



This project is funded by the European Union

ICT FOR SUSTAINABILITY

DEFINITION

ICT refers to technologies that support communication and interaction between people, systems and infrastructure. ICT for sustainability addresses energy and environmental issues.

Technologies



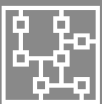
Virtual reality/Extended reality



Artificial intelligence



Drones



Blockchain



IoT



Data mapping and monitoring



MARKET OPPORTUNITY MEXICO

ICT FOR SUSTAINABILITY

Market overview

- Artificial Intelligence and Internet of Things (IoT) is being integrated into processes and logistics of Mexico's major corporates. The move to digitally transform industries will increase the uptake of more sustainable and circular systems.
- Blockchain solutions have been implemented in food companies to track food through the value chain.
- Mexico's IT market will reach USD 16 billion by 2022. (Source: Fitch Solutions)

Key business opportunities for European companies

1	The Vallejo Industrial Park in Mexico City plans to have a Data Center, Software Development Facility and Innovation Units equipped with artificial intelligence and IoT technologies.
2	Artificial intelligence-enabled hybrid and electric vehicles. This includes smartphone connectivity that enables keyless driving.
3	Blockchain solutions to monitor food and products from source to point of sale. Several companies are currently part an initiative to reduce waste and make supply chains more efficient.
4	Artificial intelligence enabling producers to conduct real-time analyses of soil or water samples to detect the presence of chemicals or pollutants.
5	Use of logistics data to reduce supply chain related emissions. According to a personal care manufacturer in Mexico, this could reduce up to 50% of emissions associated with the transport of finished products.

Sector highlight

Companies in Mexico with active or developing projects in Artificial Intelligence and Big Data analytics



Source: Internet of Things (IoT) Survey 2019





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Sector insights

- The current regulation is limited to data privacy matters.
- Mexico's vision for 2019-2023 seeks to address the issues relevant to the tech sectors; significantly, it aims to regulate the development of the digital ecosystem.

Drivers

- COVID-19 has accelerated the adoption of ICT and virtual tools, particularly in e-commerce and logistics.
- Mexico has seen a 61.56% increase in its number of smartphone users – from 50.06 million in 2015 to 80.88 million – this trend is expected to continue with a projected 95.22 million users by 2025.

Barriers

- In certain farmland areas, drones are perceived to cause drought, causing social unrest.
- All technologies that storing or processing personal data must comply with Federal Law on Protection of Personal Data Held by Private Parties of 5 July 2010, and the General Law on Data Protection Persons in Possession of Obligated Subjects of 26 January 2017.

Case study

Covid-19 related developments led to an increase of up to 300% in online sales, redefining logistics and delivery systems. This trend is expected to continue. Data mapping and route redesign with the help of artificial intelligence will be essential to support new and existing infrastructure.

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