

# PRESTIGIOUS

*euroPeaen stRatEgic cluSter parTnershlp to Go InternatiOnal for Uav Smes*



Co-funded by the COSME programme  
of the European Union

# PRESTIGIOUS



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PRESTIGIOUS is an European project co-funded by the Cosme program of the European Union to

**STRENGTHEN THE COMPETITIVENESS AND SUSTAINABILITY OF "DRONES" SMES IN EUROPE**



In **2** markets

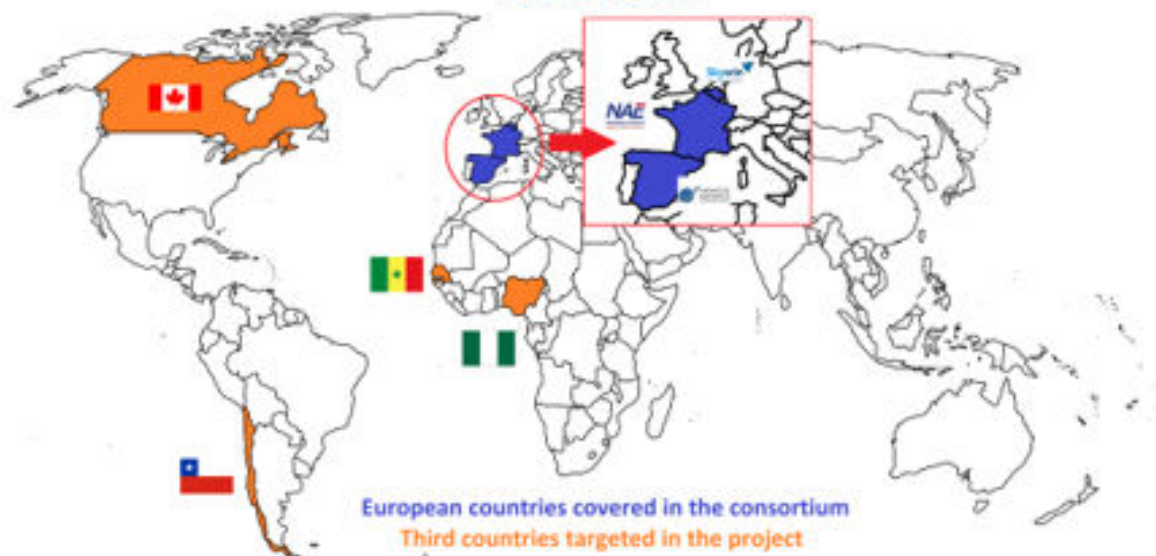


Inspection



Security

for **4** non-european countries



**Canada / Chile / Nigeria / Senegal**

with **3** partners



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## **STRENGTHEN THE COMPETITIVENESS AND SUSTAINABILITY OF "DRONES" SMES IN EUROPE**



### **4 MAIN ACTIONS :**

#### **Assessment of the value chain for drones in Europe**

- *Identify the strengths of European SMEs*

#### **Organization of 3 missions to non-European countries**

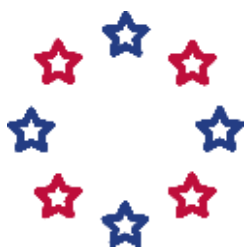
- *Identify potential end users outside Europe*
- **North America** (Canada)
- **Central Africa** (Nigeria, Senegal)
- **South America** (Chile)

#### **Supply of individual support for European SMEs**

- *Organization of training seminars for the transfer of information*

#### **Preparation of a joint internationalization strategy**

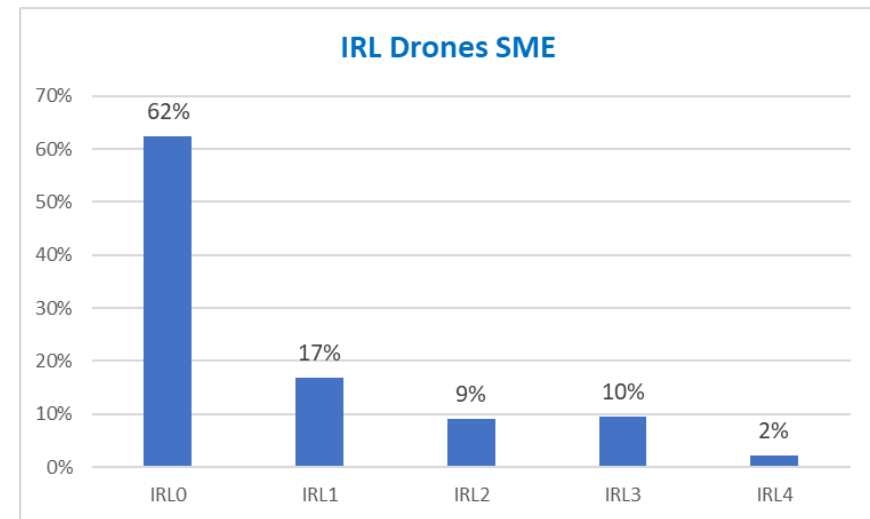
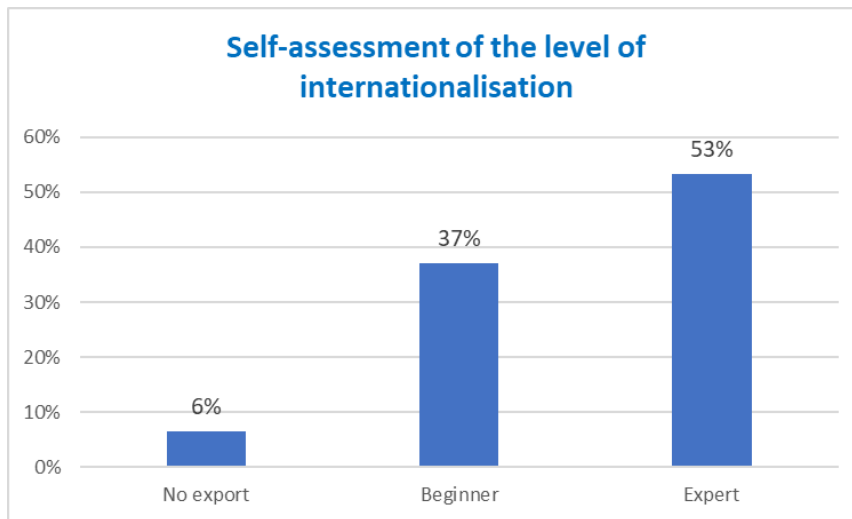
- *Roadmap to establish an European strategy for drones*





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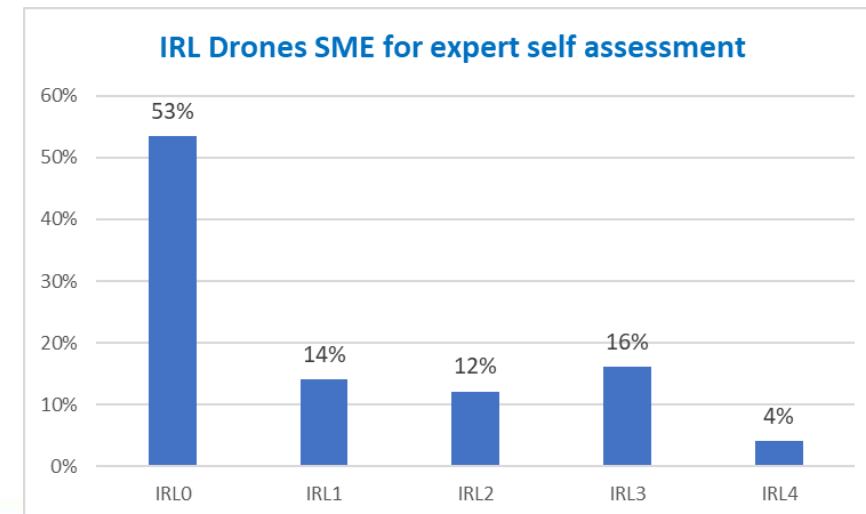
An analysis of the maturity of international development differing between the perception of industrialists (*self-assessment*) and their internal capacity (*International Readiness Level*).



For companies considering themselves as "experts" in international development, 53% are not sufficiently structured to develop internationally.

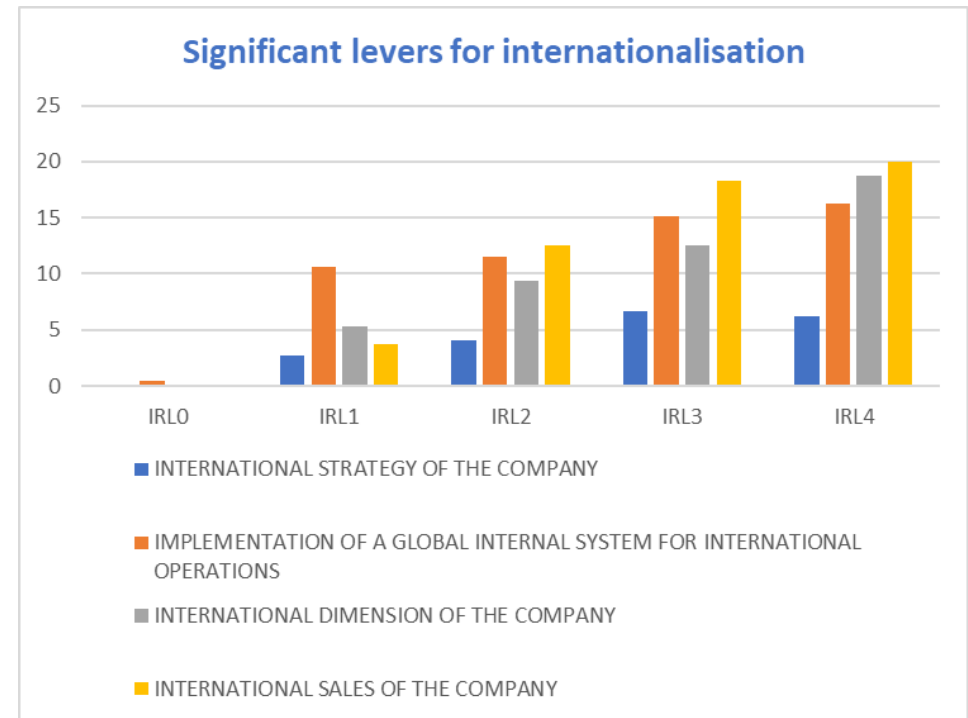
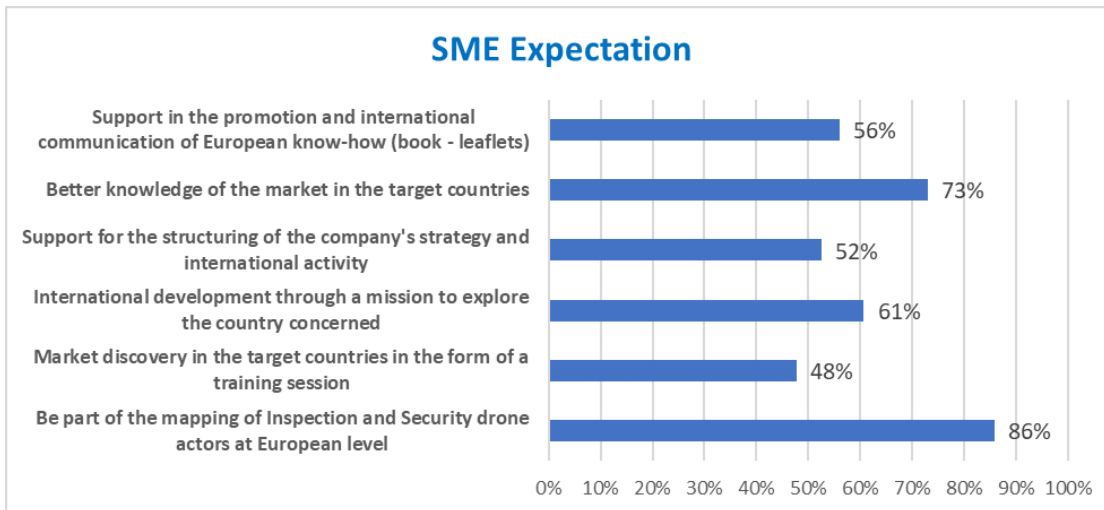
### The risks identified are :

- consuming their cash flow,
- not succeeding in transforming opportunities due to lack of resources,
- putting themselves at risk in carrying out potential missions.



By analyzing in more detail, the differentiating elements between the International Readiness Level of companies, we can identify **the key factors for international development**

- have a dedicated **international budget** (*Trade Shows, Hotels, Travel, Booklets*),
- have dedicated **international staff**,
- have a **bilingual website**,
- level of **"English" language practice** in the company.



**Two expectations** of SMEs emerge :

- A need for **communication and visibility** of SME activities,
- A better **knowledge of the market** potential of the targeted countries and the ability to **meet the actors** in question and especially thanks to **fair** (*not drone fair but market fair*).



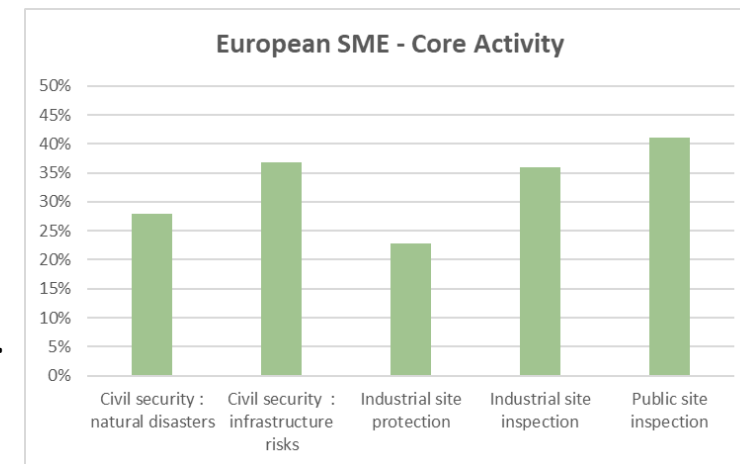


	Canada	Chile	Sénégal	Nigeria
<b>Market</b>				
- Long range Inspection (power- & pipe-lines)	X	X	X	X
- Inspection of towers (telecom)	X			
- Security (borders, infrastructures and agriculture)		X	X	X
- Agriculture, vegetation & environmental monitoring	X	X	X	X
- Mining	X	X		X
- Arctic and cold weather operations	X			
- Photogrammetry & mapping	X	X	X	



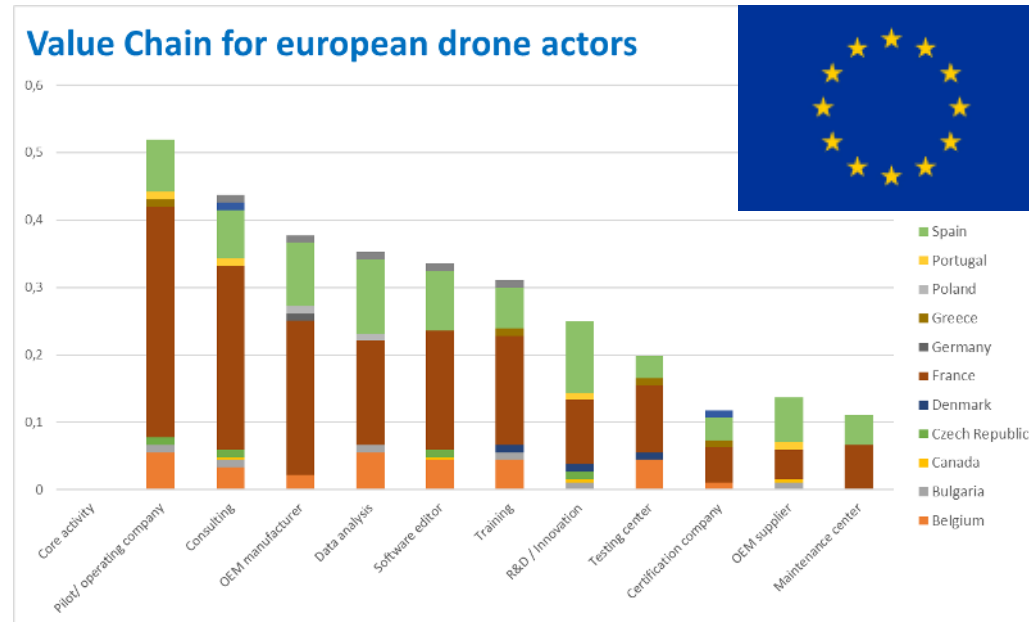
### In conclusion, we can analyse these elements :

- The core business of European Drone actors **doesn't allow us to identify a particular sector** (*security, inspection*). One of the reasons is certainly the regulations and the market aren't yet mature and requires the actors to diversify and target all possible markets.
- The **expectations** identified from different countries **are also diverse**.
- So, it will be important to **target actors according to the needs identified in each country**. This will maximise the chances of development of drone SMEs in Europe.





	Canada	Chile	Sénégal	Nigeria
Training			X	X
Material (aircrafts, payloads)			X	X
Drone détection	X		X	
U-Space development	X		X	
Test center	X	X		
R&D	X			



### These elements allow us to identify **two important facts** :

- The first is that the **needs of each country are different** and thus an **individual and customised approach is needed** to ensure the success of the development of drone actors in Europe.
- The second indicates that **all the needs identified can be met** by European drone operators. However, a **targeted approach will be necessary** in order to guarantee the optimal success of the collaborations.

The conclusions that can be drawn from this project are :

Two expectations of SMEs emerge :

- A **need for communication and visibility** of SME activities,
- A **better knowledge of the market potential** of the targeted countries and the ability to meet the actors in question and especially thanks to fair (not drone fair but market fair).



The expectations of international markets (Canada - Chile - Senegal - Nigeria) can be met by European drone operators. However, a **focused approach will be necessary** to ensure the optimal success of the collaborations.

More widely, the needs of actors in each country are different. **An individual and customized approach** is therefore necessary to ensure the successful development of drone industry actors in Europe.

Finally, in view of the feedback received from drone operators and the multiplicity of uses for drones, it is important **not to focus on a single market**, but to address all drone needs **by type of operator**.





✓ **Situation** : UAVs are an emerging market. It is led mainly by SMEs which are not structured well enough and lack the appropriate support to fully benefit from international opportunities.

✓ **Issues** :

**Increase the "international" maturity of European drone actors to facilitate their international development**

✓ **Objectives**

**1. Increasing the maturity of drone companies to go international**

✓ Action training and support tools: English - strategy - communication support

**2. Communication and visibility of European drone actors**

✓ Mapping of skills

✓ Dedicated **websites and promotion** on social networks

✓ Workshop and BtoB meeting

**3. Organisation of targeted sectoral missions**

✓ Partnership with key **stakeholders** in the target countries and sectors

✓ Presentation of the **international market sector** and associated **market and technology monitoring**

✓ Targeting and making of **international meetings**

✓ Presence at **trade** and non-drone fairs

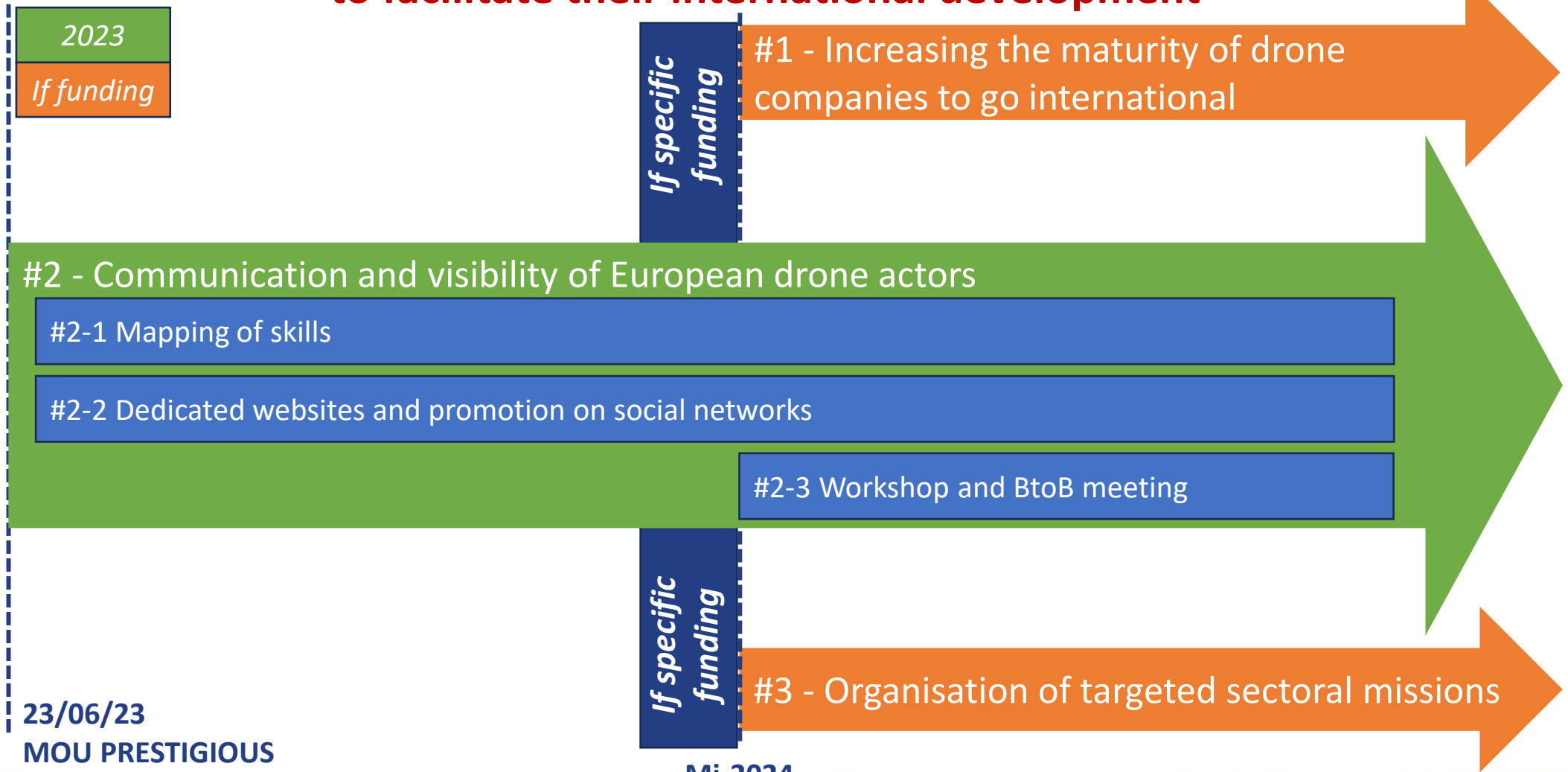
### Increase the "international" maturity of European drone actors to facilitate their international development

To ensure the success of this roadmap, two major actions have been identified :

- Formalize contact points and coordinate these actors (i.e cluster) at the European level
- Find European funding to guarantee the implementation of this roadmap

Objective	Action	Implementation
#1 - Increasing the maturity of drone companies to go international	#1-1 Action training and support tools: English - strategy - communication support	2024 if funding - action subjected to funding
#2 - Communication and visibility of European drone actors	#2-1 Mapping of skills	2023 - Implementation with <a href="https://www.prestigious-drones.eu/">https://www.prestigious-drones.eu/</a>
	#2-2 Dedicated websites and promotion on social networks	2023 - Implementation with <a href="https://www.prestigious-drones.eu/">https://www.prestigious-drones.eu/</a> and LinkedIn
	#2-3 Workshop and BtoB meeting	2024 if funding - action subjected to funding
#3 - Organisation of targeted sectoral missions	#3-1 Partnership with key stakeholders in the target countries and sectors	2024 if funding - action subjected to funding
	#3-2 Presentation of the international market sector and associated market and technology monitoring	2023 - Partially with partners like Business France / Extenda/TRADE / AWEX... : 1x/year 2024 if funding – broader deployment
	#3-3 Targeting and making of international meetings	2024 if funding - action subjected to funding
	#3-4 Presence at trade and non-drone fairs	2024 if funding - action subjected to funding

## Increase the "international" maturity of European drone actors to facilitate their international development



Who \ Action	#1-1	#2-3	#3-1	#3-3	#3-4	#2-1 Mapping	#2-2 promotion	#3-2 Webinar
AAERO	To be deployed according to the funding identified and obtained					Contribution for Spain actors	Leader for Spain actors	
NAE						Website manager Contribution for French actors	Leader for French actors	
Systematic Paris Region						Contribution for French actors	Co-leader for French actors	
Business France						Contribution for French actors	Speaker for French actors	
SKYWIN						Contribution for actors of Wallonia, Be	Leader for Wallonia actors, BE	
AWEX						Contribution for actors of Wallonia, Be	Speaker for Wallonia actors	
CASTRA						Contribution for Bulgaria actors	Speaker for Bulgaria actors	
Drone Think Do						Contribution for European actors	Relay for all actions	
Hamburg Aviation						Contribution for German actors	Leader for German actors	



# PRESTIGIOUS



# PRESTIGIOUS *partners*







## ✓ Andalusia Aerospace

- ✓ Created in 2018 (60 members – 40 SMEs)
- ✓ Cover several sectors for the use of drones (indoor inspection, inspection of coastal areas, agriculture, safety, etc.)



## ✓ AWEX

- ✓ AWEX - Export & Investment Agency of Wallonia, Belgium
- ✓ One-stop shop for all foreign companies interested in locating to Wallonia
- ✓ Complete partner for all Walloon companies wishing to develop abroad



## ✓ Business France

- ✓ Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program. Founded on January 1, 2015, Business France has 1,500 personnel, both in France and in 70 countries throughout the world.



### ✓ CASTRA

- ✓ An independent industry driven consortia of high tech SME's, academia and interested stakeholders with expertise and capacity to jointly develop technologies, products & services in the aerospace domain and its applications serving society.



### ✓ Drone Think Do

- ✓ We bring together cities, industry and citizens to improve urban life through more sustainable integrated solutions.
- ✓ Since 2014, strongest worldwide network.



### ✓ HAMBURG AVIATION

- ✓ Hamburg Aviation is the aviation cluster of the Hamburg Metropolitan Region – home to more than 300 companies and institutions covering the entire value chain of civil aviation. Since 2018 Hamburg is also one of the first European UAM model cities, empowered by a strong network of 70+ partners and projects dedicated to developing city-centric, sustainable and accepted drone technologies and use cases.



## ✓ NAE

- ✓ Created in 1998 (more than 160 members)
- ✓ Network for air, space, defense and security businesses in Normandy
- ✓ Cover all aspects of the drone industry (training, R&D, drone fleets, Artificial Intelligence, test and pilot centers)



## ✓ SKYWIN

- ✓ Created in 2006 (150 members)
- ✓ Collaborative R&D & Network for air, space, drone, defense businesses and academy in Wallonia, BE
- ✓ Cover all aspects of the drone industry (training, R&D, drone fleets, Artificial Intelligence, test and training centers)



## ✓ SYSTEMATIC PARIS REGION

- ✓ Created in 2005 (more than 900 members)
- ✓ Network for Data Science, Photonics, Open Source, Cyber, Security, Digital Infrastructure, Advanced Engineering and Drones
- ✓ Flight spaces of 300 hectares and corridors for tests and training



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*To be integrated in PRESTIGIOUS Dynamic*

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## TO JOIN US

To join the PRESTIGIOUS dynamic,  
*Scan this QR code*



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# PRESTIGIOUS

## Key elements of the PRESTIGIOUS project

PRESTIGIOUS is an European project co-funded by the Cosme programme of the European Union to strengthen the competitiveness and sustainability of “drones” SMEs in Europe.

It works on **two markets** (inspection and security) for **four non-european countries** (Canada, Chile, Senegal, Nigeria) with **three partners** (NAE, Andaluca Aerospace, Skywin).

In 2 markets



Inspection



Security

for 4 non-european countries



European countries covered in the consortium  
Third countries targeted in the project

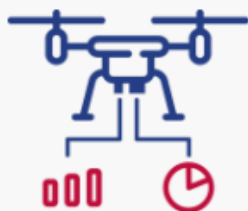
Canada / Chile / Nigeria / Senegal

with 3 partners



## 4 MAIN ACTIONS

### Value Chain



Identify the strengths of European SMEs

### Market



Identify potential end users outside Europe

### Training



Organization of information transfer workshops

### International



Roadmap to establish a European strategy for drones





## European Drones actors



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Co-funded by the COSME programme of the European Union

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*More information  
scan here*



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## STRUCTURE OF THE DRONE VALUE CHAIN

