Model Fusion is a working technology that is producing excellent results. The projects that have been completed successfully to date have clearly demonstrated something of the real potential and power of the technology. However, to achieve the full potential of the vision there are substantial challenges to be addressed. These include ontology and semantics, scale, the handling of uncertainty, ready access to appropriate datasets, managing intrusion, and culture change to name but a few. These challenges are best address by the developing model fusion community working together to clearly specify the challenge and agree collective approaches.