

## Southern Mapping confirms global market entry



Southern Mapping Company (SMC), announced that, following the launch of Southern Mapping Geospatial (SMG) in 2010, the company will in future present itself as Southern Mapping.

Peter Moir, Chief Executive of Southern Mapping, says: "Companies are organic and must change according to market developments relevant to the sectors in which they conduct their business. We launched Southern Mapping Company in 2006 with more than 50 years collective Lidar experience between the founding members. We recorded success in various sectors including mining, agriculture, energy, municipal and disaster management, to mention a few. During this time

we invested in new products, such as the Orion airborne laser terrain mapper at a cost of \$1.2 million – one of the most modern in the world."

Moir says that the decision to launch Southern Mapping Geospatial with Black ownership was the next phase in the business plan in order to set in place a company that will remain focused on South African clients. It is the company's intention to evolve Southern Mapping Geospatial, the South African arm of the Group, into the most powerful Black owned, Black managed and Black staffed survey companies on the African continent that can compete with similar companies world-wide. Southern Mapping will support business development on other continents, but with special attention on projects in Africa through its existing network of clients, technologies and GIS specialists.

"Our global brand will in future dictate our growth objectives and should also positively impact on

our local performance" says Moir. "It will enable us to apply our expertise worldwide and feed new solutions into SMG locally to enhance their performance. We aim to expand our workforce with new talent, which we will require from world markets who may join our team on international projects, and potentially also be deployed to our South African operations."

The group of companies will remain focused on photogrammetric applications, Lidar, Hyperspectral, GIS and general aerial surveying projects. "We have some clients in Canada, Australia, as well as Europe, for who we are assigned projects in Africa, and it is our intention to further strengthen our relations with them and identify new potential customers who want to venture into Africa, especially with Greenfields projects. We have also recently completed a major power project in France," concludes Moir.

### **Contact information:**

Tel: +27 11 467 2609, Fax: +27 11 467 3443, E-mail: [info@southernmapping.com](mailto:info@southernmapping.com), Web: [www.southernmapping.com](http://www.southernmapping.com)