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 10th 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
- Coverage of 30,000m² of Exhibition Space
- 69 Participating Countries
- Latest products & emerging technologies were showcased by over 180 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 10th Anniversary Edition has definitely carried on the success story.”

Daniel Petit
Corporate Marketing Director, MBDA
The theme of the 6th 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.

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.

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.

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.

THE FOUR KEY FEATURES OF DIMDEX

THE EXHIBITION

MIDDLE EAST NAVAL COMMANDERS CONFERENCE (MENC)

OFFICIAL VIP DELEGATIONS

VISITING WARSHIP DISPLAY

POST SHOW REPORT
DIMDEX 2018 AT A GLANCE

Wider Range of Products on display as compared to DIMDEX 2016

75% of attendees successfully met their objectives at the event

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

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

Over 80% exhibitors are keen to participate at DIMDEX 2020

DIMDEX 2020
Doha International Maritime Defence Exhibition & Conference

www.dimdex.com

POST SHOW REPORT
A DECADE OF SUCCESS

290% increase in exhibition space

116% increase in Visitors

245% increase in Participating Countries

125% increase in the number of Exhibitors

50% increase in VIP Delegations since 2008

80 Visiting Ships since 2008

POST SHOW REPORT

www.dimdex.com
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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SEIZE THE OPPORTUNITY

لمزيد من المعلومات:
for more info:
www.dimdex.com

5% DISCOUNT ON EARLY BOOKINGS

16 - 18 MARCH 2020
17 - 18 مارس 2020
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.

Rich content and behind-the-scenes access from the 10th 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:
  - Canada
  - France
  - Italy
  - Lebanon
  - Qatar
  - Saudi Arabia
  - Turkey
  - United Kingdom
  - United States
  - 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

"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