

BUSINESS INNOVATION SYMPOSIUM (E6)
Public/Private Human Access to Space - Supporting Studies (2)

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ENTERPRISE INVESTMENT AND PROSPECT IN CHINA SPACE BUSINESS ACTIVITY

Abstract

Nowadays, the profit of traditional business is getting weaker in China. With an eye to the space business as a rising industry, enterprises in China play the role of main body for market expansion and endeavor to compete for product development and market occupation. This paper takes nation policies as a guideline, presents the status of orbit and ground infrastructure, analyses the direction and layout of enterprise investment in space business, and finally opens up prospects for future development. First, overview the development and construction of China space business activity. Brief the nation policies, construction deployment and development approach for China space business application as a rising industry, and introduce the trend of nation space business activity and policy support to enterprise. China has deployed diversified satellite constellations to provide basic capability of space business among which “Beidou” guidance satellite constellation is very typical and has covered China and adjacent area. Second, Analyze enterprise investment analysis in China space business. Specify the status of enterprise research and market expansion in space applications including GPS, GIS, remote sensing information analysis, satellite communication and television, commercial space insurance fund, space seed breeding and so on. In China, both state-owned and private enterprises with great capability and ambition have begun to invest more and more in space business. They study and distinguish potential commercial markets and provide end-user product and application service for important customers inland or oversea including governments. This sector focuses on market classification and investment status. Finally, prospect the future space business application. Investment in space development is very huge in China, so it is the trend that nation and society receive high value return. The market boundary is far from being limited to current business and activity. According to policy and industry status, this sector foresees the new patterns of space business, cooperation between various enterprises and full industry chains of space application in the future.