

**Under the Patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan**  
Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces



Conference

**20**  
**February**  
**2022**

# POST SHOW REPORT

The Future of Autonomy

Exhibition

**21 - 23**  
**February**  
**2022**



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# INTRODUCTION AND HIGHLIGHTS

Under the patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the United Arab Emirates Armed Forces, the fifth edition of UMEX and SimTEX 2022 concluded on the 23rd of February at Abu Dhabi National Exhibition Centre, and was the largest edition of this event in terms of exhibition area and exhibitors, with 134 exhibitors from 26 countries from around the world. UMEX and SimTEX Exhibitions and Conference took place over the course of four days and saw extensive local and international participation.

Since its launch, this event has been contributing to the diversification of national economy in accordance with the goals and aspirations of our wise leadership for the next fifty years in terms of adopting the Fourth Industrial Revolution by enhancing the UAE's position as a leading global centre for innovation and technology.

UMEX and SimTEX made significant contributions to GDP growth and the diversification of income sources, as technology and unmanned systems contribute to economic growth and provide job opportunities in several sectors in the UAE, in addition to consolidating Abu Dhabi's leading role in the global business tourism sector in terms of hosting and organizing prominent international exhibitions. The two exhibitions also contribute to increasing strategic investments in advanced and innovative technologies by providing a strategic platform for building active partnerships and enhancing communication among major international players in the unmanned systems, training, and simulation sectors.





H.H. Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, visited UMEX and SimTEX 2022, where he was briefed on the global and national innovations in the field of unmanned systems, simulation and training.

UMEX and SimTEX were visited by H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of The Executive Council of Dubai and H.H. Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister of the UAE and Minister of Interior

H.H. Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Presidential Affairs, inaugurated the fifth edition of UMEX and SimTEX 2022, along with a number of ministers, senior officials, soldiers and heads of Arab and foreign diplomatic missions.

UMEX and SimTEX were also visited by H.H. Shaikh Khaled bin Mohamed bin Zayed. Where Sheikh Sultan bin Tahnoon Al Nahyan, Chairman of the Board of the Frontline Heroes, visited Tilal Swaihan and viewed the different products and witnessed the live demonstrations.





# UMEX AND SimTEX 2022

## IN NUMBERS



**AED 2 billion**  
**TOTAL VALUE OF  
DEALS SIGNED**



**134+**  
**INTERNATIONAL  
EXHIBITORS**



**26**  
**PARTICIPATING  
COUNTRIES**



**500+**  
**CONFERENCE  
DELEGATES**



**15,000 +**  
**ATTENDEES OVER 3  
DAYS' EXHIBITION**



**500+**  
**LOCAL &  
INTERNATIONAL  
MEDIA**



**150**  
**DELEGATIONS**



**26,000 M<sup>2</sup>**  
**EXHIBITION  
SPACE**



# EXHIBITORS PROFILE

98%

of exhibitors agrees that UMEX and SimTEX are important for their business

98%

of exhibitors were satisfied with their participation at UMEX and SimTEX

93%

of exhibitors might or will exhibit at UMEX and SimTEX 2024

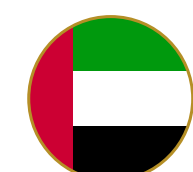
94%

of exhibitors rated their overall return of investment as excellent or good

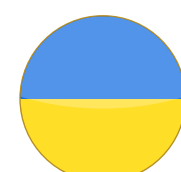
87%

of exhibitors are satisfied with the business opportunities generated with the international delegations

# COUNTRIES EXHIBITED IN UMEX AND SimTEX



UAE



Ukraine



Belarus



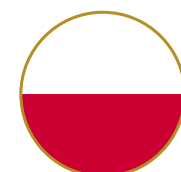
Spain



Australia



China



Poland



UK



Germany



Hongkong



Republic of Korea



Italy



Lebanon



Belgium



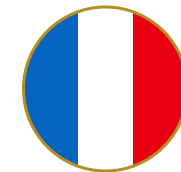
USA



Russia



India



France



Canada

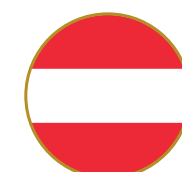
## NEW



Turkey



Serbia



Austria



Malta



Bulgaria



Israel



Bahrain



# TOP 5 REASONS FOR EXHIBITING AT UMEX AND SimTEX 2022

01

To meet with UAE/GCC end-users

02

To seek new contacts for future business

03

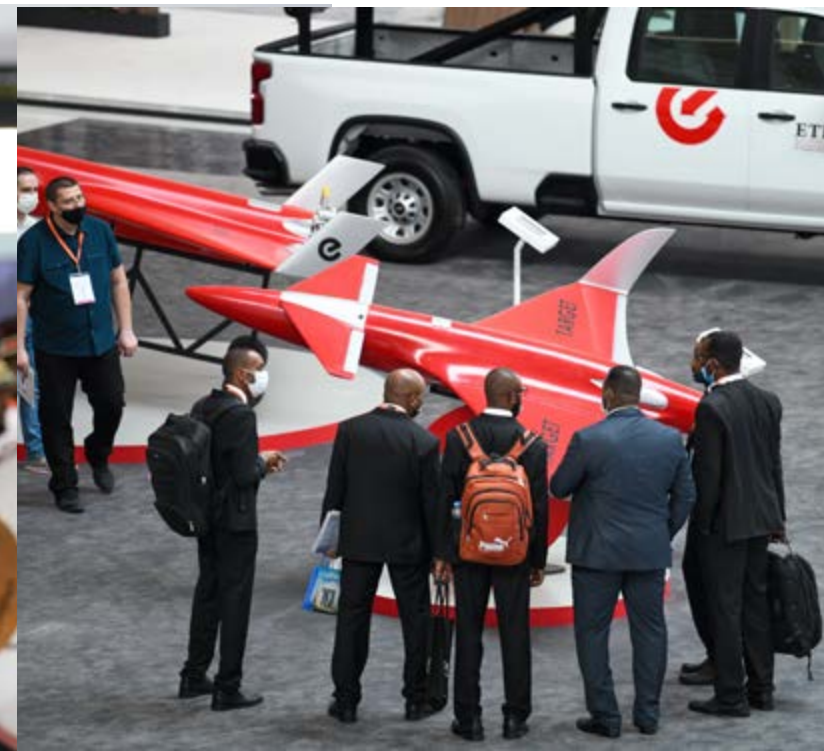
To meet the official international delegations

04

To strengthen my relationship with my existing clients/partners

05

Branding exercise, raise the profile of my company/organization





# VISITORS OVERVIEW

Over **15,000** attendees networked and discovered new products and opportunities at the exhibition over the three days

# TOP 5 VISITOR COUNTRIES



UAE



USA



Ukraine



KSA



France

# MAIN GOALS OF VISITING UMEX AND SimTEX 2022

**54%** keep up-to-date with new products/trends

**48%** to network with the industry

**25%** to attend conferences/workshops/training sessions

**51%** to source new products/services

**44%** strengthen my relationship with my existing suppliers/partners

# VISITOR ANALYSIS



# WHAT VISITORS SAID ABOUT UMEX AND SIMTEX

“Despite the obvious challenges emerging from a pandemic, UMEX still had enough to keep me occupied for the entire 3 days and it was a great pleasure to be able to renew contact with industry colleagues and contacts not seen in 2 years.”

“Great variety of unmanned products and solutions”

“It was a very good experience. Had a chance to meet contractors in one place.”





# UMEX AND SimTEX CONFERENCE

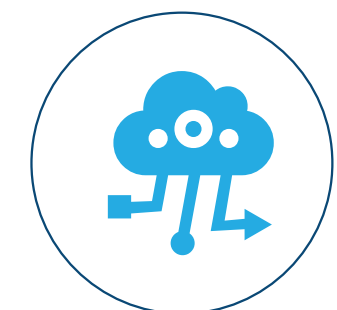
**THEME: UNMANNED, UNBOUND: REALIZING THE PROMISE OF THE UNMANNED REVOLUTION**

The UMEX and SimTEX Conference 2022 hosted its successful fifth edition on the 20th of February 2022 in-person at ADNOC Business Center and virtually. The conference has grown tremendously and highlighted the advanced engagement of unmanned systems technologies and how it will achieve its highest potential in the next decade.

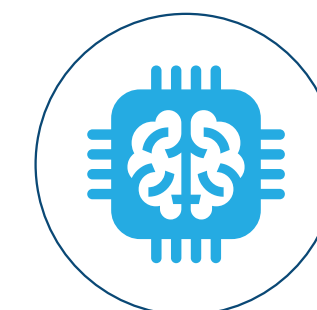
The congregation of industry experts, academia thinkers and governmental entities provided the audience with unique opportunities to hear first-hand the challenges facing humanities, societies and industries as well as potential solutions to these challenges.



Understanding the changing Unmanned Landscape



Facilitating Trust and Understanding: Human-Machine Teaming and Decision-Making in the Unmanned Age



Optimizing Innovation: Overcoming Adoption and Integration Challenges



Unmanned Systems and the 4IR: How Technology is shaping Future Capabilities

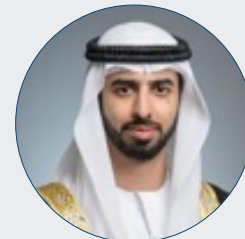


# UMEX AND SimTEX CONFERENCE SPEAKERS

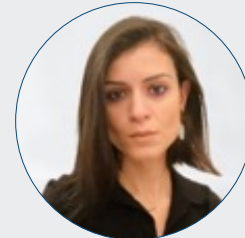


**H.E. Mohammed Bin Ahmad Al Bowardi**  
Cabinet Member and Minister of State for  
Defence Affairs

## SESSION 1: UNDERSTANDING THE CHANGING UNMANNED LANDSCAPE



**H.E. Omar Sultan Al Olama**  
Minister of State for Artificial  
Intelligence, Digital Economy  
and Remote Work Applications  
[Keynote Speaker](#)



**Dr. Najwa Aaraj**  
Chief Researcher at the  
Cryptography Research Centre  
Technology Innovation Institute  
(TII) [Moderator](#)



**Hasan Al Hosani**  
CEO - Bayanat  
[Speaker](#)



**Professor Mérouane Debbah**  
Chief Researcher - AI &  
Telecommunication System  
Technology Innovation Institute  
(TII) [Speaker](#)

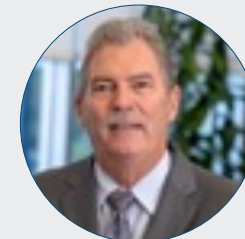


**Tim Williams**  
Airbus Helicopters Special Adviser  
- NAVAL & VUAV  
[Speaker](#)



**Shaul Shahar**  
Expert - Aerospace & Defense,  
Specialized in Unmanned &  
Autonomous System & Strategic  
Management. [Speaker](#)

## SESSION 2: FACILITATING TRUST AND UNDERSTANDING: HUMAN-MACHINE TEAMING AND DECISION-MAKING IN THE UNMANNED AGE



**David Alexander**  
President, Aircraft Systems  
General Atomics Aeronautical  
Systems  
[Keynote Speaker](#)



**Tate Nurkin**  
Founder and CEO  
OTH Intelligence Group  
[Moderator](#)



**Air Commodore Alex Hicks**  
Assistant Chief of Staff -  
Capability Development  
Intelligence Surveillance and  
Reconnaissance (ACOS Cap ISR) -  
Royal Air Force [Speaker](#)



**Dr. Eng. Cesare Battaglia**  
Partner, PwC  
AD&S Leader, Italy  
[Speaker](#)



**Aymeric Moullart de Torcy**  
Operational Marketing Drones &  
Cyber Naval Group  
[Speaker](#)



**Petter Bedoire**  
Chief Technology Officer  
Saab AB  
[Speaker](#)

## SESSION 3: OPTIMIZING INNOVATION: OVERCOMING ADOPTION AND INTEGRATION CHALLENGES



**H.E. Major General Staff Dr. Eng. Mubarak Saeed Ghafan Al Jabri**  
Assistant Undersecretary for Support  
and Defence Industries, UAE Ministry  
of Defence and Chairman of Higher  
Organising Committee of UMEX &  
SimTEX 2022. [Keynote Speaker](#)



**Mohannad Al Khatib**  
Anchor & Reporter  
Sky News Arabia  
[Moderator](#)



**Major General Sean A. Gainey**  
United States Army, Director,  
Joint Counter-small Unmanned  
Aircraft Systems Office, Director,  
Fires Headquarters Department  
of the Army [Speaker](#)



**Brigadier General Lau Boon Ping**  
Chief of Staff - Air Staff  
Republic of Singapore  
Air Force. [Speaker](#)



**James Cluff**  
Founding Partner and Chief  
Operating Officer  
SOAR BEYOND, USA  
[Speaker](#)

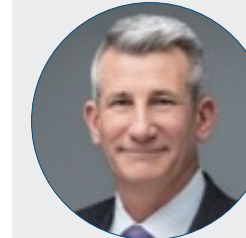


**Walid Benzarti**  
Director for Innovation, Research  
& Technology Land and Air  
Systems, Global Business Unit  
Thales Group, France  
[Speaker](#)

## SESSION 4: UNMANNED SYSTEMS AND THE 4IR: HOW TECHNOLOGY IS SHAPING FUTURE CAPABILITIES



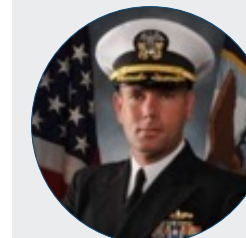
**H.E. Dr. Ahmad Belhouli Al Falasi**  
Minister of State for  
Entrepreneurship and SME  
[Keynote Speaker](#)



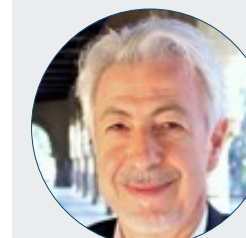
**John W. Nicholson Jr.**  
Chief Executive, Lockheed Martin  
Middle East  
[Moderator](#)



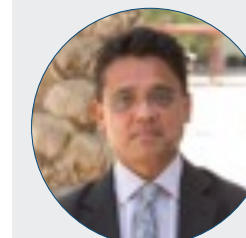
**H.E. Dr. Nenad Miloradovic**  
Assistant Minister of Defence for  
Material Resources  
Republic of Serbia  
[Speaker](#)



**Captain Michael D. Brasseur**  
Commodore - Task Force 59  
Commander, Unmanned & A.I.  
Integration. [Speaker](#)



**Professor Oussama Khatib**  
Department of Computer  
Science, Director of Stanford  
Robotic Lab Stanford University,  
USA. [Speaker](#)



**Professor Lakmal Seneviratne**  
Director, Khalifa University Centre  
for Autonomous Robotic Systems  
(KUCARS) UAE  
[Speaker](#)



**Dr. Yehya Al Marzooqi**  
Advisor, CEO Office at Tawazun Economic Council and Chairman  
of the UMEX-SimTEX Conference Organizing Committee



# CONFERENCE PARTNERS AND SPONSORS

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HEADLINE PARTNER



DIAMOND PARTNER



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UNITED ARAB EMIRATES  
MINISTRY OF DEFENCE



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وزارة الدفاع

SUPPORTED BY





# EVENT FEATURES

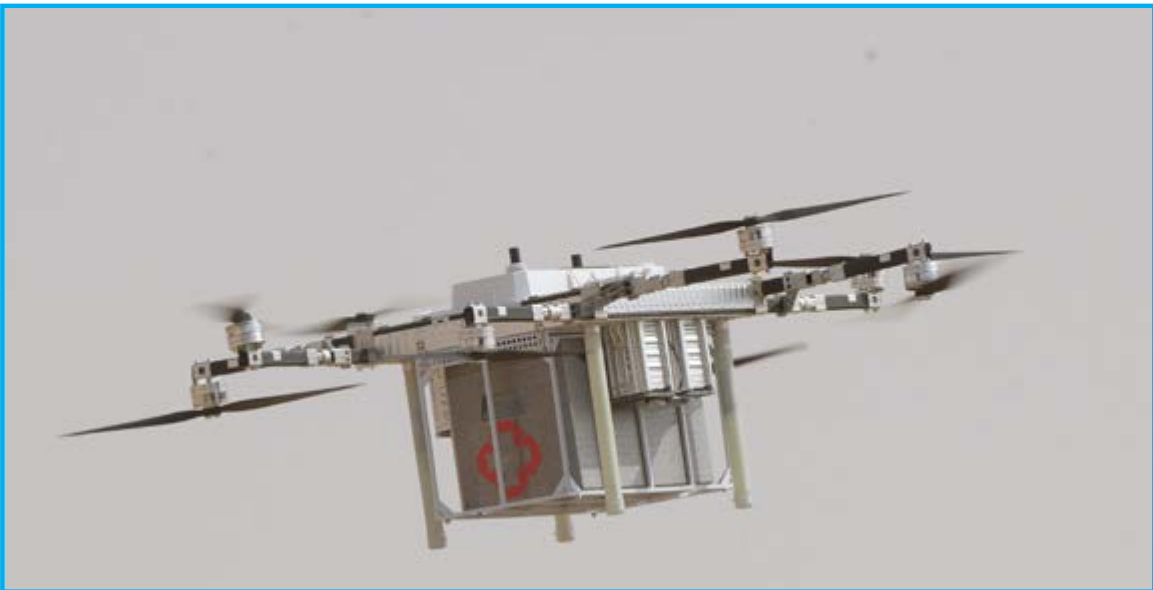




# LIVE DEMONSTRATIONS

The third and final days of the exhibitions saw the launch of the live demonstrations at Tital Swaihan area, which served as a unique platform for showcasing aerial and grounded unmanned systems, AI and robotics technology, and simulation and training systems, with the 15 demonstrations unveiling 22 advanced technologies and new innovations that have never been seen before in the world.

The demonstrations included the ADASI Garmousha, a new-generation drone, and the ADASI QX2- loitering munitions system for infantry and special forces, which is a drone that can transport weapons with high precision, followed by a demonstration of the Kungsörn drone which is capable of vertical take-off and landing, the Blowfish A3 UAV which can carry heavy loads and operate in difficult environments including oceans and mountains, and the PD2- unmanned system that provided integrated UAS solutions for military and civilian applications. The demonstrations concluded with a showcase of the Thermite RS3, a robot for extinguishing industrial fires operated by remote belly-pack controllers that provides precise reactions and video feedback that allows manoeuvring in difficult conditions.



## FLYING LIVE DEMONSTRATIONS TILAL SWAIHAN



EDGE - UAE



Garmousha



QX-2



ZIYAN - CHINA



Blowfish A3



Drone Swarm



CYNAX - UAE




Kungsörn VTOL




IGG - UAE



PD-2 VTOL



Abu Dhabi Civil Defence



Thermite RS3



# UMEX TALKS

The inaugural UMEX Talks took place in person right in at the heart of the UMEX Exhibition. With a focus on unmanned systems, AI and robotics, the UMEX Talks served as a platform for thought provoking discussions from veteran and new industry stakeholders including Houbara Defence & Security, U.S. 5th Fleet, and Combined Maritime Forces, Lockheed Martin – UAE, Tawazun, SAAB Ltd, ADASI, ZIYAN UAV Co.,Ltd, Insitu, Inc., Sentient Labs, BeyondX L.L.C, Dexter Robotics and more.



## THE BENEFITS OF DTC TECHNOLOGY

A man in a dark suit and glasses is speaking at a white podium. He is holding a remote control in his right hand. The podium has the UMEX logo. In the background, there is a large screen displaying the DTC logo and the text 'AN | DTC'.



# UMEX TALKS

The UMEX Talks covered ground breaking topics such as:

- Use of adaptive robots for agile payload handling
- The Potential of AI and Robotics in the United Arab Emirates
- Accelerating Innovation of Drone Technologies Through Virtual Simulation
- How To Solve the Challenges of Datalink Selections for Unmanned Systems
- Exploiting Remote and Autonomous Systems Concepts and Experimentation

## Speakers



**Keke Li**  
Partner, Zhuhai ZIYAN UAV Co



**Vice Adm. Brad Cooper**  
Commander, U.S. Naval Forces Central Command, U.S. 5th Fleet, and Combined Maritime Forces



**Dave Fluker**  
International Business Development Executive, Insitu, Inc.



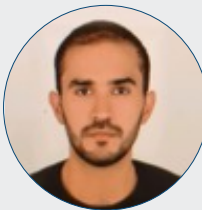
**Anshul Singhal**  
Founder & CEO, Sentient Labs



**Mohamed Abdelrahman Alzarooni**  
Chief Executive Officer, BeyondX L.L.C



**Bashar El-Khasawneh (PhD, PMP)**  
Co-Founder, Dexter Robotics



**Adnane ElSoussi**  
CEO & Co-founder, Defuzzy Labs



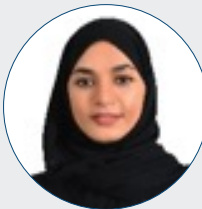
**Rahul Sequeira**  
Simulation Engineer, LaunchTech Solutions



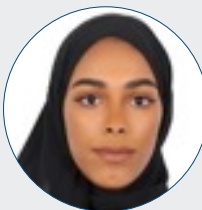
**Hala Alzargani**  
Manager - Center for Innovation and Security Solutions, Lockheed Martin – UAE



**Sara Al Braiki**  
Head of Mechanical Engineering Group, ADASI



**Mouza Ebrahim Al Zaabi**  
Senior Associate, Projects Economic Program Economic Development, Tawazun



**Khawla Alhanaee**  
Electronics Engineer, SAAB Ltd



**Dr. Yahya Zweiri**  
Founder, DroneLeaf



**Brigadier (Retd.) Tim Allen**  
CEO, Houbara Defence & Security



**Salwa Alzahmi**  
CEO & Founder, SPLCo LTD



**Andrew McDonald**  
Sales Account Manager, Domo Tactical Communications (DTC) Ltd



**Professor Antonios (Anthony) Tzes**  
Electrical and Computer Engineering, New York University Abu Dhabi



# MARKETING AND ADVERTISING



**221,832,327.92**  
AVE of UMEX & SimTEX



**12**  
TV advertisements spots on  
Abu Dhabi TV and Sky News



**300**  
Promotional radio adverts  
were aired in the UAE



**29.4M**  
impressions of online  
advertisement



**85K**  
Total digital  
campaign clicks







**Jean - Luc Thouvenel**  
Regional Delegate - NAVAL GROUP

**HEAR ABOUT THE  
SUCCESS OF UMEX AND  
SIMTEX 2022 FROM OUR  
EXHIBITORS**

**Hong, Hyonbin**  
LIG Nex 1





# THANKS TO OUR 2022 SPONSORS AND PARTNERS

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Abu Dhabi National Exhibitions Company



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MINISTRY OF DEFENCE



الإمارات العربية المتحدة  
وزارة الدفاع



# SEE YOU NEXT EDITION!

Conference  
**22<sup>nd</sup> January 2024**

Exhibition  
**23 - 25 January 2024**

For more information about sales and sponsorship opportunities at UMEX and SimTEX 2024, contact:

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**shahla.karim@adnec.ae**

For media partner opportunities, contact:

**Dana Al Hanaee**  
**+971 (0) 2 406 3860**  
**dana.alhanaee@adnec.ae**

For marketing & branding opportunities, contact:

**Petra Basim**  
**Petra.basim@adnec.ae**  
**+971 (0) 2 406 3475**