SAMDEX®

COMBINED SHOE METAL DETECTOR ([SMD])
AND SHOE EXPLOSIVE DETECTOR ([SED])

KEY FEATURES

- CERTIFIED against relevant detection standards for explosive and metallic threats
- BULK DETECTION, based on actual material properties measurement
- INCREASED CHECKPOINT THROUGHPUT by elimination shoe divestiture and X-ray check
- INCREASED COMFORT: passengers keep their shoes on
- ERGONOMICS: use of the Shoe Scanner is simple and stress-free
- ANALYSIS TIME: 4 sec. typical/shoe
- CLEAR "OK/ALARM" inspection result

Passenger Screening by Walk-Through Metal Detector ([CEIA WTMD]) and Shoe Scanner ([SAMDEX])

Ceia®
Threat Detection through Electromagnetics

- T +39 0575 4181
- E infosecurity@ceia-spa.com
- W www.ceia.net
EXPECT MORE

We have an ethos born from a desire to do more, to not just build for function, but to capture aesthetics and design.
“With passenger numbers expected to continue their growth trajectory and drive airport expansion projects to accommodate the demand, the UAE’s aviation sector remains a key driver of our economic growth.

The Airport Show, with all the co-located events, is offering an ideal platform the Middle East, Africa and South Asia’s aviation authorities, companies and individuals to come together and collaborate with international experts and leaders to improve global aviation.”

H.H. Sheikh Ahmed bin Saeed Al Maktoum
President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airlines and Group

QUICK FACTS

Airport Show climbed another step in its journey of success and broke all records in its 19 years history in terms of occupied exhibition space, number of country pavilions, exhibitors, hosted buyers and visitors.

This year’s much-anticipated show was a stupendous success with an increased number of deals and strategic alliances signed between the participating companies and hosted buyers. Participants benefited from the aviation industry’s growth in the UAE, particularly in Dubai which has remained the most successful aviation business model taking into account its unblemished track record of management of airports and their continued growth and expansion.

7,171 ATTENDEES
89 VISITING COUNTRIES
7 INTERNATIONAL PAVILIONS
56 EXHIBITING COUNTRIES
351 EXHIBITING COMPANIES
15,599 SQM. EXHIBITION SPACE
3 CONFERENCES
208 HOSTED BUYERS
2,983 BUSINESS MEETINGS
3 INDUSTRY EVENTS IN ONE VENUE
THE AIRPORT SERIES

Three Industry Events, One Venue

airportshow
The world’s largest annual airport exhibition will be in its 20th edition in 2020

+5,998 ATTENDEES
5,998 ATTENDEES

79 VISITING COUNTRIES
79 VISITING COUNTRIES

269 EXHIBITING COMPANIES
269 EXHIBITING COMPANIES

49 EXHIBITING COUNTRIES
49 EXHIBITING COUNTRIES

7 INTERNATIONAL PAVILION
7 INTERNATIONAL PAVILION

1,181 EXHIBITION SPACE
1,181 EXHIBITION SPACE

26 EXHIBITION SPACE
26 EXHIBITION SPACE

121 HOSTED BUYERS
121 HOSTED BUYERS

1 Dedicated ATC Conference
1 Dedicated ATC Conference

+800 ATTENDEES
800 ATTENDEES

53 VISITING COUNTRIES
53 VISITING COUNTRIES

40 EXHIBITING COMPANIES
40 EXHIBITING COMPANIES

24 EXHIBITING COUNTRIES
24 EXHIBITING COUNTRIES

2,293 EXHIBITION SPACE
2,293 EXHIBITION SPACE

61 EXHIBITION SPACE
61 EXHIBITION SPACE

121 HOSTED BUYERS
121 HOSTED BUYERS

1 Dedicated Airport Security Conference
1 Dedicated Airport Security Conference

A dedicated event for the Middle East air traffic control community

The region’s only dedicated event bringing the entire Airport Security community together

3 Conferences
The world’s largest annual airport event of its kind, Airport Show and its co-located events had an impressive line-up of world class suppliers who showcased over 50 new technologies and innovative products.

94.3% Rated the event as very important for their business
88% Satisfied with the overall show this year

COMPANY ACTIVITY

- Ground Support Equipment and Services 15%
- Airport Technology and IT 30%
- Airport Build and Installations 14%
- Airport Operations 14%
- Airfield Construction and Installations 13%
- Air Traffic Management 9%
- Airport Security 6%
92.9% are likely to exhibit next year.

88% satisfied with the Hosted Buyers’ quality.

The company received serious enquiries from some of the very big players in the industry.

Matt Eccles, Marketing Director, Tytek Group
COMPANY ACTIVITY

The event attracted 7,171 attendees from 89 visiting countries, across a wide range of company activities.
VISITOR PROFILE

TOP COUNTRIES REPRESENTED BY ATTENDEES

- U.A.E
- Bahrain
- Russian Federation
- Saudi Arabia
- Germany
- Spain
- India
- Kuwait
- Iran
- United Kingdom
- Iraq
- Netherlands
- Oman
- Italy
- Sweden
- France
- United States

AREAS OF INTEREST

- **Airport Operations**: 23%
- **Airport Technology and IT**: 23%
- **Airfield Construction and Installations**: 20%
- **Ground Support Equipment and Services**: 18%
- **Airport Build and Installations**: 16%

- **Passenger Safety and Security**: 30%
- **IT and Cybersecurity**: 27%
- **Cargo Security and Scanning**: 15%
- **Perimeter Protection**: 13%
- **Threats and Risk Prevention**: 8%
- **Crash, Fire, Rescue Technology**: 7%
The participation was an engaging experience. The leader in digital aviation and air traffic flow management showcased its services in augmented reality.

Dean Macwley, Product Manager, Thales
Business Connect offers a range of free networking services aimed at facilitating business connections between buyers and exhibitors. Recommendations are sent by email based on mutual interests and users can utilise an online platform to pre-book meetings in advance.

This year the programme was successful in assisting attendees to make new connections and potential business partners even after the event.
# Buyers by Country

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<tr>
<td>Algeria</td>
<td>Jordan</td>
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<td>Angola</td>
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# A World of Networking Opportunities

- **88.4%** Visitors are satisfied of the Business Connect Programme
- **83.4%** Exhibitors are satisfied with the recommendations they received by email
- **83.4%** Exhibitors are satisfied of the VIP Tour
- **83.4%** Rated the Business Connect meeting planner on the event mobile app
- **100%** Buyers are satisfied with the overall show this year
- **100%** Buyers will attend next year

"The response was overwhelming and visitors showed keen interest in the products and services showcased at the show."

Andreas Luscher, Head of Smart NOTAM Products and Services, Swiss Air Navigation Services Ltd (Skyguide)
The new theme in 2019 introduced a number of new initiatives to bring together the most influential innovations that are shaping the design, features and day-to-day operations of the modern airport.

**SMART AIRPORTS CONFERENCE**

Connecting newly launched innovations with entrepreneurs & buyers from around the world for involvement in projects and extension to your portfolio in the Middle East and North Africa markets.

**INNOVATION HUB**

Highlighted exhibitors on the show floor that have innovative products.

**INNOVATION TRAIL**

The new theme in 2019 introduced a number of new initiatives to bring together the most influential innovations that are shaping the design, features and day-to-day operations of the modern airport.
The Airport Innovation Hub welcomed selected startups and entrepreneurs from around the world to present new innovations and breakthrough technologies set to shape the future airport experience to buyers in a dedicated area.

2019 INNOVATIONS

- FLICQ INC
- MINIONLABS
- LIMITLESS INSIGHT
- ODIHO
- DOORDECK
- VACUS TECH
- SENZIME
Held in conjunction with the world’s largest annual airport exhibition Airport Show, Global Airport Leaders’ Forum (GALF) had a 3 day agenda and assembled the foremost aviation policy, business and technology leaders from around the world in an effort to address their needs and provide them with a platform on which they can engage, exchange knowledge, share best practices, forge partnerships and discuss issues of common interest.
It was a fantastic 3-day forum which I had attended for the first time. I learned various new knowledge which I was looking for and also I met lots of new people who are well experienced in the aviation industry. Thanks Global Airport Leaders’ Forum team for organising such a fabulous event. Hope to see you guys next time.

Captain Ahmed Shafeeg, Acting Commander, Aviation Security Command, Maldives
Day 2: **ATC CONFERENCE**

**2019 KEY SESSIONS**

**SESSION ONE:**
Privatisation of ATC and ANSPS; Challenges and Opportunities

- **Todd Donovan**
  VP Digital Aviation, Thales

- **Kornel Szepessy**
  Chief Executive Officer, HungaroControl

**SESSION TWO:**
Advancement in Tower Technologies acting as a catalyst for capacity growth

- **Ryyan Tarabzoni**
  Chief Executive Officer, Saudi Air Navigation Services

- **Urs Lauener**
  COO, skyguide

**2019 SPEAKER HIGHLIGHTS**

**It’s a good conference, the panelists provide essential and comprehensive presentation.**

Tutu Handayani, DGCA Indonesia

**WWW.THEAIRPORTSHOW.COM | 17**
SESSION ONE: Fuelling innovations, enabling collaborations

SESSION TWO: Varying currents of people & its impact on security

Dr. Hussain Alhallaf
Security Director, Riyadh Airports

Hussain Al Fardan
Head of Innovations Centre, Dubai Customs

Harald Jentch
Head of Baggage Handling Solutions, Smiths Detection

Karim Labib
Head of Aviation Security & Facilitation Middle East, ICAO

H.E. Major General Mohammed Ahmed Al Marri
Director General, GDRFA Dubai

Philip Verner
Regional Sales Director, Building Technologies & Solutions, Johnson Controls

It was a forum filled with industry leaders all under one room sharing insights into the current state and the future of aviation.

Rupen Singh Philloura, CEO, Airport Groupe/AIX

2019 KEY SESSIONS

2019 SPEAKER HIGHLIGHTS
WIA 2019 hosted over 400 attendees – including global aviation and inclusion leaders; key female officials and senior managers working in aviation, aerospace and space across the Middle East and Africa; top female students at regional aviation and engineering colleges and HR managers at aviation businesses and government entities across the Middle East.
2019 KEY SESSIONS

SESSION ONE:
Preparing for the Future
Aviation Gender Equality is here to stay

SESSION TWO:
Women in Space
Building Gender Equality in Your Workplace

SESSION THREE:
Building Female Aviation Leadership Creating the Right Environment for Women to Succeed

SESSION FOUR:
Women in Aerospace

2019 SPEAKER HIGHLIGHTS

HRH Prince Fahd Bin Mishaal Al Saud
Chairman of the Gulf Aviation Association and the Saudi Aviation Association

Captain Feras Yousef Malallah
Airline Pilot, Kuwait Airways

Bernie Dunn
President Boeing MENAT region, Boeing

Mervat Sultan
President and Co-Founder, Women in Aviation Middle East Chapter

Haifa Hamedaldean
Transformation and Project Manager, Saudi Air Navigation Services

Dr. Rana Dhajani
Associate Professor, Hashemite University
Global Airport Leaders’ Forum Sponsors

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Women in Aviation General Assembly Sponsors

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POTABLE WATER - CONTAINER DOLLIES

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Free to attend for all visitors, the CPD accredited Live Seminar Stage gave exhibitors the opportunity to highlight case studies, new launches and their expertise.

**2019 SESSION HIGHLIGHTS**

**DAY 1 | SMART CORRIDOR**  
Wessam Omar, Senior Project Manager emaratech

**DAY 2 | IMPROVING THE END-TO-END AIRPORT JOURNEY WITH BIOMETRICS**  
Tony Chapman, Director Global Product Management and Strategy-Airport Systems, Collins Aerospace

**DAY 3 | DCAA ROLE IN SHAPING THE FUTURE OF AVIATION BUSINESS**  
Nasser Mubarak Alkhatere, Head of Aviation Business Affairs & Consumer Protection, Dubai Civil Aviation Authority

- 97.1% Are satisfied with the quality of speakers at the Live Seminar Stage
- 94.1% Are satisfied with the quality of contents at the Live Seminar Stage
7 International Pavilions brought technologies from across the globe.

International Pavilion Organisers
Exhibiting with us enables your brand to connect directly with a niche audience of airport industry related professionals.

Year on year, we introduce new ways to for you to engage with our audience before, during and after the event.

**7%**
Social Media Engagement

**22.3K**
Likes on our social media community

**27**
MEDIA PARTNERS

**+12,000**
SMS CAMPAIGNS TO AVIATION PROFESSIONALS

**29,761**
AVIATION PROFESSIONALS

**205,000**
DIGITAL ADVERTISING SPENT

**PR COVERAGE**
AED 16 MILLION

**NUMBER OF PRESS RELEASES**

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<tr>
<td>Arabic</td>
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**MEDIA INTERVIEWS**

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<td>Pre-show</td>
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<tr>
<td>Onsite</td>
<td>15</td>
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</table>
Industry leaders and aviation professionals were invited to be part of the "Ambassador Programme" by simply sharing aviation industry-related stories across their social networks.

- **599** Invitees
- **1,783** Mail Views
- **499** Mail Clicks
- **57** Content Views
- **165** Sharers
- **1,836** Number of Shares
- **1,101** Unique Hits
- **99,183** Estimated Reach

**WEBSITE STATISTICS**

- **78,496** Unique Users
- **120,393** Sessions
- **310,417** Website Views
EVERYTHING YOU NEED IN ONE APP

What you can do with the Event App:

- Access the Exhibitor Directory and 'Favourite' your exhibitors
- View the Innovation Trail to discover smart technologies from exhibitors
- Access the free Live Seminar Stage agenda and speakers
- Network with exhibitors, book meetings and create a personalised schedule
- View the floorplan

2,000 DOWNLOADS  20,211 USES  1,283 PUSH REGISTERED
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22-24 JUNE 2020

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