

# DIMDEX 2018

Doha International Maritime  
Defence Exhibition & Conference

معرض ومؤتمر الدوحة  
الدولي للدفاع البحري

12-14 MARCH

[www.dimdex.com](http://www.dimdex.com)

١٤-١٢ مارس



Hosted & Organised by



QATAR ARMED FORCES

Strategic Partner



برزان القابضة  
BARZAN HOLDINGS

## POST SHOW REPORT



A WORLD-CLASS PLATFORM  
FOR TECHNOLOGY, MARITIME &  
DEFENCE INDUSTRY CAPABILITIES

The sixth edition of the **Doha International Maritime Defence Exhibition and Conference - DIMDEX 2018** - was held between 12 -14 March 2018 at the Qatar National Convention Centre, and was proudly hosted and organised by **Qatar Armed Forces**.

**His Highness Sheikh Abdullah bin Hamad Al Thani, Deputy Emir of the State of Qatar attended the Opening Ceremony of DIMDEX 2018, held under the patronage of His Highness Sheikh Tamim bin Hamad Al Thani, Emir of the State of Qatar.**

DIMDEX 2018 attracted approximately **13,000 visitors** during the three-day event. Thousands of visitors participated from all over the world, marking its successful 10<sup>th</sup> anniversary edition. As a highly-anticipated global event, **DIMDEX 2018** offered insights, solutions and procurement opportunities as well as access to cutting edge military technology to maritime and defence leaders.



**"DIMDEX** provides **Boeing** the opportunity to showcase the latest products and services across the land, sea and air sectors of defense. It is a unique venue to establish and strengthen relationships with government departments, industry and armed forces throughout the region."

**Wael Mohammed Zad**  
International Business Development Director, The Boeing Company



# BARZAN HOLDINGS: THE STRATEGIC PARTNER

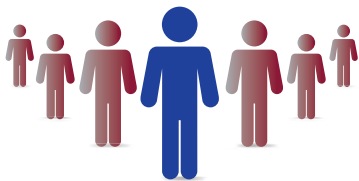
Barzan Holdings, the strategic investment arm of Qatar's Ministry of Defence, was inaugurated at the Official Opening Ceremony of the sixth edition of DIMDEX. Established with the objective of meeting Qatar's long-term defence and security needs and strengthening her future by setting a road map for Qatar's military and security industries, Barzan Holdings was also announced as the esteemed **Strategic Partner of DIMDEX 2018**.

To complement their official public launch, Barzan had a significant presence within the exhibition feature of the event to further engage with leading international companies in the military field, in addition to hosting a pavilion comprising of its joint ventures.

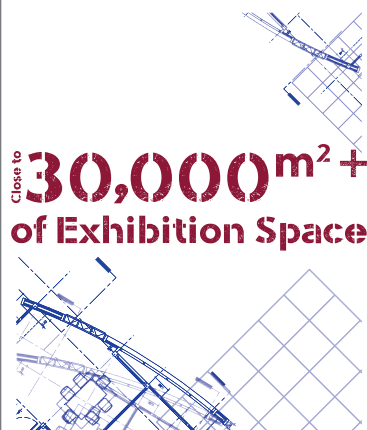
“WE ARE DELIGHTED THAT **BARZAN HOLDINGS** IS THE STRATEGIC PARTNER OF DIMDEX, ONE OF THE **LARGEST** AND MOST **HIGH-PROFILE** DEFENCE SHOWS IN THE WORLD.”

MOHAMED MUBARAK AL-KHATER, CEO OF BARZAN HOLDINGS

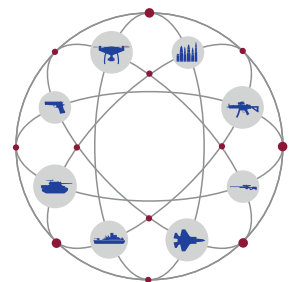
## DIMDEX 2018 FACTS AND FIGURES



Attendance of over **90** official VIP Delegations, including key decision makers



**69** Participating Countries



Latest products & emerging technologies over **180** were showcased by Exhibitors



**11** Visiting Ships from 8 countries



**35** Partnerships, agreements, and MoUs a record number for DIMDEX



**9** Keynote Speakers from **8** Countries



**13,000** visitors from all over the world

“In the frame of our 45 years of fruitful relationship with the State of Qatar, **MBDA** has been a historical and trusted partner of **DIMDEX** since the creation of the exhibition in 2008.

This **10<sup>th</sup> Anniversary Edition** has definitely carried on the success story.”

Daniel Petit

Corporate Marketing Director, MBDA

# THE FOUR KEY FEATURES OF DIMDEX



## THE EXHIBITION

Once again, **DIMDEX** presented a premier programme that provided the maritime and security community with access to cutting-edge military technology and the opportunity to build and strengthen relations with key stakeholders. Keeping in line with its role as a dynamic gateway to the industry, **DIMDEX 2018** accomplished a record number of over **35 partnerships, agreements and MoUs**.



## MIDDLE EAST NAVAL COMMANDERS CONFERENCE (MENC)

The theme of the 6<sup>th</sup> edition of **MENC** was, *"Building Capabilities in Challenging Environments through Visionary International Military Cooperation and Defence Engagement."* Steadfast to the previous editions, **MENC** created an arena for distinguished official delegates and senior decision makers to meet and share valuable dialogue, focusing on long-term strategic planning and methods of building military and defence capabilities. Topics discussed focused on granting maritime security and access to the global maritime community, building capabilities in challenging environments, international military cooperation, and maritime defence planning and building capabilities.



## OFFICIAL VIP DELEGATIONS

**DIMDEX** is renowned as a leading destination for key decision makers, official VIP delegations and senior government ministers, from around the globe to meet and discuss future procurement needs. **DIMDEX 2018** successfully acted as a bridge between the industry and the invited official VIP delegations and created valuable engagement and networking opportunities.



## VISITING WARSHIP DISPLAY

**DIMDEX 2018** welcomed a procession of ships from participating navies, including Bangladesh, India, Italy, Oman, Pakistan UK and USA. With the warships docking for the first time at Hamad Port, one of the Middle East largest ports, **DIMDEX** could receive large-scale vessels such as, the UK's RFA Cardigan bay, a Bay-class Landing Ship Dock and HMS Middleton, a Hunt-class mine countermeasures vessel, as well as India's INS Kolkata, the lead ship of the Kolkata-class stealth guided-missile destroyers. Kolkata, the lead ship of the Kolkata-class stealth guided-missile destroyers.



## DIMDEX 2018 AT A GLANCE

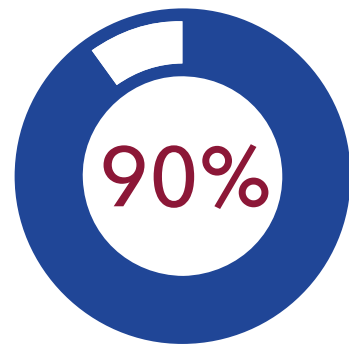
**Wider Range of Products on display as compared to DIMDEX 2016**



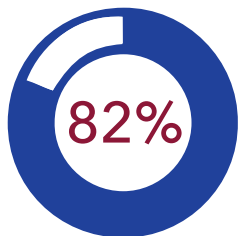
The majority of participating exhibitors said the event is an effective platform **to meet** **new suppliers, buyers and VIP delegations**



**75%** of attendees successfully met their objectives at the event



**90%** of visitors would recommend attending DIMDEX to others



**82%** of visitors are firm on attending the next edition, **DIMDEX 2020**

**84%** of exhibitors were impressed by the quality of visitors



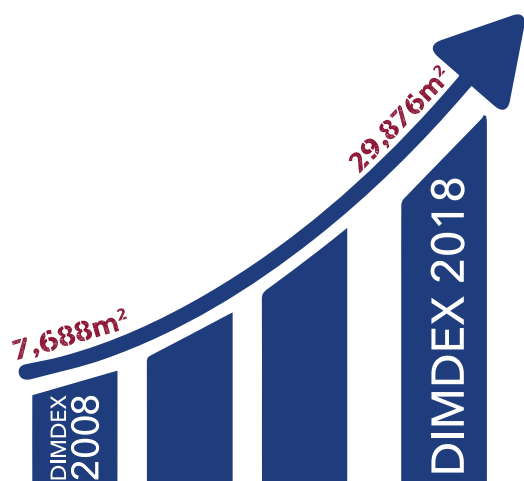
**95%** of exhibitors found the exhibition to be a success that added value to their companies



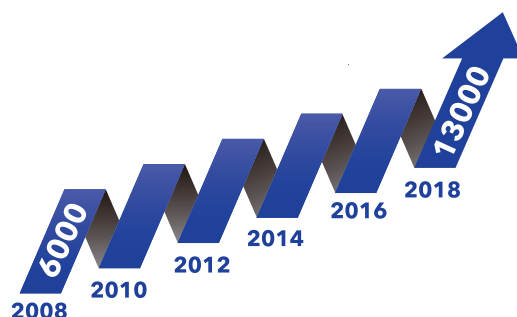
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over **80%** exhibitors are keen to participate at **DIMDEX 2020**

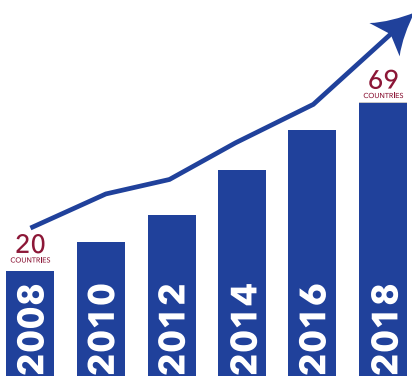
# A DECADE OF SUCCESS



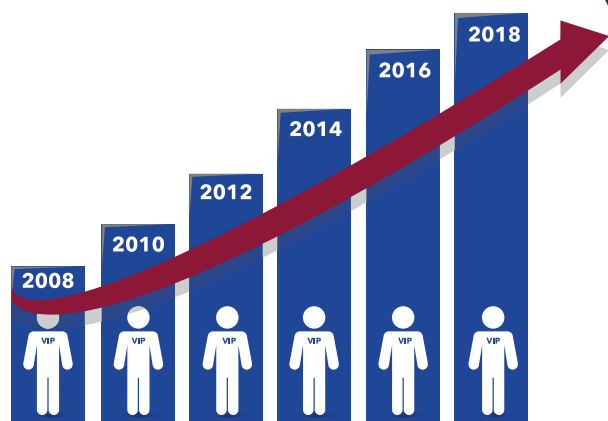
**290% increase**  
in exhibition space



**116% increase**  
in Visitors



**245% increase**  
in Participating Countries



**50% increase**  
in VIP Delegations  
since 2008

**125% increase**  
in the  
number of  
**Exhibitors**



**80 Visiting Ships**  
since 2008



# THANK YOU!

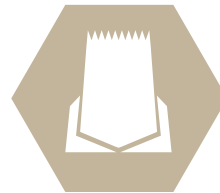
The organising committee of **DIMDEX 2018** would like to take this opportunity to thank all **visitors, exhibitors, sponsors and partners** who supported the MENA region's leading international maritime defence exhibition and conference.

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**THALES**

# THANK YOU!

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القوات المسلحة القطرية  
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### 5%

DISCOUNT  
ON EARLY  
BOOKINGS

### ٥%

خصم للحجز  
المبكر

16 - 18  
MARCH 2020

١٨-١٦  
مارس ٢٠٢٠

# STAY CONNECTED

The **sixth edition of DIMDEX** has generated a large amount of content and raised prominent levels of engagement through its official social media channels that provided a compelling platform for the latest news and announcements from the Event, including live coverage for the first time for those unable to attend. With its strong social media presence, **DIMDEX 2018** built a borderless community within the maritime defence and security industry.

## DIMDEX 2018 GOES SOCIAL!

Rich content and behind-the-scenes access from the **10<sup>th</sup> anniversary edition**.

- More than **377** pieces of bilingual content published
- **183%** increase in follower base on social media accounts (*compared to DIMDEX 2016*)
- **DIMDEX** social media followers are mainly from:
  - o Canada
  - o France
  - o Italy
  - o Lebanon
  - o Qatar
  - o Saudi Arabia
  - o Turkey
  - o United Kingdom
  - o United States
  - o Vietnam
- Engagement increased significantly in comparison to previous editions
- Around **350,000** impressions on **Twitter**
- First time **live coverage** for warships' arrival and other must-see scenes via **Periscope**
- Reached a total of **343,612** users throughout the pre, during and post event periods



### FOLLOW US ON:



“**DIMDEX** continues to be one of the leading defence exhibitions in the world. We are able to meet and converse with stakeholders from the country but also high level delegations from around the world. This year was no different. Our presence at **DIMDEX 2018** is of strategic importance to our entire group and we look forward to seeing the exhibition grow from strength to strength in the future.”

**Frederic Sallet**  
Country Director in Qatar, Thales