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# RE-IMAGINING REALITIES.

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## DRONES AT GITEX TECH WEEK

UAE government recently purchased  
drones worth **US\$ 350million**

Dubai has recently hosted the world's first Drone Racing Grand Prix highlighting the significance of the sector for the region.

Middle East automation market is expected to grow at a CAGR of **6%** by end of 2016

The total procurement budget at GITEX was **US\$ 64million**

## I Why GITEX Tech Week?

More than just an event...GITEX Tech Week is set to redefine technology for business

	22,000 CXO's from 144 COUNTRIES		US\$ 65,000,000 the total PROCUREMENT BUDGET at GITEX 2015
	89% OF 2015 SPONSORS agreed the benefits outweighed the cost		120,000 sqm of dedicated floor space
	OVER USD19 MILLION advertising value is generated from GITEX PR campaign		80% of the WORLD'S LEADING BRANDS

## I The GITEX Drones Opportunities

- The global market for drones is expected to be worth \$10 Million by 2020 - fast track your success - we connect you with 1500+ government CXOs at the largest gathering of regional government buyers.
- Middle East automation market is expected to grow at a CAGR of 46% by end of 2016.

## I Who will you meet?

146,000 local and international visitors from

				
Government	Transport & Logistics	Retail	Oil & gas	Real Estate
				
FMCG	Education	Manufacturing	Healthcare	Hospitality

## I GITEX Drones Means Business

- **Drone Zone** - Limited to 50 of the top most drone companies in the world
- **Demo** - Over 40 hours of drone demonstrations
- **Network** - Schedule one-to-one meetings with 150+ government participating bodies
- **Connexions Match-Making Portal** - 22,821 meetings scheduled through the online platform
- **Tech Talks** - Demonstrate thought leadership through 60+ interactive sessions across 5 days

DJI's first participation at GITEX in Dubai proved to be a great success. Our audience showed great interest for DJI's aerial platforms and creative imaging technology and we are looking forward to growing with our customer base in the region.



~ Oliver Wang, PR Director, DJI

Participating brands included:



► Showcase your Drones solutions with packages beginning from USD 2,500

The regional decision makers want to meet you.  
Make sure you secure your place today.  
**GET INVOLVED NOW!**

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