

DIMDEX 2010

Doha 2nd International Maritime
Defence Exhibition & Conference
29-31 MARCH

معرض ومؤتمر الدوحة الدولي
الثاني للدفاع البحري
٢٩-٣١ مارس

POST SHOW REPORT

29th to 31st March 2010
DOHA EXHIBITION CENTRE
DOHA
QATAR

ORGANISED BY



معهد قطر لتطوير المعارض والمؤتمرات
Qatar MCE Development Institute

A Qatar Foundation JV
Forces

SUPPORTED BY



Qatar Armed Forces

HOSTED BY



Qatar Emiri Naval

DIMDEX 2010 ORGANISED BY



QMDI (Qatar MICE Development Institute)

Qatar Foundation Joint Venture

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QMDI is a key driver for the Meeting, Incentive, Conference and Exhibition (MICE) sector in Qatar through its Event Management and MICE Development Services. QMDI's team of dedicated event professionals is based in Qatar. With international expertise coupled with extensive local market knowledge, QMDI produces dynamic and innovative event programs for the government, commercial and public sectors. This includes knowledge-led business conferences and exhibitions across different industry sectors, and live events; such as entertainment, festivals and sporting fixtures.

QMDI is a joint venture between:

Qatar Foundation for Education, Science and Community Development is a private, chartered, non profit organization, founded in 1995 by HH Sheikh Hamad Bin Khalifa Al-Thani, Emir of Qatar. Qatar Foundation's aim is to prepare the people of Qatar and the region to meet the challenges of an ever-changing world and to make Qatar a leader in innovative education and research.

Singex Global's partners have a vast experience in the MICE industry; they are event organizers, managers of one of the largest venues in Asia, Singapore Expo and industry specialists in the Middle East markets and media streams.

DIMDEX 2010 SUPPORTED BY



Qatar Armed Forces

DIMDEX 2010 HOSTED BY



Qatar Emiri Naval Forces

DIMDEX 2010 CONFERENCE PRODUCED IN PARTNERSHIP WITH



The opening in Doha of RUSI's first international office reflects the importance that the Royal United Services Institute (RUSI) places on the Arab and Muslim world. RUSI(Qatar) has been established on the basis that a permanent presence and the conduct of theatre based research is critical to understanding the increasingly complex strategic environment of the Gulf and broader Middle East, and the implications of regional developments for international security.



The branch will draw on the expertise of its network of associate fellows and from its permanent staff at its headquarters in London, in addition to those based in Qatar. The Royal United Services Institute for Defence and Security Studies (RUSI) is the oldest institute of its kind in the world. Established by the Duke of Wellington in 1831, the launch of RUSI (Qatar) is part of the Institute's strategy to expand its defence and security research activities to key regions of the world.

RUSI is a British institution, but operates with an international perspective. It has amassed over the years an unequalled expertise in its field and an outstanding reputation for quality and objectivity. RUSI(Qatar) was opened with the invaluable support of His Excellency Sheikh Hamad bin Jassem Bin Jabr Al-Thani, Prime Minister and Minister of Foreign Affairs of the State of Qatar.



DIMDEX 2010 INDUSTRY SPONSORS

<p>Platinum Sponsor</p>  <p>قطر للبترول Qatar Petroleum</p>	<p>Gold Sponsors</p>     
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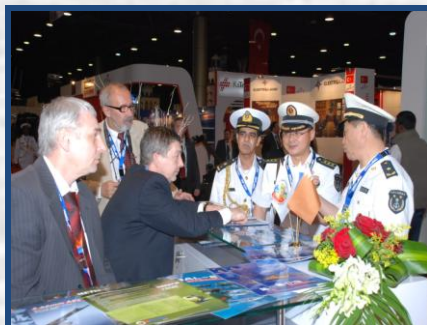




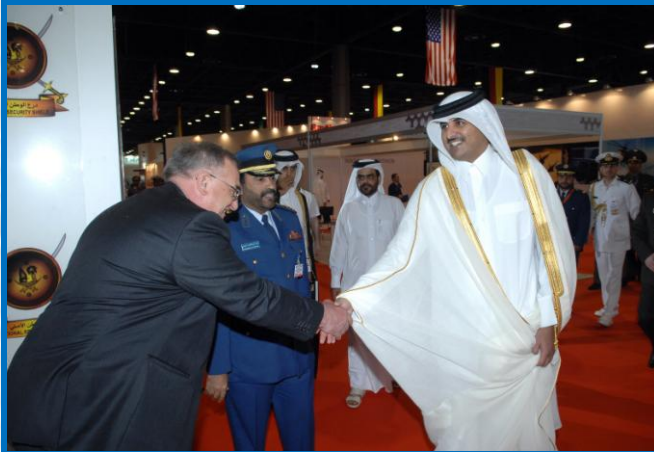



DIMDEX 2010 GENERAL INFORMATION

Event Name	DIMDEX 2010 Doha 2 nd International Maritime Defence Exhibition & Conference
Event Date	28 March – 31 March 2010 (Monday to Wednesday)
Opening Hours	10.00 hrs – 17.00 hrs
Frequency	Biennial (EVEN YEARS)
Venue	Doha Exhibition Centre (DEC)
Gross Area	15,000 m ² (including the Conference Hall)
Nett exhibition Area	6000 m ² (111 % INCREASE FROM DIMDEX 2008)
No. of Exhibitors	143 International Exhibitors 78% INCREASE FROM DIMDEX 2008
Exhibiting countries	26 (30% INCREASE FROM DIMDEX 2008)
No. of Visitors	9050 (50% INCREASE FROM DIMDEX 2008)



His Highness Sheikh Tamim Bin Hamad Al Thani
Heir Apparent to the State of Qatar
Deputy Commander of the Qatar Armed Forces



DIMDEX 2010 FEATURES

EXHIBITION

The exhibition took place in the new Doha Exhibition Centre (DEC) with National Pavilions from France, Germany, Holland, Sweden, UK, Italy, Korea, Turkey and Russia participating along with international companies from 26 countries.

CONFERENCE

The one day Middle East Naval Commanders Conference (MENC) was being held on the second day of the exhibition, 30th March 2010. The program included three sessions involving 15 international speakers, Fleet Commanders and Chiefs of Staff.

OFFICIAL VIP DELEGATIONS

No less than 79 VIP Delegations from 52 countries attended this Event. The VIP Delegations' visit will continue to be a major feature of the Event.

VISITING WARSHIPS

A total of 13 visiting warships from 9 nations were berthed at the Doha Commercial Wharf. The warship visits were opened to all Trade and Professional Visitors.

ABOUT DIMDEX 2010

DIMDEX 2010 (2nd Edition) opened from 28 to 31 March 2010, serving the Middle East and North African (MENA) Region. It is an exclusive International Defence Maritime Exhibition and Conference that features the surface, undersea and coastal patrol aircraft/equipment and systems solutions. This prestigious exhibition is the most comprehensive and only fully Integrated Naval show in the Middle East and North Africa region.

DIMDEX 2010 brings together the world's leading maritime, territorial security, coastal defence and undersea defence systems industry to meet with the world's key decision makers, defence officials and government high dignitaries. DIMDEX is a unique International gathering of key exhibitors to showcase the latest cutting-edge technology and state-of-the-art naval products.



DIMDEX 2010 is fully endorsed by His Highness Sheikh Hamad Bin Khalifa Al-Thani, The Emir of State of Qatar, and His Highness Sheikh Tamim Bin Hamad Al-Thani, Heir Apparent of Qatar. This very important national Event in the Qatar MICE Calendar is hosted by the Qatar Emiri Naval Forces under Staff Brigadier (SEA) Mohammed N. Al-Mohannadi – Commander, Qatar Emiri Naval Forces.

DIMDEX 2010 MIDDLE EAST NAVAL COMMANDERS CONFERENCE (MENC)



Delivering Security at Sea: Policy, Technology, and Operations

Took place on 30th March 2010, and was hosted by the Qatar Emiri Naval Forces (QENF). The conference was produced in partnership between Qatar MICE Development Institute (QMDI) and RUSI (Qatar)

The theme of the Conference, “Delivering Security at Sea: Policy, Technology, and Operations brought together some of the world’s experts on the geo-political situation in the MENA region, including:

- **Vice Admiral William E. Gortney**, Commander, United States (US) Navy 5th Fleet US Naval Forces Central Command
- **Admiral Luciano Zappata**, Deputy Supreme Allied Commander Transformation, NATO
- **Rear Admiral Bruno Nielly**, Force Commander of French Armed Forces for the Indian Ocean Region (ALINDIEN)
- **Admiral Norman Bashir**, Chief of Navy, Pakistan
- **Admiral Sir Ian Forbes**, Associate Fellow, RUSI; Chair, The Naval Review; former Deputy Supreme Allied Commander Transformation (NATO) and Senior Executive Adviser Booz & Co
- **HE Mr. Khalid Bin Omar Al Marhoun**, Deputy Assistant Secretary-General for Political Affairs, Gulf Co-operation Council (GCC)
- **Admiral Sir James Burnell-Nugent KCB CBE**, Former Commander-in-Chief Fleet, Royal Navy, and Strategic Advisor to Shell Shipping on Maritime Security
- **Rear Admiral Bartolome Bauza**, Deputy Commander European Union Naval Force (EUNAVFOR)
- **Rear Admiral Wang Zhiguo**, Deputy Commander of the East Sea Fleet, People’s Liberation Army (PLA) Navy, China
- **Rear Admiral (Upper Half) Mücahit Şişlioğlu**, Commander Surface Action Group, Turkish Navy



DIMDEX 2010 OFFICIAL VIP DELEGATIONS

79 official VIP Delegations from 52 Countries were flown in specially to meet the Exhibitors and meetings were arranged via a special Delegations Management Systems (DMS). Delegations came from all GCC member states, the whole MENA region and countries from all five continents.

Delegation Countries visiting DIMDEX:

Algeria, Australia, Azerbaijan, Bahrain, Bangladesh, Belarus, Brunei, Bulgaria, Cambodia, Cameroon, Chile, China, Egypt, Eritrea, France, Germany, India, Indonesia, Iraq, Italy, Japan, Jordan, Kazakhstan, Kenya, Korea, Kuwait, League of Arab, Lebanon, Libya, Malaysia, Mongolia, Mauritania, Morocco, Netherlands, Oman, Pakistan, Philippines, Poland, Romania, Russia, Saudi Arabia, Senegal, Singapore, Spain, Sudan, Sweden, Thailand, Turkey, UAE, UK, Ukraine, USA, Vietnam & Yemen



DIMDEX 2010 VISITING WARSHIPS

Visiting warships are an important component of DIMDEX and we were privileged to have nine Navies sending thirteen warships to support their National Pavilions and countries' presence, as well as enjoy the hospitality of the Qatar Emiri Naval Forces.



DIMDEX 2010 VISITING WARSHIPS

Through the assistance of the Qatar Emiri Naval Forces, all ships were berthed at Doha Commercial Port.



HMS PEMBROKE – UK



HMS- OQBAH- KSA



USS MESA VERDE – USA



PNS ZULFIQAR - Pakistan



TCG GEMLIK - Turkey



PNS Quwat -Pakistan



HMS ST ALBANS - UK



HMS GRIMSBY - UK



RNOV NASR AL BAHR –Oman



INS BETWA - India



PN HAMZA – Pakistan



HMAS STUART – Australia



FNS GUEPRATTE – France



DIMDEX 2010 WARSHIP RECEPTIONS

Respective navies welcomed VIP's, Guests & Press to their Warship Reception which took place during DIMDEX 2010.



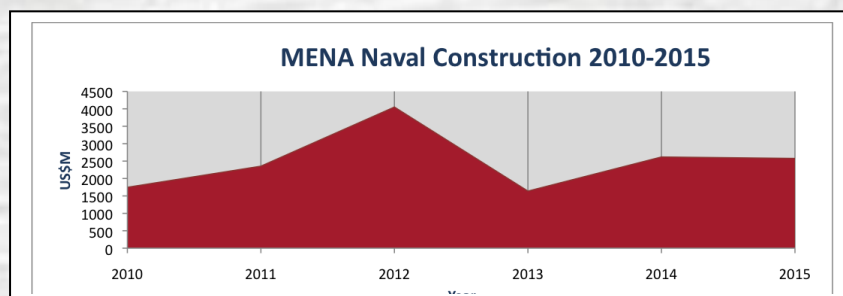
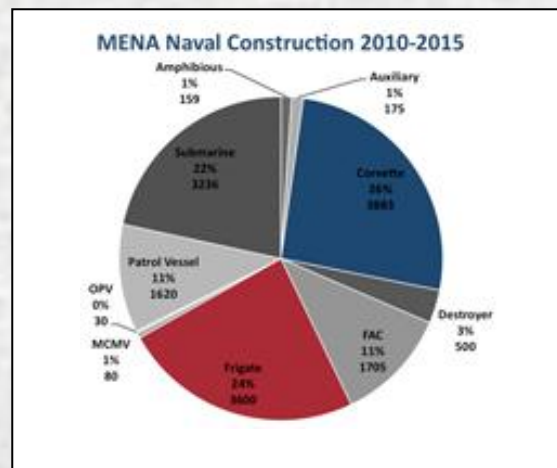
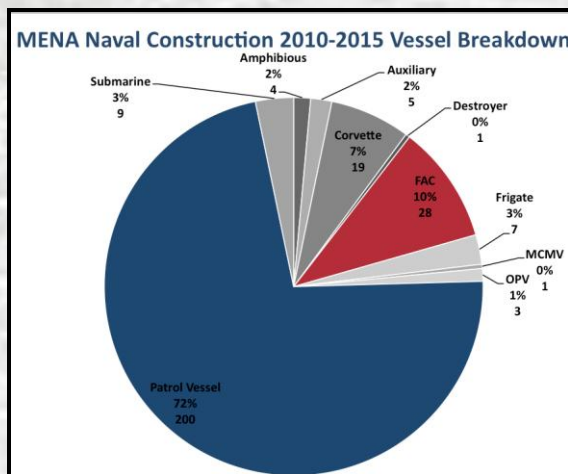
DIMDEX 2010 MARKET PROSPECTS Maritime Security & Naval Market Outlook

MENA naval market forecast remains **\$31BN** in new construction naval spending through to 2030

Key Points:

- The MENA market for maritime security capabilities is expected to remain steady over the next 20 years, influenced by continuing requirements for counter-terrorism, counter-piracy, counter trafficking and offshore economic security.
- The future MENA market for patrol craft is relatively evenly distributed between markets in the Gulf Region and countries bordering the Mediterranean.
- Over 85% of the future patrol vessel market in the region is addressable by suppliers —i.e. in programs yet to be awarded.
- Small Patrol Vessels represent on average about 10% of the total future naval market spending AMI projects for the MENA region between now and 2030. The most valuable segment in the region’s future naval market is corvettes, where AMI expects 30% of the region’s future naval spending to go over the next 20 years.

MENA navies are also investing in complementary maritime security capabilities—notably maritime patrol aircraft and coastal surveillance systems, and are expected to boost spending on related unmanned systems over the next 10 years.



DIMDEX 2010 SUCCESS OF EXHIBITING

Evaluation of the DIMDEX 2010 Exhibitor Survey

Over 80% of Exhibitors rated the Show as Satisfactory and above. 65% of the exhibitors were **very satisfied and above**.

80% of them rated the quality of Visitors as Good and above.

More than 40% of Exhibitors said they will participate in DIMDEX 2012, and several companies already secured their space for 2012.



DIMDEX 2010 EXHIBITOR QUOTES

“This is our second time at DIMDEX and we are very happy with it. We feel that it’s extremely important for companies like ours to be present. We hope to be here again in two years time and for now compliments to the organizers.”

**MARINA MAGNANI,
MARKETING COMMUNICATION,
OTO MELARA, ITALY**

“This is my first DIMDEX and it’s been very beneficial for me. We’ve had the opportunity to meet with a lot of very important customers and make many new important contacts. I’m looking forward to coming back in 2012.”

**WILLIAM L. SHEPPARD, JR, MANAGER,
BUSINESS DEVELOPMENT,
RAYTHEON INTEGRATED DEFENSE SYSTEMS, USA**

“DIMDEX 2012 was a good experience for Polytronic to meet our existing customers and as well to meet many of the international delegations. It was a good exhibition and well organized.”

**BEAT CORNO,
INTERNATIONAL SALES MANAGER,
POLYTRONIC AG, SWITZERLAND**

“I am very happy with the organization, the facilities are excellent and the nature of the people here, the professionals, is very good.”

**YATIN N. HEGDE DESSAI,
DY. GENERAL MANAGER,
GOA SHIPYARD LIMITED**

DIMDEX 2010 VISITORS BY COUNTRY

<i>Afghanistan</i>	<i>Ireland</i>	<i>Qatar</i>
<i>Albania</i>	<i>Italy</i>	<i>Romania</i>
<i>Antarctica</i>	<i>Jordan</i>	<i>Russia</i>
<i>Australia</i>	<i>Kazakhstan</i>	<i>Saudi Arabia</i>
<i>Bahrain</i>	<i>Korea</i>	<i>Singapore</i>
<i>Bangladesh</i>	<i>Kuwait</i>	<i>Spain</i>
<i>Belgium</i>	<i>Lebanon</i>	<i>Sri Lanka</i>
<i>Brazil</i>	<i>Malaysia</i>	<i>Sudan</i>
<i>Cyprus</i>	<i>Netherlands</i>	<i>Sweden</i>
<i>Denmark</i>	<i>New Zealand</i>	<i>Switzerland</i>
<i>Egypt</i>	<i>Nigeria</i>	<i>Uganda</i>
<i>Finland</i>	<i>Oman</i>	<i>United Arab Emirates</i>
<i>France</i>	<i>Pakistan</i>	<i>United Kingdom</i>
<i>Germany</i>	<i>Palestinian</i>	<i>United States of America</i>
<i>Hungary</i>	<i>Paraguay</i>	<i>Yemen</i>
<i>India</i>	<i>Philippines</i>	
<i>Iran</i>	<i>Puerto Rico</i>	

DIMDEX 2010 VISITORS PROFILE

- VIP GHQ Armed Forces and Naval Delegations
- Naval Commanders/Senior personnel
- Procurement and Operations officers
- Senior Members of Defence and Research Organizations
- Defence Contractors, manufacturers and supplier
- Coast Guards, Police, Customs and Immigration officials
- State Government Organizations and agencies
- Defence equipment – weapon systems specialists
- Maritime business related professionals
- Key Defence Decision Makers

DIMDEX 2010 VISITORS JOB FUNCTION

- Trade/ Professional Visitor 58%
- VIP/ Official Delegate 15%
- Press/Media 17%
- Others 15%

BUSINESS OBJECTIVES (IN ATTENDING DIMDEX 2010)

- ESTABLISHING NEW DISTRIBUTION CHANNELS / AGENTS 13%
- GATHERING MARKET INFORMATION / TECHNOLOGY UPDATE 37%
- MEETING NEW SUPPLIERS / BUYERS 16%
- EVALUATING THE SHOW FOR FUTURE PARTICIPATION 12%
- MEETING EXISTING SUPPLIERS / BUYERS 13%
- SOURCING FOR NEW / ALTERNATIVE PRODUCTS 9%

