



# IDEX 2021

INTERNATIONAL DEFENCE  
EXHIBITION & CONFERENCE

**ABU DHABI, UAE**

**21-25 FEBRUARY**

[www.idexuae.ae](http://www.idexuae.ae)

## SALES BROCHURE

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معرض و مؤتمر الدفاع الدولي

INTERNATIONAL DEFENCE EXHIBITION & CONFERENCE

21 - 25 فبراير 2021 21 - 25 FEBRUARY 2021

مركز أبوظبي الوطني للمعارض (أدنيك)، الإمارات العربية المتحدة ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC), UNITED ARAB EMIRATES



# IDEX 2021

DEFENCE  
TECHNOLOGY  
FOR THE  
FUTURE

In 2021, the attention of the world's defence and security industry will be on Abu Dhabi, as it stages the 15<sup>th</sup> edition of the International Defence Exhibition and Conference (IDEX).

IDEX 2021 has the prestigious honour to be held under the patronage of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, and is organised by IDEX LLC (an ADNEC Group Company), in association with the UAE Armed Forces GHQ.

IDEX 2021 will feature the 6<sup>th</sup> edition of NAVDEX, the maritime security show that was first launched during IDEX 2011, and quickly evolved to become the largest naval defence and maritime security exhibition in the region.

IDEX and NAVDEX demonstrate the latest technology across land, sea and air sectors of defence. It is a unique platform to establish and strengthen relationships with government departments, businesses and armed forces and in 2019 attracted 1,250 exhibiting companies and over 108,000 attendees.

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*I extend my sincere gratitude to our wise leadership for their sustained support, valuable guidance and pioneering efforts over the course of our preparations for IDEX. Abu Dhabi will be the centre of international attention once more as we welcome over 100,000 visitors and 1,235 exhibitors from all over the world.*

**H.E. NOURA AL KAABI**

Minister Of State For Federal National Council Affairs And Chairwoman Of ADNEC

*Today's conference provides a unique opportunity to further the development of defence capabilities. We will discuss the latest advancements in technology with a special focus on disruptive technology and their impact on our armed forces.*

**H.E. MOHAMMED AL BOWARDI**

Minister of State for Defence Affairs, UAE

*IDEX has served as an ideal platform to foster partnerships and long-term relationships between governmental institutions, defence companies and armed forces. The event attracted a larger number of companies and visiting delegations which in-turn solidified Abu Dhabi the preferred destination for business tourism and directly and indirectly contributed to economic and sector development.*

**HUMAIID MATAR AL DHAHERI**

ADNEC'S Group Chief Executive Officer

## IDEX 2019 IN FIGURES



**1250**  
INTERNATIONAL  
EXHIBITORS



**140,000** M<sup>2</sup>  
EXHIBITION &  
DISPLAY AREA



**62**  
COUNTRIES  
PARTICIPATING



**33**  
NATIONAL  
PAVILIONS



**200**  
OFFICIAL  
DELEGATIONS



**108,000<sup>+</sup>**  
ATTENDEES



**1100**  
LOCAL &  
INTERNATIONAL  
MEDIA



STRATEGIC  
PARTNER:  
**EDIC**





## HIGHLIGHTS OF IDEX 2021



### OPENING CEREMONY

Under the patronage of His Highness Sheikh Khalifa bin Zayed al-Nahyan, President of United Arab Emirates officially launched IDEX. The opening ceremony took place on the grand stand and witnessed the presence of VIPs and international delegations from more than 150 countries.

### HIGH PROFILE AUDIENCE

IDEX 2019 attracted over 108,000 attendees from across the world with a concentrated number of visitors from the surrounding regions of the Middle East, Africa and the Asian subcontinent.

### OFFICIAL DELEGATIONS

Hosted by the UAE Armed Forces, the official delegations represented more than 172 countries from around the world, and include individuals and representation from **Defence Ministers, Chiefs of Staff** and **Army, Navy** and **Airforce Chiefs**.

### LAND, AIR & WATER DEMONSTRATIONS

Covering an area of 32,000 sqm, live demonstrations at IDEX and NAVDEX provide the opportunity to demonstrate products on land and sea in front of a relevant audience.

### IDEX DEFENCE CONFERENCE

With over 1,000 senior defence executives including Ministers, Chiefs of Staff, land forces and naval commanders from around the world, the event is the most important defence conference in the region.

### CO-LOCATED WITH NAVDEX

NAVDEX, the premier naval defence and maritime security exhibition for the Middle East and North Africa region takes place at ADNEC, at the same time as IDEX. Located on the waterfront at the ADNEC Marina, the event showcases the latest in naval, maritime and coastal security technology, equipment and crafts.







## Company Profile

### About EDGE

#### Enabling a Secure Future.

EDGE is an advanced technology group established to develop agile, bold and disruptive solutions for defence and beyond. Enabling a secure future, it is dedicated to bringing innovative technologies and services to market with greater speed and efficiency.

Starting with breakthrough innovations in the strategically important sector of defence, EDGE places a priority on national security. Consolidating over 25 entities and employing more than 12,000 brilliant minds, it offers expertise across five core clusters: Platforms & Systems, Missiles & Weapons, Cyber Defence, Electronic Warfare & Intelligence, and Mission Support.

At the forefront of development, EDGE converges commercial market innovations with military capabilities. Working with front-line operators and adopting advanced technologies such as autonomous capabilities, cyber-physical systems, advanced propulsion systems, robotics and smart materials, its disruptive solutions are based on the intricate and intuitive needs of the industry. EDGE embeds artificial intelligence across its products and services, creating interoperability and developing cross-domain expertise – to respond to an era where adaptability is vital.

Leveraging local and international partnerships across the defence and technology spectrum, it is a magnet for exceptional talent and global expertise, reimagining capabilities with research and development at its core.

Headquartered in Abu Dhabi, United Arab Emirates, EDGE is a catalyst for change – promoting fast, precise decision-making to revolutionise the industry and change its fundamentals.

For more information, visit [edgegroup.ae](http://edgegroup.ae)



## ADNEC

### IDEX 2021 VENUE



***We are proud with the overwhelming response and participation at the International Defence Conference 2017. It only moves to demonstrate the reach and prestige of IDEX 2017 as a growing hub for specialists and experts to discuss security and defence challenges facing the region and the world.***

His Excellency Staff Major General Pilot

**FARIS KHALAF AL MAZROUEI**

Chairman Of The Higher  
Organising Committee Of IDEX 2017  
And NAVDEX 2017

IDEX takes place at the Abu Dhabi National Exhibition Centre (ADNEC), which is centrally located in Abu Dhabi, the capital of the UAE. The state-of-the-art exhibition centre is the largest centre of its kind in the Middle East, and includes:

- **12 INDOOR HALLS**
- **CENTRAL CONCOURSE**
- **ATRIUM AREA**
- **OUTDOOR CAPITAL PLAZA**
- **HOSPITALITY SUITES**
- **STATE-OF-THE-ART MEDIA CENTRE**
- **OPENING CEREMONY STAGE**
- **LIVE DEMONSTRATIONS MOBILITY TRACK**
- **NAVDEX EXHIBITION HALLS**
- **ON-WATER BERTHS**
- **FOOD & BEVERAGE OUTLETS**

The IDEX exhibition utilizes 100% of the exhibition centre utilising 133,000 sqm of event space, including:

- 12 indoor air-conditioned halls, the concourse and atrium spaces
- The central outside area, Capital Plaza with outside displays and exhibition stands/pavilions
- A purpose-built demonstration track located in front of the ADNEC Grandstand
- 35,000 sqm of event space at the ADNEC Marina with a 500 m quay wall and berthing pontoon for smaller craft
- Dock-edge area featuring: NAVDEX exhibition halls, ships berthed at the Marina, crafts and vessels berthed on temporary pontoons and on-water live demonstrations



# EXHIBITION OPPORTUNITIES

*The International Defence Conference adds a new dimension to the disruptive innovations in the fields of defense and security. Australia looks forward to working with new partners in the area of defense systems due to the significant importance we attach to developing defense application and sharing our knowledge with friendly countries.*

**CHRISTOPHER PYNE**  
Minister for Defence Industry

IDEX continues to attract a growing number of international decision makers from within the defence industry, from governments, armed forces and senior military personnel. Strong representation from GCC and the wider international community make IDEX the prime platform to reach such an important audience.

## WHY EXHIBIT?

- POSITION YOUR COMPANY AS A LEADER IN DEFENCE TECHNOLOGIES AND SOLUTIONS TAKE A LEADERSHIP ROLE IN THE DEFENCE AND SECURITY MARKET
- GAIN ACCESS TO GLOBAL LEADERS, POLICY AND DECISION MAKERS
- PROMOTE YOUR TECHNOLOGIES AND PROJECTS TO A RELEVANT AUDIENCE
- REACH THOUSANDS OF PRIME CONTRACTORS, 2<sup>nd</sup> TIER SUPPLIERS AND INTERNATIONAL DELEGATIONS AND BENEFIT FROM GLOBAL MEDIA COVERAGE



# EXHIBITING OPTIONS



## INDOOR SPACE ONLY

Will comprise of an indoor area for larger stands and offers the maximum opportunities for creativity and exhibition for stand design and branding.



## HOSPITALITY SPACE CAPITAL SUITES

Perfect for private meetings, presentations or corporate hospitality. The indoor Capital Suites are located around the Concourse (1st floor).



## INDOOR SHELL SPACE

A minimum 9 m<sup>2</sup> shell scheme stand comprises the space, carpet, walls, spot lights, electricity sockets, name board and furniture.



## OUTDOOR SPACE

The space will comprise of an outdoor area and offers great stand visibility and a flexible display area for your products.

## TAKE ADVANTAGE OF THE UNIQUE SPONSORSHIP OPPORTUNITIES:

- Diamond Sponsor
- Platinum sponsor
- Gold Sponsor
- Delegation Lounge sponsor
- Exhibitor Gala Event
- IDEX Conference Sponsor
- Media Centre
- Media Pack
- IDEX E-Newsletter
- Wayfinding Digital Screens
- Event Wi-Fi
- Internet and Mobile Charger Kiosks Sponsors
- Information Booths Sponsors
- Mobile App Sponsor
- Visitor Carrier Bag Sponsor
- Exhibitor Welcome Pack
- Water Branding
- Exhibitor, VIP & Media Car Park Passes



# EDGE

## FUTURE POSSIBLE

WHERE EVERY MISSION  
IS AUTONOMOUS.



Powered by artificial intelligence and relentless innovation, we develop advanced technologies that will enable a secure future – everywhere from day-to-day mission support to ground-breaking platforms and systems. Enabling autonomous decision-making. Pioneering new directed-energy systems. And reaching further than ever before.

At EDGE, we turn future possibility into future reality. You'll find us at the cutting edge of technology and the leading edge of tomorrow.

**To us, impossible is just the beginning.**

Visit us as IDEX and NAVDEX 2021

Discover more possibilities at [edgegroup.ae](https://edgegroup.ae)





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For more information visit:

**[www.idexuae.ae](http://www.idexuae.ae)** and **[www.navdex.ae](http://www.navdex.ae)**