

## SIN USA Launches UK Satellite Expertise to Forefront of US Market

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In 2014, SIN USA spotted an opportunity to deliver UK space expertise into the USA. SIN delivered a series of visit programmes for the Satellite Applications Catapult which resulted in a £450K grant to test new technology on the International Space Station.

### Why space?

The UK space sector is important and is growing: it contributes over £7 billion to the UK economy each year, and has grown over 8% per year over the last decade. To grow UK share of the market, the Satellite Applications Catapult recognized the need to engage the USA (which controls over 75% of the global space market) and asked SIN to assist. Together, SIN USA and the Satellite Applications Catapult developed and executed a three-year engagement strategy for the Gulf Coast Region to identify the right high-value opportunities to capture a greater share of the USA Space market.

### SIN identifies the US opportunities

Beginning in 2014, SIN coordinated a series of multi-city visit programmes and events for the Satellite Applications Catapult to engage with stakeholders in Texas & Louisiana.

SIN facilitated activities in Texas focused on the upstream Space Industry, engaging partners from NASA, academia, and industry. The activities secured two MoUs for the Satellite Applications Catapult which resulted in access to a £450K grant to test new technology on the International Space Station and strengthened opportunities for UK companies to co-develop and export technologies to the USA market.



In Louisiana, the SIN USA team focused on helping the USA access state-of-the-art expertise to help improve city and state resiliency to natural hazards. In 2005, New Orleans suffered one of the most devastating natural disasters in USA history, Hurricane Katrina. Hurricane Katrina and the subsequent flooding resulted in over \$160B in economic damage, and the loss of over 1,000 lives. SIN USA and the Satellite Applications Catapult engaged the US Coast Guard District Command and the City of New Orleans to understand their unique needs and challenges. These conversations informed the development of two bespoke downstream satellite applications. As a result the Coast Guard requested a trial of the Catapult's technologies, and the New Orleans Disaster Planning Teams leveraged the Satellite Applications Catapult's knowledge and expertise to increase the city's resiliency, successfully securing the UK as the partner of choice for disaster modelling in one of the USA's most vulnerable cities. The £450K grant is only one of the many outcomes anticipated as SIN expects there will be many more in the future.

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