

## SPEAKERS PROFILE



### LOUISE JUPP

**Author | | Commercial Drone Industry Analyst | | Licensed Commercial Drone Pilot | | Environmental Scientist | | Speaker**

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LOUISE JUPP is the CEO of Terreco Aviation and best-selling author. She is a licensed drone pilot with over 350 flying hours. She is also an environmental scientist with over 28 years' experience in environmental management.

Louise recognizes the game-changing and powerful management tool commercial drone systems provide across many sectors and is highly passionate about using and spreading the message of the enormous benefits they provide. She also delights in the fact that the more precise and effective business practices following their use are innately more environmentally positive compared to traditional business practices.

The power of commercial drone systems lies in the ability to rapidly provide a broad range of high-quality actionable data at the right time, enabling managers to make the right decisions with the right resources at the right locations at the right time. With a passion for agriculture in particular, Louise believes commercial drone systems are fundamental to farmers increasing their productivity and to helping nations meet rising global demand for food production in more sustainable ways.

Louise is the author of 'Precision Farming from Above', a #1 category best seller on Amazon. In her book she explains the major benefits of commercial drone systems and drone surveying to farmers. Her goal is to change how farming is done globally by helping farmers improve crop management, increase their yields and create more profitable farms.

Terreco Aviation's intention is to become a premier provider of commercial drone surveys in South Africa, focusing on agriculture and civil engineering. A full range of drone services will commence on completing the legally required commercial licensing process. In the meantime, Louise will continue to present and consult on the value of commercial drone surveying in agriculture and civil engineering, the regulations and licensing process and the implications of illegal activities.

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### Speaking topics include:

1. The trends and future of commercial drone use, regulation, policing and enforcement.

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2. How to use drones for increasing crop yields to create more profitable farms sustainably.
  3. Promoting the safe integration of drones into manned aviation airspace without damaging the industry itself.
  4. The rules and regulations for commercial and private drone operations and uses.
  5. Promoting women's involvement in the drone industry.
  6. How drones benefit the construction and civil engineering industry.
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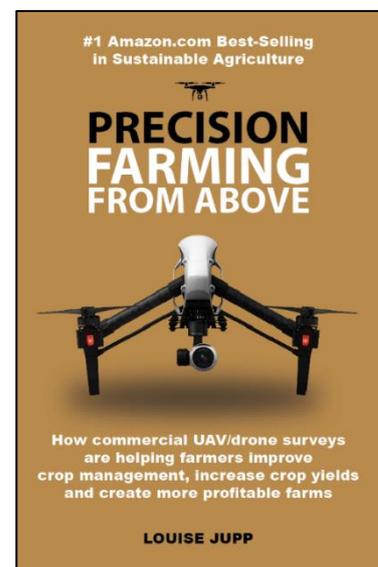
### **Louise's recent speaking events include:**

- 6<sup>th</sup> Annual International Conference Remotely Piloted Aircraft Systems (RPAS), European Civil RPAS Operations and Operations Forum, Paris ('Regulate to Elevate not Strangulate')
  - South African Institute of Civil Engineering Pretoria Branch Presentation ('Drones in Civil Engineering – More than Meets the Eye')
  - South African Institute of Civil Engineering East London Branch Presentation ('Drones, the Future of Flying Robots, the Myths and Realities')
  - Institute of Municipal Engineering South Africa East London Branch Seminar ('Drones for Engineering')
  - Border Aviation Flying School ('Drones Are You Breaking the Rules?')
  - East London Rotary Club ('The Drone Revolution')
  - East London University of the Third Age ('The Drone Revolution')
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### **Louise's #1 Amazon Best-Selling Book, 'Precision Farming from Above'**

Since its launch in August 2018 'Precision Farming from Above' and Terreco Aviation have been featured in:

- Women and Drones (USA)
- Farmers Review Africa
- AgriPreneur SA
- Agriorbit
- SkyWalker (Japan)





### Radio Work

Louise has been featured on Wild Coast FM (October 2018 – January 2019) discussing the benefits of drones in general, trends in the industry and the safe and legal use of drones, among other related topics.