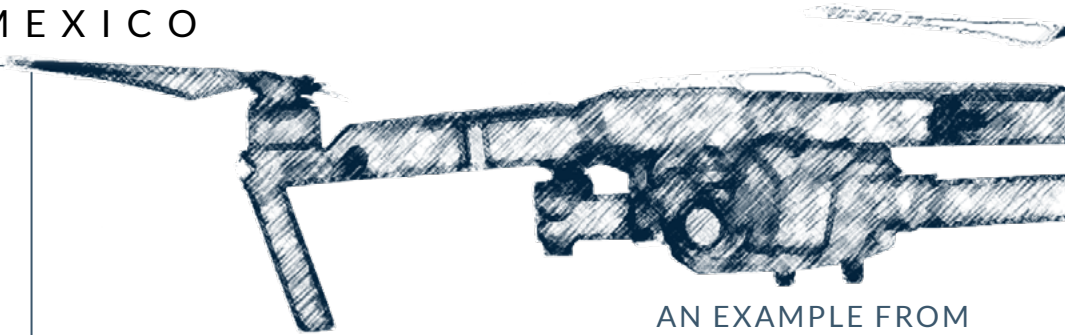


DRONES

POTENTIAL IN MEXICO



WHAT IS A DRONE?

Formally known as Unmanned Aerial Vehicles (UAVs), drones are aircrafts that rely on advanced electronic components to function with varying degrees of autonomy. Their commercial relevance stems primarily from their use in data collection and media creation.

WHY IS IT SAID THAT DRONES HAVE THE POTENTIAL TO CHANGE INDUSTRIES?

As mature industries, such as mining, construction, and insurance increasingly resort to data in order to reduce costs and offer new services to their customers, the demand for innovative and efficient ways to collect data also increases. The speed and detail with which the data is gathered can represent a competitive advantage for businesses.

WHAT IS THE ESTIMATED SIZE OF THE INDUSTRY?

According to Goldman Sachs, the world drone market is expected to be worth approximately:

\$100 BN USD

by 2020

in industries such as:

\$11.164 BN USD	\$5.922 BN USD	\$1.418 BN USD
construction	agriculture	insurance

AN EXAMPLE FROM THE CONSTRUCTION SECTOR

<p>1</p> <p>Drones gather construction site data through a camera and other sensors.</p>	<p>2</p> <p>Some of this data is forwarded in real time whilst the rest is saved in a drive.</p>	<p>3</p> <p>Real-time video footage can be used for safety inspections.</p>
<p>4</p> <p>The stored data can be used to compare the construction plans with the actual construction progress.</p>	<p>5</p> <p>The results help businesses reduce risks, project time, and costs.</p>	

WHAT IS HAPPENING IN THE MEXICAN DRONE SECTOR?

In **audiovisual media**, Mexican companies are exploring innovative ways to offer *aerial multimedia content* to their customers.

Foreign companies with operations in Mexico develop technologies that *enhance the capabilities* of some of the most popular drones, such as the **DJI Phantom**.

Some Mexican companies produce drones beyond the commercial scope. **Hydra Technologies** has spent more than 10 years researching and manufacturing proprietary drones for use in *defence and security*.

Many organizations seek to **bolster the positive effects of drones** on society, through the R&D efforts on new components and materials, workshops and training programmes, and innovative *commercial plans for businesses*.

OPPORTUNITIES IN MEXICO

- 1 Within the country, growth of the ecosystem will be spurred primarily through the use of drones as a means of providing services.
- 2 Mexico should use the trend of the drones industry of creating third parties developments as an opportunity to explore strategies that integrate the country into global drone production chains by manufacturing advanced components and specialized software.
- 3 There is an opportunity to design and implement plans to enable the country to meet the technological requirements of the industry and also foresee the future trends that drones bring with them as disruptive technologies in security, aerospace availability, agroindustry and construction sectors.

Prepared by: