# Choose NC interviews Mr. Didier Lille, General Manager BLUECHAM SAS



BLUECHAM SAS, an innovative company, leader in its segment was created in 2008 through the IRD, Institute of Research for Development





Capacity Building: Training in Qëhnelö ™ technology in Vanuatu by Mr. Didier Lille in QWebinars.

## development and the reasons for your success?

Our desire to improve environmental issues in the Pacific enabled the project to win the national competition for the creation of innovative companies in November 2007 in Paris and to start operations in 2008 with a subsidy of € 350,000.

For my part, I started my journey within ORSTOM / IRD as Director of the Remote Sensing Laboratory. The finding was clear: access to scientific knowledge, for decision-makers and populations, was non-existent!

Our team at BLUECHAM invented an avant-garde technology called Qëhnelö ™ (Gateway to Drehu). Since 2008, this technology has made it possible to deploy "Intelligent Digital Platforms" throughout the region, for better protection of biodiversity and improved risk management, for the benefit of all.

Very early on, BLUECHAM had the chance to make the right choices, notably in the orientation towards Earth Observation, the "Full Web" approach and Artificial Intelligence. This made it possible to put together a high-level team, mainly from Research, because initial training is rare in our field (SpaceTech, cognitive).

Your technology and business model based on cloud computing can deliver risk-free and at lesser cost the best solutions for all issues concerning the environment. What are the specificities of the technology? Can you explain the principle of "Cloud Computing"?

With the advent of the Internet, users have become more demanding when it comes the quality and price of applications.

Everyone realizes that the issues related to the preservation of the planet concern us all. The pure scientific message is certainly reassuring but difficult to understand for everyone. It was necessary to provide users with a space made for them and where they felt at ease. We therefore bet on a High-tech user experience, pleasant, easy and transparent, entirely via the Internet. The environmental knowledge necessary for decision support is available with a simple internet browser.

The user only finances the services consumed, freely and à la carte, moreover, at preferential prices negotiated upstream with experts and space agencies. We do not sell software, but we offer turnkey digital solutions and services. Space and Artificial Intelligence are growing rapidly and our economic model responds to the socioeconomic challenges that the world is experiencing today.

## Wednesday 10th March 2021

assets of the territory?

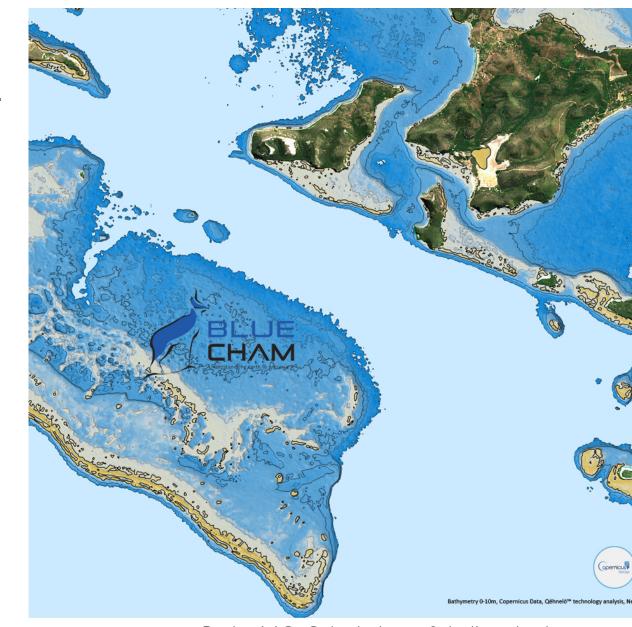
## Exclusive interview for Choose New Caledonia 2

\_\_Winner of the innovation competition of the French Ministry of Higher Education and Research (MESR) and having received fifteen international awards, BLUECHAM SAS is supported by IRD, CNES ("Centre National D'Études Spatiales") and the ESA (European Spatial Agency). Why did you decide to set up in New Caledonia and what are for you the main

The South Pacific is considered to be the region on the front lines in the face of global warming and the dramatic consequences that it engenders. New Caledonia is home to a coral treasure classified as a world heritage site and in this sense drains high-level scientific teams. New Caledonia is also a land of nickel, and this know-how, acquired over the long term by world-class manufacturers (SLN, VALE, NMC, Glencore...), tends towards mining that respects the environment. These monitoring processes can be automated and exported to improve each phase of the mining cycle throughout the inter-tropical zone.

All these attributes have made Nouméa, the perfect place to set up for a pioneering Caledonian company in the field of cognitics, resulting from public research.

In 2020, we are integrating the innovation pole of ADECAL technopole in the "acceleration" area. We are founding members of the CMNC (Maritime Cluster of New Caledonia): we are also very active in the NCT&I cluster focused on exports and members of the recently established FrenchTech New Caledonia.



Bathy NC: Calculation of shallow bathymetry.

#### \_\_After a challenging 2020, what are your goals for 2021? What projects are you working on at the moment?

We are currently actively participating in the annual conference of the PGRSC (Pacific GIS & Remote Sensing Council), a regional organization in Space Remote Sensing, in Suva, Fiji. We can point out that BLUECHAM is the only member company of the "PGRSC board", which is a source of pride as well as a proof of confidence from Pacific island countries.

We are very attentive to supporting our customers and partners in improving their skills in the field of analysis and space technologies, and are currently developing "QWebinars" concepts for training, skills creation and thematic online exchanges. We are installing "Qëhnelö ™ Digital Platforms" by promoting the emergence of a local economy in the field of "Data".

To complete this, we are engaging in collaboration with the CSIRO (Commonwealth Scientific and Industrial Research Organization), under the aegis of the French Embassy in Canberra, to make our respective systems compatible and cooperative, for a better management of coral

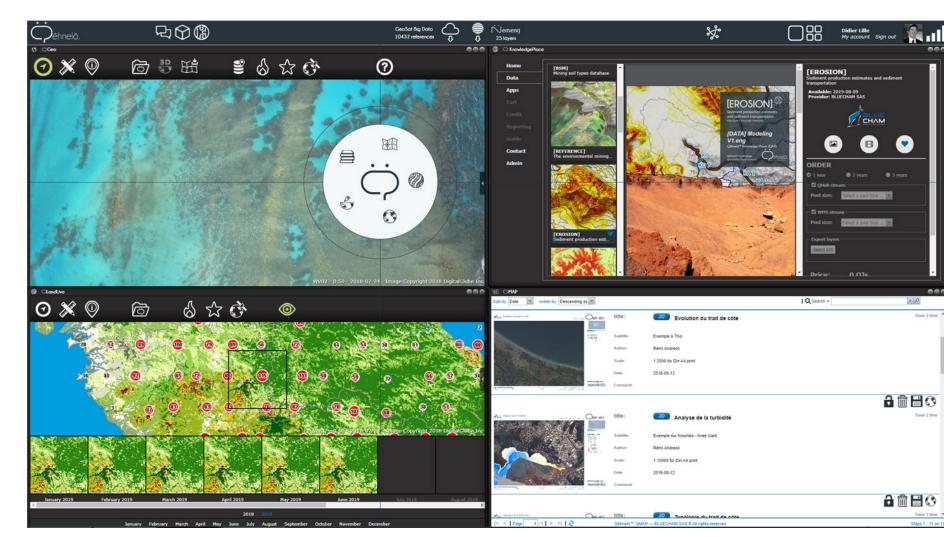
reefs. The device will soon be available to the Coral Sea Marine Park (PMMC). You can follow upcoming transactions at linkedin.com/company/bluecham.

#### \_\_You have exported your services to Vanuatu, Australia, New Zealand etc, what is your international strategy? What other markets is BLUECHAM interested in?

Our systems are currently operational in exactly ten countries, and in 2021 we are heading towards Southeast Asia, with realtime solutions, adapted to urban risks in coastal areas. It should be noted that some cities are sinking ten times faster than the sea rises, due to global warming and demographic pressure. Climate threats are growing.

### Your final message for potential investors interested in New Caledonia?

New Caledonia is a small innovative and strategic territory in fields for the future. Investors can therefore find opportunities that they would not find elsewhere.



Monitoring NC: Weekly monitoring of changes in land use throughout New Caledonia.