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Connecting Geospatial data with «Smart Business»

Enrico Rispoli - Italy

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**The globalization of markets and free
enterprise have had, in the last twenty
years, an incentive role for the commercial
development in almost all industrialized
countries and in the developing ones.**

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The economic flows resulting from certain initiatives, in the absence of viable and sustainable market space, involve consequences on both local and regional social situation or on induced socio-economic and political reflections.




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The "Smart Business", consisted of a platform of strategic choices in terms of commercial investment, is based on forecasts of concrete and reliable information of market potential obtained through the use of GIS.




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In practice, in the detection step, it is possible to reconstruct a system constituted by both information already available and information sought specifically. The result provides a fairly accurate picture given the non-changeability of the information in the short term of information more influential.




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The GIS has the function to indicate the basic data that determine vocations and weaknesses of the territory to verify the advantages and disadvantages of each productive investment at regional level "Smart Business"




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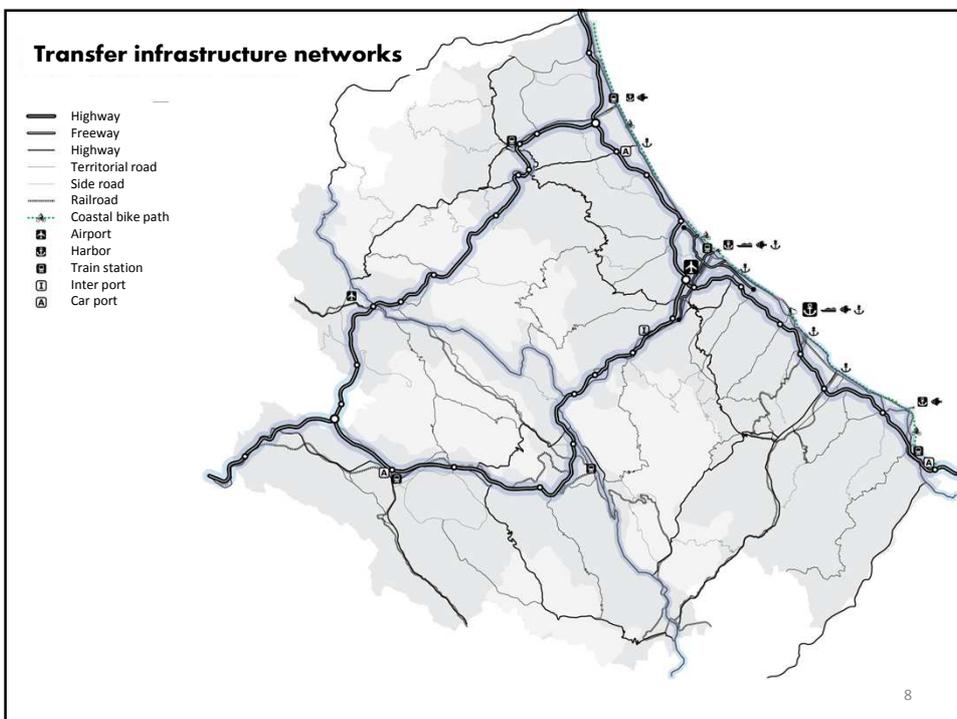
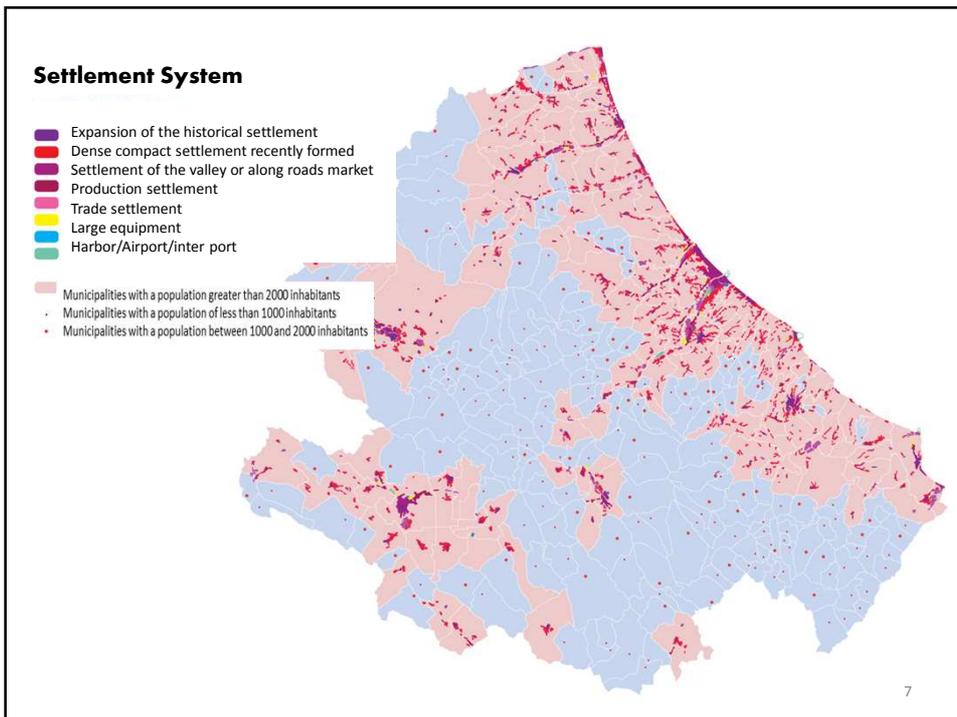
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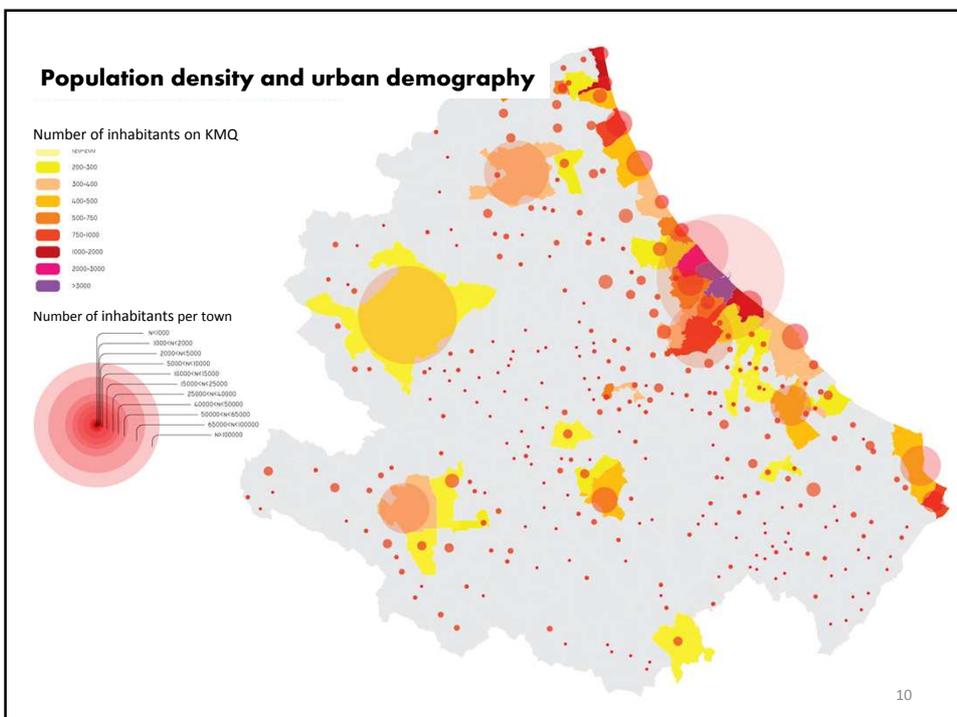
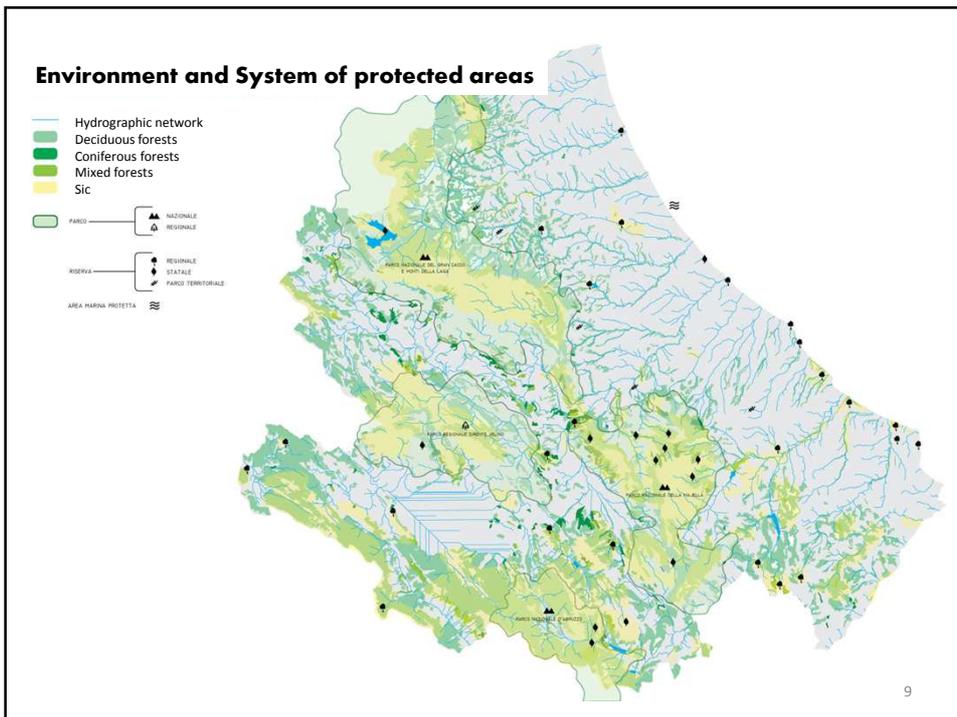
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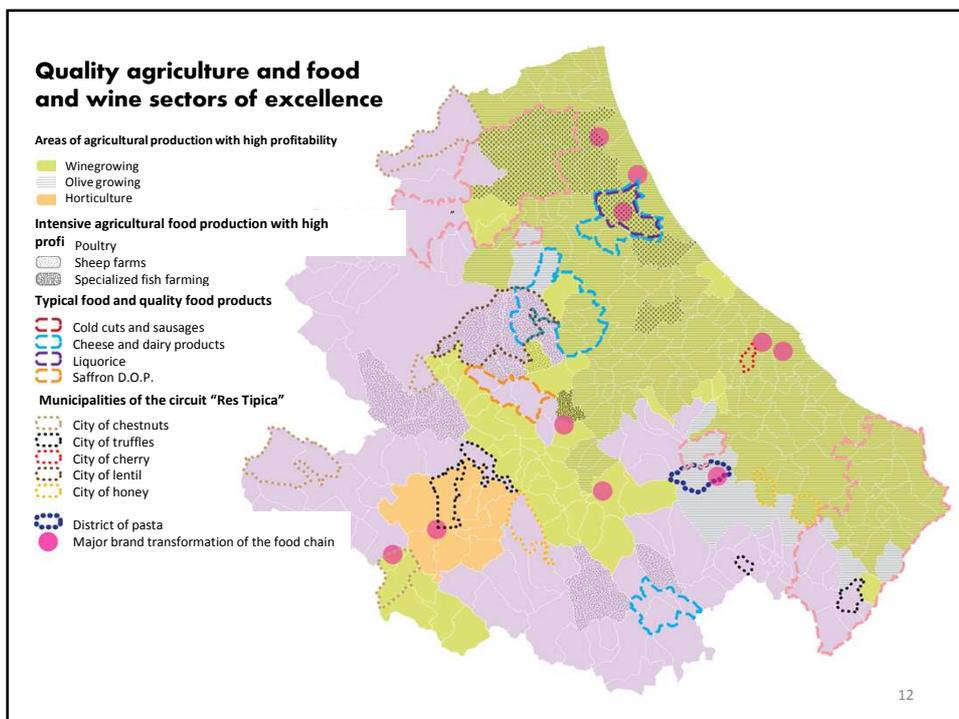
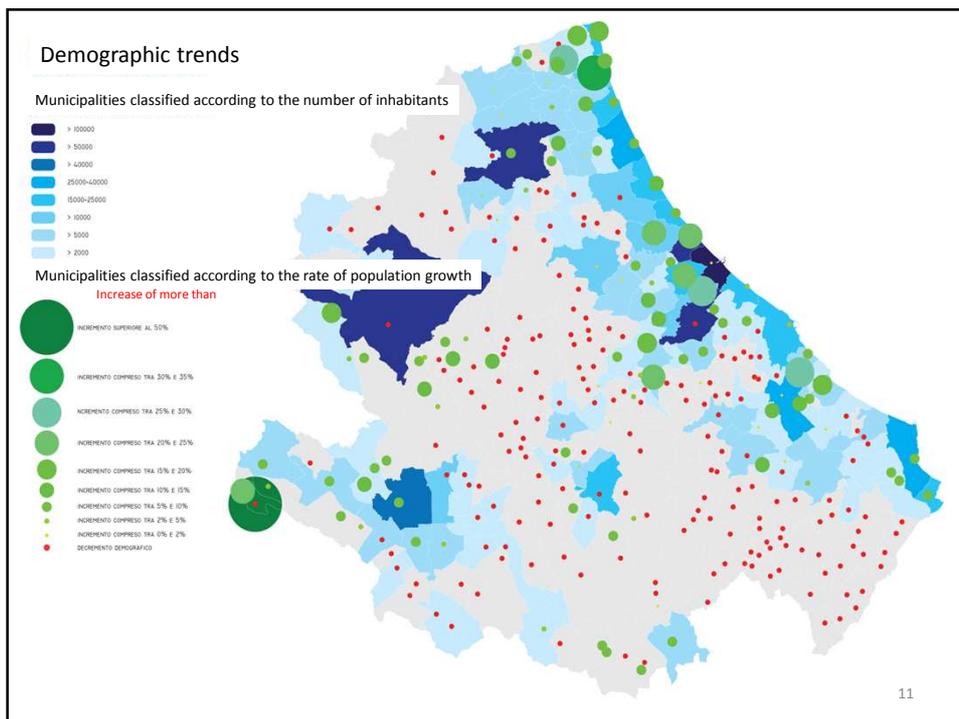
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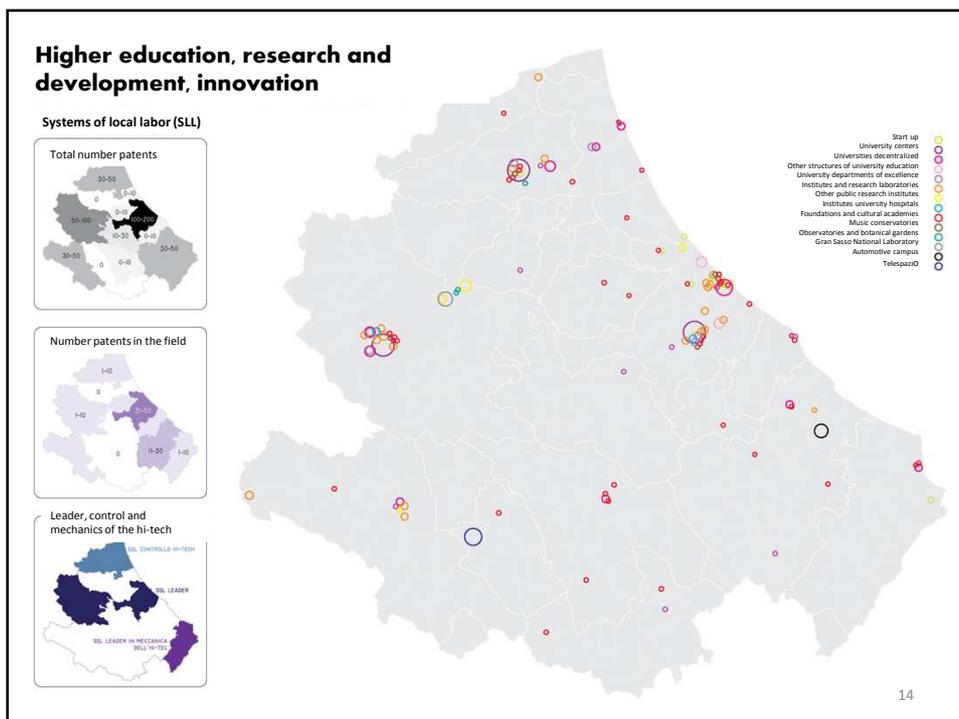
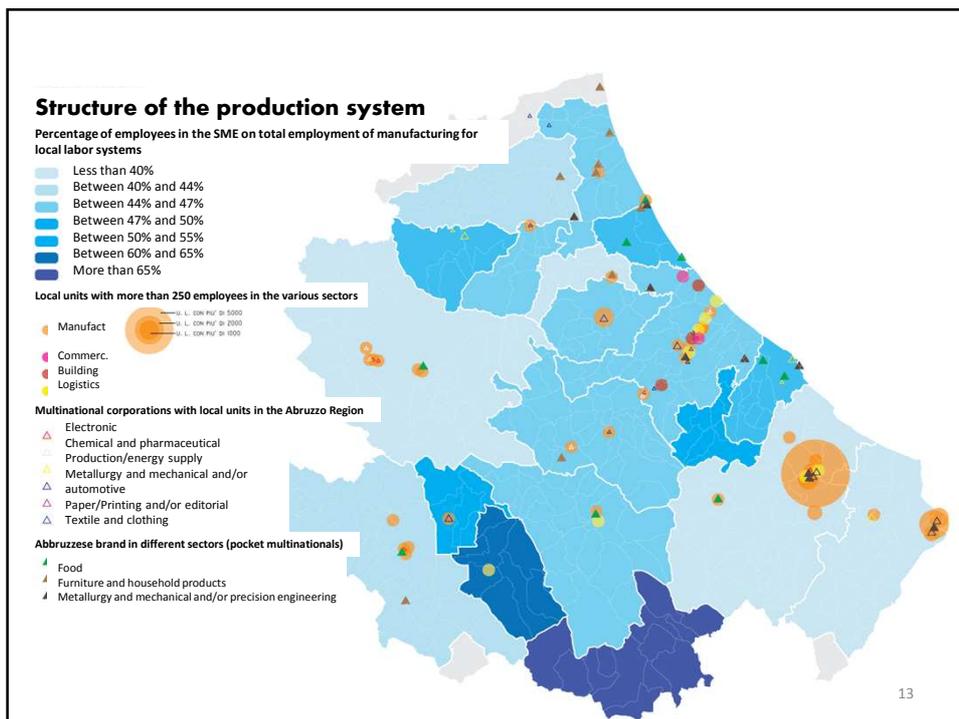


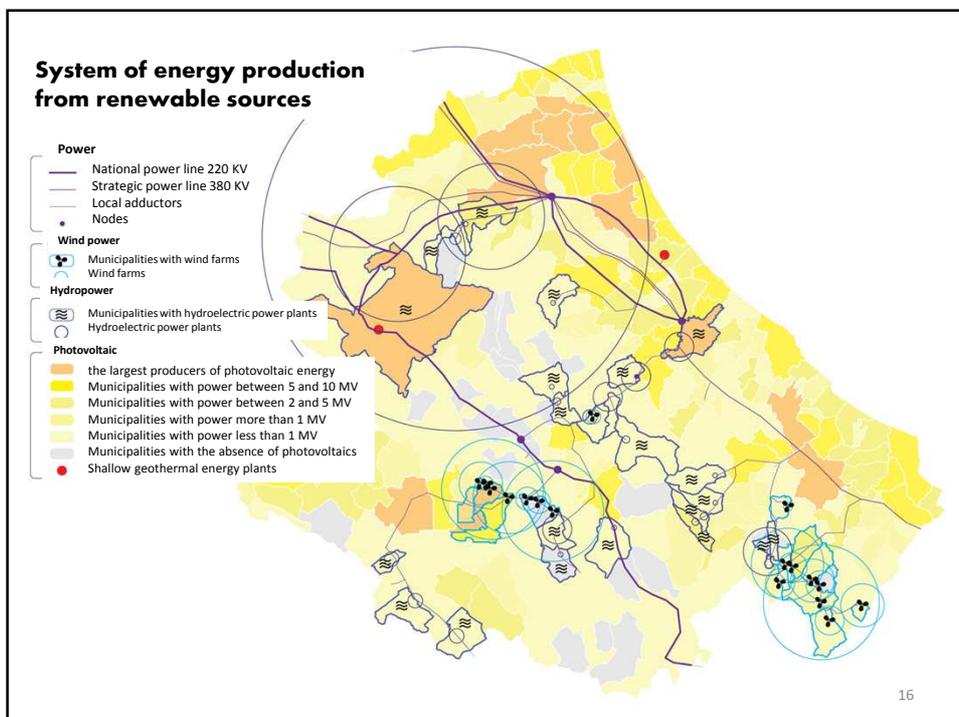
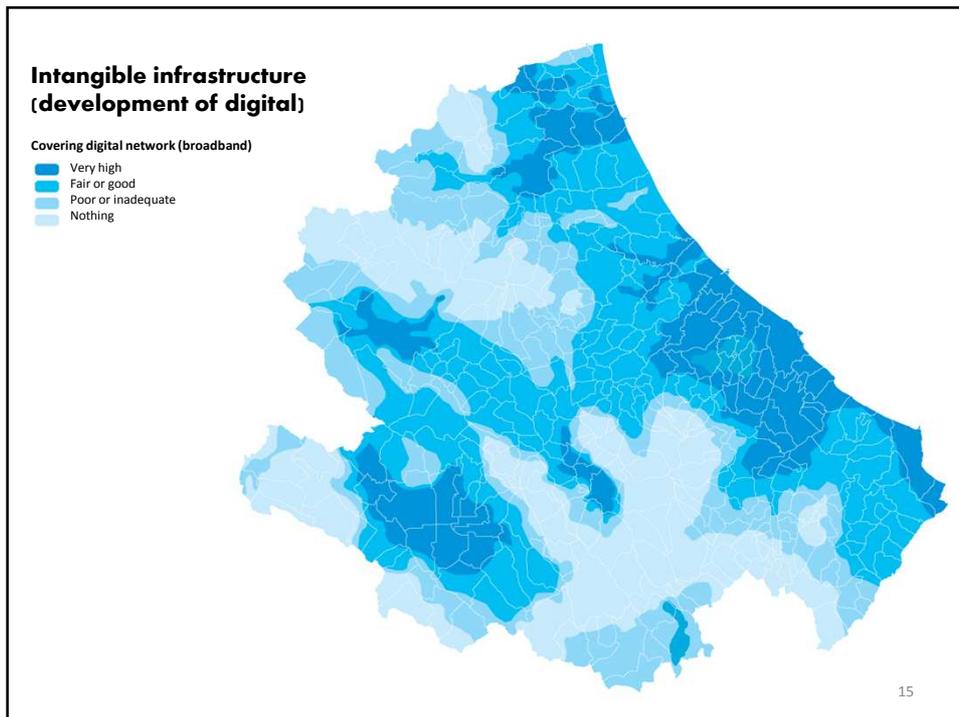

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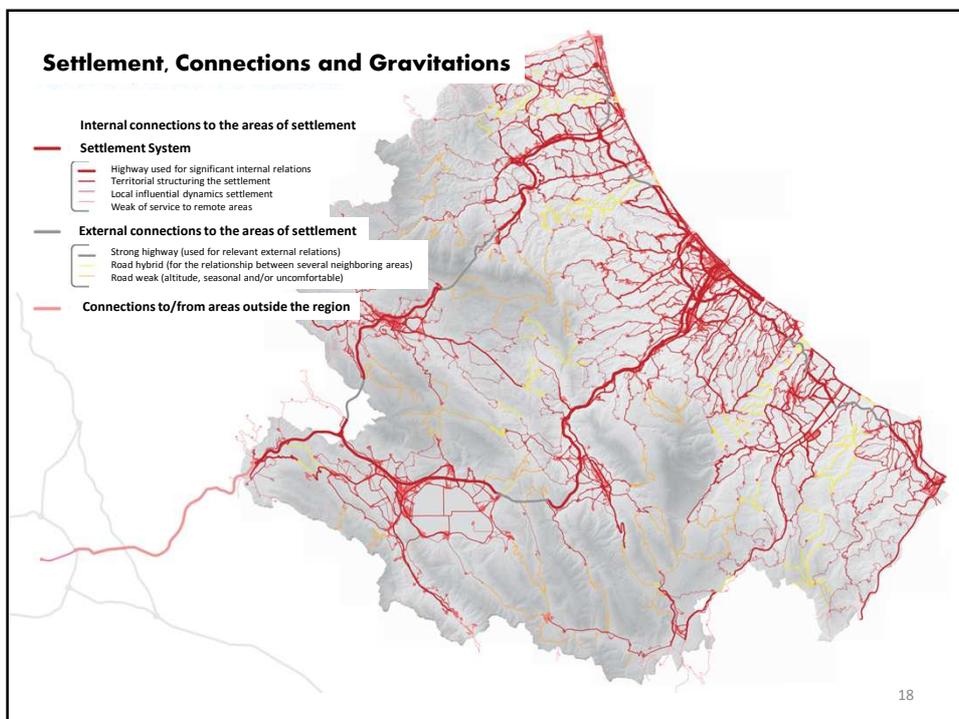
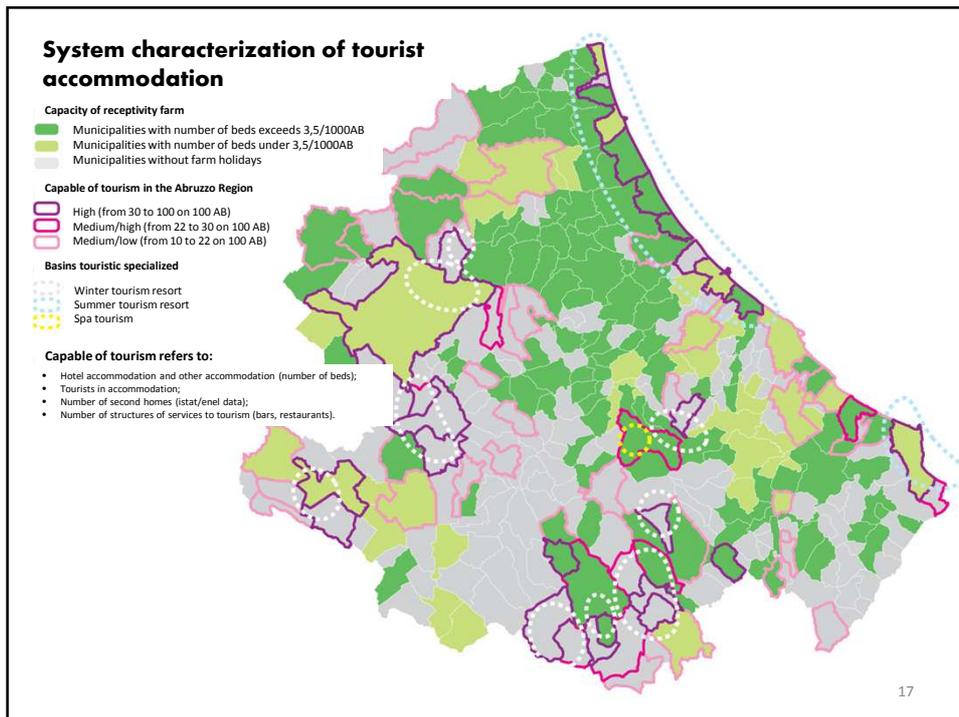


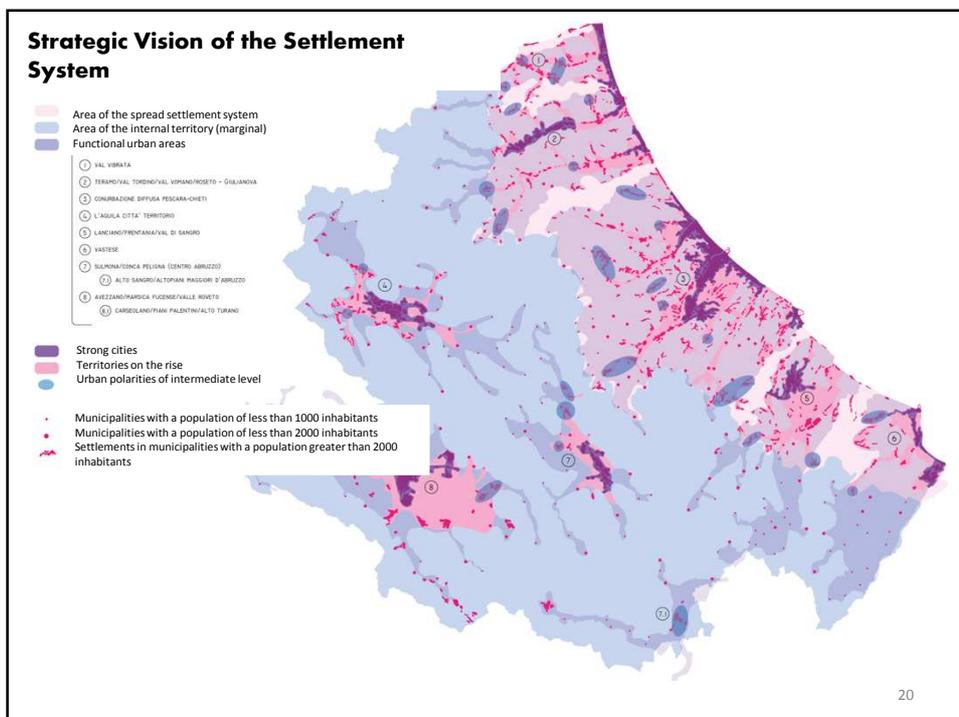
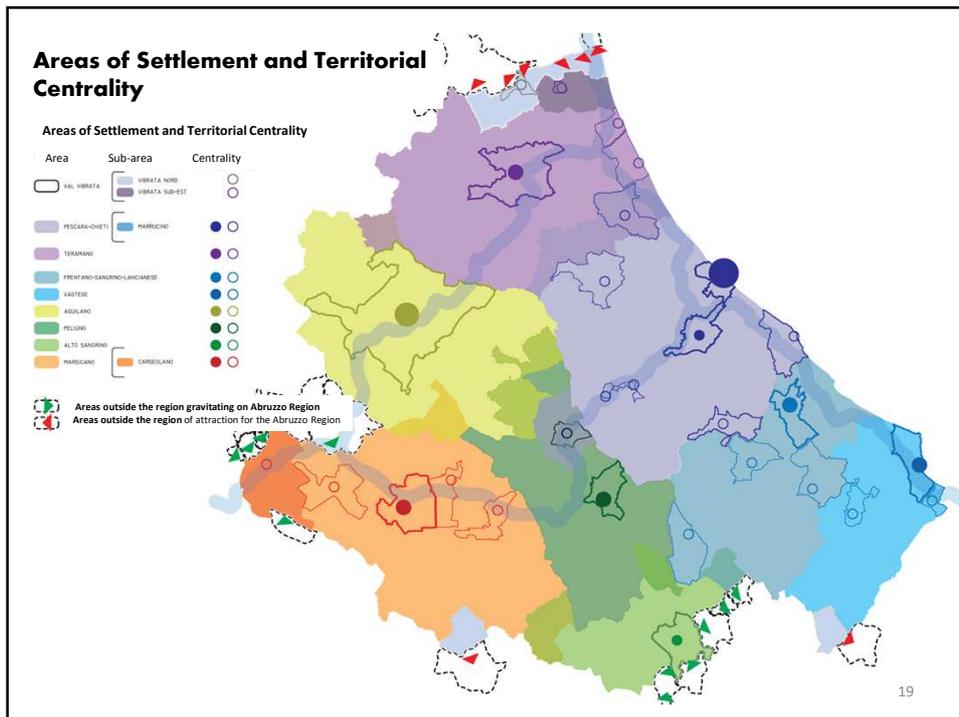


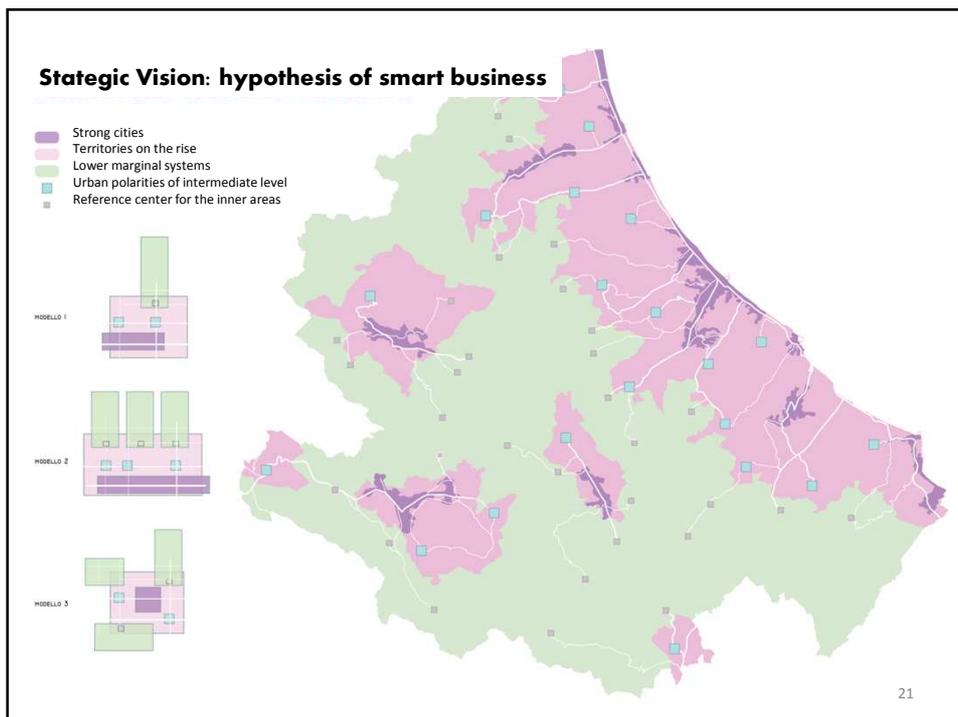














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Our research has produced the following thoughts:

- The planning investments based on the concentration of consumers is not always convenient also in relation to the subsequent concentration of competition and high market supply;
- The demographic shift towards the islands of ease economic creates imbalances to the balance of the land between the metropolitan territory (with increasingly high concentration of inhabitants) and the suburban ones that becomes increasingly marginal and abandoned;





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- **The loss of importance of historic centers to the benefit of the economic ones constitutes a danger to the cultural heritage and to the loss of well-being;**
- **The spatial information available should be used as best as possible, optimizing their ability to trigger mechanisms of development of the economies;**
- **The situation of general economic crisis makes it convenient to invest where the local context is better able to ensure adequate and stable investment convenience;**




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**The economic choices are winning if based
on the vocation of the different types of
territories: “Smart business”**




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Thank you for your attention

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