

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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NURTURING GLOBAL EXPANSION: LEVERAGING SPACE EDUCATION AND OUTREACH FOR
MARKET PENETRATION IN EMERGING COUNTRIES

Abstract

The global space industry is experiencing a paradigm shift in space commercialization, characterised by a significant increase in investments from emerging nations in their own domestic space sectors. Previously, these nations had no domestic markets and relied solely on international companies for procurement of space technology and services. These investments are accompanied by a protective stance, which limits international access in order to empower the local players in their markets. As a result, competition intensifies, barriers to entry increase making it imperative for space companies to explore different strategies to be able to expand globally and tackle the challenges related to barriers to entry, customer adoption, business sustainability, and rapid evolving market dynamics. This research paper explores space education and outreach and the strategic importance for space companies to utilise it as a tool to counter these challenges and enhance the chances of market penetration. Furthermore, this research paper aims to highlight how initiatives of space education and outreach empower space businesses from small to medium and large companies to engage effectively with emerging markets, nurture local talent, and facilitate the internationalisation of cutting-edge products and services. The research includes success stories and case studies from space companies that have been able to establish a foothold in emerging markets utilising space education and outreach as entry points in emerging markets. Building on these use cases and success stories, this paper proposes strategies and tactics that illuminate the dynamic synergy between space education and international market strategies and emphasises how space companies can leverage education and outreach to cultivate strategic partnerships, navigate intricate regulatory landscapes, and penetrate emerging markets.