

## Annual Report 2018

### Our First Nine Months!

Dear DIAS members,

It's been nine months since you and 29 other Swiss drone companies founded the Drone Industry Association Switzerland -- DIAS.

The focus of these first months has been on external communication and education: Through dozens of meetings and hundreds of personal communications, DIAS has explained our nascent drone industry to a very broad range of actors, from the Swiss Federal Government and its agencies to delegations of journalists, from members of the World Economic Forum (WEF) to the World Air Sports Federation (FAI). You can find details of these activities below.

As we are moving into 2019, this priority on external communication will be joined by a second one: Building bridges, between current DIAS members to allow us to better benefit from each other's knowledge, between DIAS and other national and international industry associations to extend and amplify our network's influence, and between our current community and the now 61 additional, eligible companies in Switzerland to welcome them into our network.

My colleagues and I look forward to working with, and for, you and growing our association in 2019.

Markus Waibel

President

DIAS

Zurich, Feb. 27<sup>th</sup> 2019

# 2018 Highlights

## March - Birth of DIAS

Founded the association end of March 2018.

## Founding Members:

DIAS has kicked off with the following founding members:

*AEROTAIN AG, AgroFly, Aurora Swiss Aerospace / Aurora Flight Sciences, Auterion, CertX, Drone Harmony, Dufour Aerospace, Fixposition, FLARM Technology Ltd, Fotokite, H55, HBdrones, INVOLI, Matternet, OpenStratosphere, Picterra, Rheinmetall Air Defence AG, SenseFly, SkyAware, Skypull, Sunflower Labs, Sony, Teamnet Suisse Sàrl, TwingTec, Verity Studios, ViaSat, weControl SA, WindShape, Wingtra and Yuneec.*

## April - 3rd Swiss Drone Industry Day

On April 9th DIAS brought together the entire Swiss Drone Industry to the Innovation Park in Dubendorf. Around 70 drone executives from 40 companies spent the day presenting what they did and what they needed.



A short video summarising the day has been published here: <https://vimeo.com/272322246>

#### **April - Meeting with Doris Leuthard**

On April 13th DIAS president Markus Waibel was invited for a meeting with Federal Councillor Doris Leuthard. Attending the meeting were also representatives from FOCA, Skyguide, Swiss Post, SECO, DEZA, Justice Department, Swiss Air Force, Military Aviation Authority and EDA's Presence Suisse.

The event gave Markus an opportunity to introduce DIAS to the various stakeholders at the Swiss Federal Government.

#### **April - Meeting with French Journalists**

Also on April 13<sup>th</sup>, DIAS Vice President Simon Johnson was introducing the Swiss drone industry to a delegation of 9 French journalists. The visit was organised by Presence Suisse in preparation of Viva Tech. Journalists included representatives from France Inter, Le Figaro and Les Echos.



## May - Viva Tech: Switzerland, Home of Drones

From May 24-26 EDA's Presence Suisse hosted a *Home of Drones* also referred to as the **The Swiss Volière** at the Viva Tech conference. Several DIAS members exhibited their wares. Behind the scenes DIAS worked with EDA to produce a Swiss Drone Industry Map specifically for the pavilion and related media material.



A dedicated *Home of Drones* website was also launched by EDA: <http://www.homeofdrones.org>, including a set of videos: <https://vimeo.com/272014114> <http://www.homeofdrones.org/#group-on-tour-06WZAFBmbN>

### May - Swiss Aviation Day

During the same period, on May 24th, DIAS was invited for the first time to FOCA's annual *Swiss Aviation Day*. This is an annual event FOCA is mandated to organise in order to permit the Swiss aviation industry at-large to engage with FOCA on an informal basis. DIAS was given the opportunity to introduce themselves as an association representing the drone industry. This was welcomed by all participants, which included officials from FOCA, Swiss Airforce, Skyguide and more conventional aviation industry participants. DIAS was also invited to join a panel discussion which included EASA's newly re-elected Executive Director Patrick Ky. This provided an opportunity for EASA's top official to gain visibility into the important contributions being made by the Swiss drone industry.

### June - World Economic Forum Drone Innovators Network

On the 26th, together with UVEK, the World Economic Forum (WEF) hosted a *Drone Innovators Network* event at ETH Zurich. DIAS was invited to attend as an observer.



Video of the event: <https://twitter.com/i/status/1011703334099652608>

### August - DIAS Website

We polished our web presence. Do visit the new DIAS website @ <https://droneindustry.ch>

### August - Meeting with Indian Journalists

Based on a visit by Indian Journalists to Switzerland in August, the following articles were published by Indian print (and respective online) media on the Swiss drone industry:

- [A peek into future: Drones to map and locate areas in disaster, monitor dams](#), *Indian Express*, 11.9.2018
- [Switzerland Diary - Game of Drones](#), *Outlook Magazine*, 12.9.2018
- [Smart farming in the home of drones](#), *Times of India*, 19.9.2018
- In the Twittersphere, Liz Matthew (*Indian Express*) [tweeted](#) about DIAS in all but by name.

### August - EPFL Drone Days / FAI Drone Conference

Simon Johnson (DIAS VP) made the opening speech at the [FAI Drone Conference](#) taking place at EPFL parallel to the [EPFL Drone Days](#) (Aug 31 - Sept 2nd).



### September - Meeting with GUTMA President in Zurich

[Jonathan Evans](#), Global UTM Association (GUTMA) president and Head of innovation at Skyward (Verizon) was in Zürich on **Tuesday, Sept 4** and meet with DIAS members.

### October - Switzerland Global Enterprise (S-GE) - Robotics & Drones Workshop / Industry Focus Day

On the 31<sup>st</sup>, Sid Arora (DIAS General Secretary) presented DIAS at an event hosted by Switzerland Global Enterprise in Lausanne. The audience included representatives across all cantonal economic promotion agencies, representatives of economic regions, State Secretariat for Economic Affairs (SECO) and Swiss Business Hubs.

Inputs from this workshop have been gathered as important arguments which are now base for further work on the topic and the content of S-GE's new Robotics & Drones factsheet. The factsheet will be translated into nine languages and will be available online on their website soon.

November - #SwissBreakfast - Embassy of Switzerland in Brussels

# #SwissBreakfast

On the 7th, a very well attended breakfast event hosted by the Ambassador and moderated by SRF journalist **Sebastian Ramspeck**. The panel covered the following topics defined by Ramspeck:

1. We will start by looking at the **Swiss drone industry/“ecosystem”**,
2. We then will have a general look at **what drones can contribute to science, to business and to other fields of our society**,
3. I would also like to talk about the **risks** of using drones and the overall **acceptance** of this new technology,
4. Finally, our discussion will lead us to the (EU) **legislation** in place and what must be done in the future; in particular, the creation of a so-called **U-Space**, an automatic air traffic management system for drones.

Switzerland is seen as an example to follow in terms of smart regulation, an effective ecosystem, driver of economic (job creation) and social impact (public acceptance), and engine of Europe's future Digital Aviation Industry.

## November - December - DIAS in INDIA

Simon Johnson (as VP DIAS) was invited by Swissnex India to head a Swiss drone delegation (Involi, Linda, ETH ASL) that attended the following events:

- Meetings with the Civil Aviation Authority, mobile phone operators and media in Delhi, 26-27 Nov
- Swissnex' "[Game of Drones](#)" in Bangalore, 28 Nov
- [Bengaluru Tech Summit](#) 29 - 30 Nov & 1st Dec



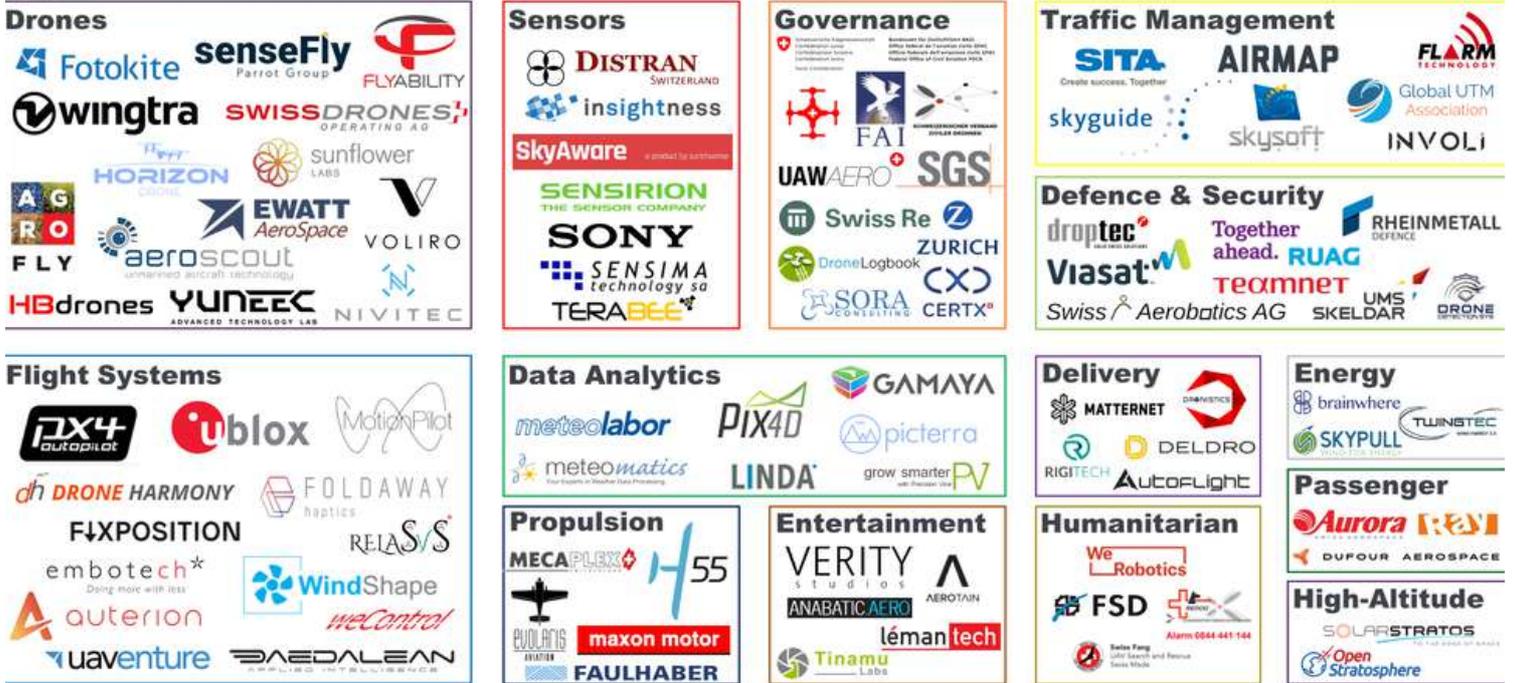
Video to Swissnex' India video: <https://youtu.be/1T9COZvnJdQ>

## December - Industry Map

94 eligible companies have been mapped:



# Swiss Digital Aviation Industry Map



Without active recruiting, 33 are already members!