

GESEC – Geospatial business ecosystem in Tanzania (2016-2018)

Project consortium: University of Turku, Department of Geography and Geology and Department of Future Technologies
with geospatial companies Arbonaut, Dimenteq and Vionice

WHY TANZANIA IS SO INTERESTING FOR GEOSPATIAL BUSINESS DEVELOPMENT?

Tanzania with expanding public access to mobile technologies and digital geospatial data is a desirable new market for high technology companies. Accessing this new market means overcoming several challenges. Among other things it requires understanding of the local policy environment, business networks and customer demands.

A project consortium of **University of Turku (UTU)** and three Finnish geospatial companies: **Arbonaut, Dimenteq** and **Vionice** wants to tap onto this market potential with location-based solutions. The Finnish team **networks closely with Tanzanian companies, academic institutions, NGOs and public sector**, as well as international actors to gain understanding of and further stimulate together the existing business ecosystem.

Companies are seeking for new opportunities to refine their existing innovations to be suitable to the local socioeconomic context but also to identify new needs for innovations to solve various social, economic and environmental challenges.

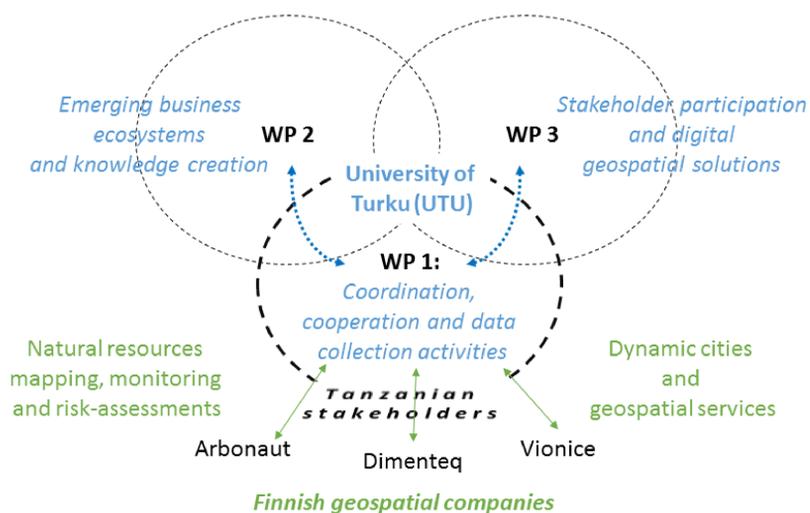
In the project the location-based business solutions are developed around two themes stemming from local needs, expertise of the Finnish companies, and synergies with existing bilateral development cooperation. The selected themes are:

- **Dynamic cities & geospatial services** for swiftly growing population in expanding urban areas.
- **Natural resources mapping, monitoring & risk assessment** for effective and sustainable utilization of forests and land assets.

In addition to Tanzanian market, we aim to develop business solutions, which can be scaled to neighbouring countries and wider in Sub-Saharan Africa



Geospatial Business Ecosystem in Tanzania (GESEC)



RESEARCH ACTIVITIES

We study the **characteristics of the existing business ecosystem in Tanzania** and what **knowledge creation and innovation development is required** from the Finnish companies to enter radically different and dynamic markets in the Global South. We also study **how participation of local experts and citizens broadens our understanding** of what type of geospatial solutions are able to solve real world problems and enable sustainable development in Tanzania.

In practice, we will organize together with our Tanzanian partners different participatory events, where we involve stakeholders for practical participatory decision-making processes with ICT and geospatial solutions. These events are our key approach both for our business ecosystem research, and for the stimulation of the business environment and ecosystem in Tanzania.

STIMULATING BUSINESS ECOSYSTEM

- **The growth of Tanzanian business ecosystem is stimulated** via the various events such as: Data hackathons, Business innovation events, Workshops, trainings and conferences, Business to Business meetings and Participatory mapping campaigns.
- Tanzanian geospatial **business ecosystem is catalyzed to modify their existing solutions or create new location-based software solutions**. These new solutions aim to meet the growing needs of the Tanzanian market and fast-tracking the local software development.
- These developments and exposure will enable **identification of new businesses, job creation and establishment of new networks**.

Are you involved in GEO-ICT business and activities in Tanzania? JOIN our events and activities – Karibuni!

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