

# Media Statement



13 July 2023

## ***Business Events Adelaide secures the Advancing Earth Observation Forum***

*Business Events Adelaide* is proud to have been instrumental in Adelaide being chosen as the host city for the second Advancing Earth Observation Forum (AEO24) in 2024.

Held over five days at the Adelaide Convention Centre between 9 and 13 September 2024, this diverse bi-annual business event attracted around 300 delegates to its first forum in Brisbane last year.

“Securing AEO24 again demonstrates Adelaide’s strengths as a world-class business events destination with access to global subject matter experts,” said *Business Events Adelaide* Chief Executive Damien Kitto. “Adelaide is home to more than 100 space-related companies, many of which are working on Earth observation related projects”.

“With delegates also having an interest in a range of industry sectors including research, defence, government and education, Adelaide’s proximity to innovation precincts and universities holds strong appeal for progressive business event organisers. Adelaide is a destination where knowledge transfer, research collaborations and partnerships are seamless”.

South Australian Space Industry Centre Chief Executive Mr Richard Price said Adelaide was ideally situated to host the forum, given the state’s extensive space ecosystem and its strengths in Earth Observation. “South Australia is at the forefront of Australia’s space and EO endeavours,” said Mr Price. “From machine learning and data processing to Internet of Things (IoT) and developing the satellites and sensor packages, South Australia’s expertise spans the full spectrum of EO needs.”

The value of business events underpins the State Government’s key economic drivers, delivering an increasingly long-term success story for the entire state.

“Business events deliver a strong economic tail for delegates as well as the State of South Australia. Adelaide’s position as a business event destination not to be missed puts economic growth future front and centre.” Mr Kitto added.

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