensing with GIS, and our vision is to highlight the importance of such integration for the GIS community, and to provide the necessary support for doing so.

Therefore, in collaboration with our partner ITT Visual Information Solutions (ITT VIS), ESRI NeA held a dynamic and successful one day seminar on Monday 31st May, 2010 at the Intercontinental City Stars in Cairo. The event aimed to introduce the partnership between ESRI NeA and ITT, & showcase their latest product for GIS users, ENVI, to the Egyptian GIS community.

ENVI is a new, high performance image processing and analysis software solution designed for image analysts and GIS professionals. It combines powerful image analysis tools and seamless integration with ESRI's leading GIS platform, ArcGIS, to streamline image analysis workflows, and allow users to easily extract important information from imagery.

**Ms. Susan Parks,
Senior Technical Marketing Specialist from
ITT Giving a presentation about ENVI**



ESRI NeA Managing Director Tarek Wahby Addressing Seminar Attendees

Ms. Susan Parks, Senior Technical Marketing Specialist from ITT, introduced the company and their solutions, and then proceeded to provide an overview of ENVI, as well as a live demo of how ENVI is now integrated with ESRI's ArcGIS, and can further enhance the work of the GIS community.

This was then followed by an interesting presentation by ESRI NeA's very own remote sensing expert, Dr. Ahmed Wahby, who went on to highlight ESRI NeA's latest projects and success stories in the field of remote sensing and GIS.

Preceding this one day seminar for our clients was an intensive 4-day ENVI training program that was hosted in Cairo at the Safir Hotel by ESRI NeA for regional ESRI distributors. ITT's Ms. Susan Parks showed attendees from Tunisia, Lebanon, Jordan, and Pakistan how to use ENVI to read, visualize, and analyze imagery to extract important information for a variety of remote sensing and GIS applications. This was in addition to an introduction to the advanced multispectral analysis tools that are unique to ENVI, as well as ENVI EX, the newest addition to the ENVI line of premier image processing and analysis software products, created for GIS Professionals.

To download the presentations that were featured at this event, please visit our website or follow this link: <http://www.esrinea.com/NewsDetails.aspx?id=113>

In Focus

Latest Wins

Success Stories

Product Updates

News & Events



UPCOMING EVENTS

ESRI UC 2010 in San Diego



What?

“Every year, GIS experts, users, and enthusiasts from all over the world come together for a 5-day long event that helps further the importance of GIS in our everyday life”. This event will allow you to have everything that is ESRI related at your “fingertips” for a week. It’s the ultimate event for anyone working with GIS.

Who Should Attend?

The entire ESRI community of users, experts, and students are encouraged to attend the UC. Visitors range from new users of ESRI’s GIS software to seasoned GIS professionals, to decision makers and business owners. The event spans all industries and borders.

Why Attend?

- Hear straight from Jack Dangermond, ESRI president.
- Learn all about the new ArcGIS 10 and what new features it has to offer.
- Share your GIS experiences with other people like you who are tackling challenges similar to yours.
- Understand how to best leverage your current GIS investments, and how to help your organization make better decisions.
- Gain tips, tricks, and tools to launch, update, and enhance your GIS projects.

What to Expect?

- **Special Achievement in GIS (SAG) Awards:** Special Achievement in GIS (SAG) awards recognize organizations that have made extraordinary contributions to society and set new precedents for the GIS community.
- **Lightening Talks:** Watch the lightning talks at UC and spend just 5 minutes on each topic learning from your peers in a unique and impactful way. You’ll hear passionate, remarkable GIS stories that inspire and motivate.

- **Map Gallery:** ESRI community members from more than 100 countries showcase their work in the Map Gallery. View thought-provoking GIS applications and come away inspired and informed. Peruse the virtual map displays and drop by the map critique stations to get mapmaking tips
- **Map Critique Station:** The Map Critique Station is staffed by professional cartographers who are available to evaluate and constructively critique your maps as well as offer suggestions for improvement.

To register visit <http://www.esri.com/events/user-conference/registration/index.html>

ESRI NeA to Participate in the Upcoming Sustainable Water Supply & Sanitation Conference & Exhibition in Egypt



This July, the 1st International Conference and Exhibition on “Sustainable Water Supply and Sanitation 2010 ” (SWSSC 2010) will be held in Cairo – Egypt, during the period from July 25th till the 27th, 2010.

The conference and exhibition will be held at the Cairo International Conference Center (CICC). This first of its kind event is organized by the Holding Company for Water & Wastewater, under the auspices of the Ministry of Housing, Utilities and Urban Development.

The event will serve as an opportunity to bring together representatives from universities, industrial and governmental organizations with policy makers, stakeholders and clients. The technical program will enable all participants to learn from international experts, to exchange their professional experience, and to be acquainted with the updated progress in both water and wastewater sectors.

Additionally, the conference exhibition will be a good chance for vendors to showcase their latest products and solutions in this field.

ESRI NeA and ESRI Inc. will be participating in the conference and exhibition, showcasing how GIS has and continues to serve the Water & Waste Water sector in Egypt and the region. ESRI Inc. seasoned industry consultants will share their vast experience and knowledge about the four key core functions that GIS is providing for the water and wastewater utility industry; from asset management, and planning and analysis, to field mobility, and operational awareness. Join us at this first of its kind event in Egypt.

For more information on the event, please visit <http://www.hcww.com.eg/ar/swssc/p2.aspx>

In Focus

Latest Wins

Success Stories

New Releases

News & Events



ESRI Northeast Africa

Newsletter

Quarter 2, 2010 Issue No. 4

Street 15, Freezone, Nasr City, Cairo, Egypt

E-mail: marketing@esrinea.com

www.esrinea.com

*SEE More ...
Do More ...*