

04 - 08
MARCH
2020

DJERBA-ZARZIS
INTERNATIONAL
AIRPORT



2020 POST SHOW REPORT



Dear exhibitors, partners and sponsors,

This report is dedicated to you; it is the trade show report that the organizer must communicate to all participants who took part in the 1st edition of IADE Tunisia. It is also a collection of results for professional visitors and the media.

Despite the spread of COVID-19 in one part of the world, which has resulted in the cancellation of some exhibitors, or as a precaution or closure of borders, such as China, Italy, Canada, Brazil, and some U.S. companies, IADE Tunisia has kept its promises by bringing together more than 23 countries represented by exhibitors and 42 civilian and military delegations.

The volume of business and the signing of agreements were there. The number of visitors in the “official delegations”, “corporate executives” category is very significant.

This edition saw above all the establishment of visit programmes for all the Heads of Major States. For the 2022 edition, the organising committee will pay particular attention to the steering system of the official delegations in order to benefit the majority of the exhibitors from the pre-programmed visits.

In the framework of Trans-African cooperation, Tunisia, driven by a strong desire to develop its relations with African states, has invited more than forty official delegations to this event, which has now become a major event for the continent, demonstrating Africa’s growing attractiveness for the aerospace and defence sector.

Cycles of international conferences and sustained participation of experts have enabled direct dialogue with speakers on specific topics. This edition focused on topics such as security, aerospace, drone jurisdiction, communication, etc. getting everyone’s attention.

The success of this edition is yours and we thank you for it! 111 exhibitors trusted IADE by deciding to take stands and outdoor spaces. We are proud of this confidence and we will continue to make every effort to offer you an ever more efficient show and we will be happy to welcome you there for a new edition.



The organizing committee





INAUGURATION CEREMONY

Honored by the President of the Republic, Kaïs Saïed, the opening ceremony was held on Wednesday, March 4, in the presence of the Minister of National Defence, Mr Imad Hazgui, the Minister of Transport and Logistics Anouar Maarouf and other Tunisian and foreign civil and military figures.

The opening of IADE Tunisia was marked by the organization of a series of air shows performed with great professionalism by the Saudi Hawks, a Turkish F-16 patrol, as well as passages of the Tunisian Air Force.

Key figures

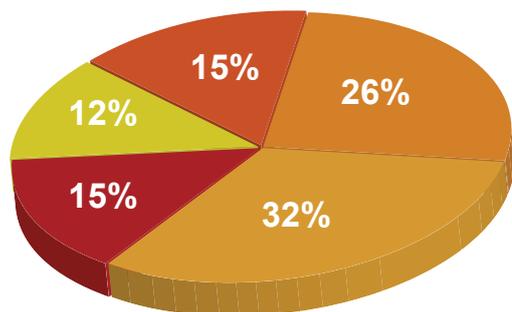
- 111 exhibitors
- 23 exhibiting countries
- 75% of international exhibitors
- 42 civilian and military delegations
- 165 accredited journalists from five continents
- 13900 professional visitors
- 30000 visitors General public (7 and 8 March)
- 67 participating countries
- 75 aircraft
- 80000m gross exposure area

Exhibitor Countries (Inside and Outside)

Algeria	Russia
Argentina	South Africa
Bahrain	Spain
China	Spain
Cyprus	Tunisia
Czech Republic	Turkey
France	USA
Greece	Ukraine
Italy	United Arab Emirates
Lebanon	United Kingdom
Pakistan	
Poland	

Breakdown of participants by country

GEOGRAPHICAL ZONE



■ America (USA - Argentina) ■ Europe ■ Asia ■ Tunisia ■ Africa

Participating countries (Exhibitor, B2B and Delegation)

Algeria	Madagascar
Angola	Malawi
Austria	Malaysia
Azerbaijan	Mali
Belgium	Mauritania
Benin	Morocco
Botswana	Mozambique
Brazil	Netherlands
Bulgaria	Niger
Burkina-Faso	Nigeria
Burundi	Pakistan
Cameroon	Portugal
Canada	Republic of Congo (Brazzaville)
Chad	Romanie
China	Russia
Czech Republic	Rwanda
Côte d'Ivoire	Saudi Arabia
Democratic Republic of Congo	Senegal
Djibouti	South Africa
Egypt	South Korea
Equatorial Guinea	Spain
Ethiopia	Sudan
France	Swaziland
Gabon	Switzerland
Germany	Tanzania
Greece	Togo
Guinea-Bissau	Tunisia
Italy	Turkey
Jordan	Ukraine
Kenya	United Arab Emirates
Kuwait	United Kingdom
Lebanon	United States
Lesotho	Zambia
Libya	

Civilian and military delegations were present

42 Delegations composed of:
Heads of Staff;
Ministers of Defence;
Ministers of Transport;
Senior officers;
Senior security officials;

Officials who came to meet their counterparts as well as international manufacturers to prepare their equipment plans.

An opportunity that rarely presents itself and which brings together such profiles with intersecting interests (selling, buying, canvassing, information...).

Individualized appointment schedules were designed based on the choices expressed by each participant. These meetings took place on the stands during the show.

Exhibitors, in particular SMEs looking for clients, who wish to benefit from a programme of individualized meetings with other companies with a business purpose: Identification of new partners

B2B Meetings

During the 3 business days of the show, a cycle of business meetings was held, the aim of which was to connect manufacturers in order to create commercial, industrial and technological opportunities. These B2B meetings brought together:

- 165 participants from 10 countries, including 15 clients,
- 348 pre-programmed B2B appointments.

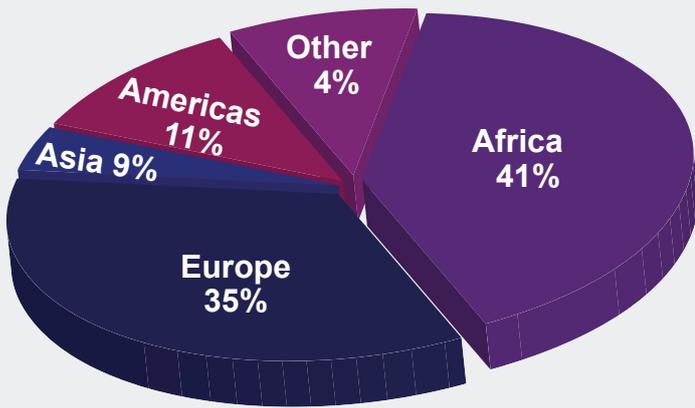
General public

More than ever, more than 30,000 visitors, from all walks of life and all ages, were able to attend the air shows scheduled during the 2 general public days of Saturday and Sunday.

The main objective of these days was to encourage vocations in a rapidly growing sector in Tunisia and to broaden the range of potential interests.

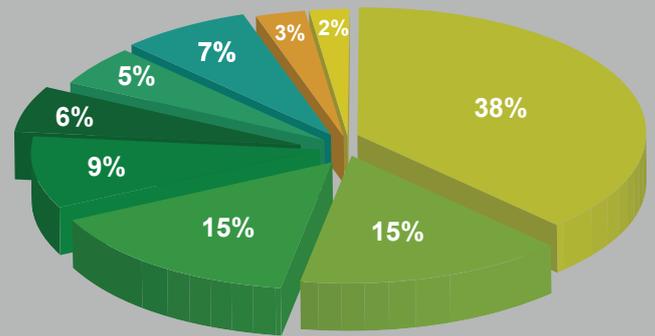


Breakdown of visiting countries



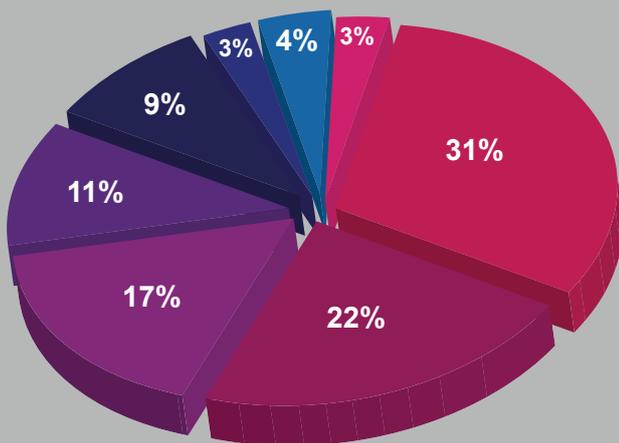
- Africa 41%
- Europe 35%
- Asia 9%
- Americas 11%
- Other 5%

Breakdown of professional visitors by socio-professional category



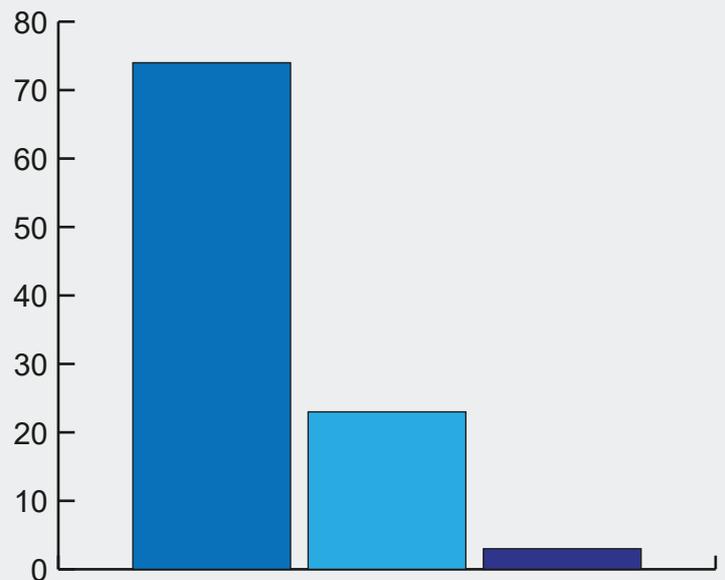
- Senior Managers & Executives 38%
- Technicians 9%
- Institutional 7%
- Military 15%
- Commercial 6%
- Journalists 3%
- Engineers 15%
- Teachers 5%
- Other 2%

Visitor profile by industry

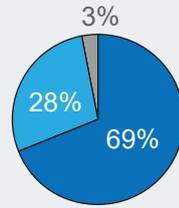


- Aircraft, Engine & Equipment 31%
- Logistics & Services 17%
- Schools & Vocational Training 9%
- Airlines 4%
- Armament, Defence & Security 22%
- Research & Development 11%
- Institutional 3%
- Other 3%

General appreciation of the show

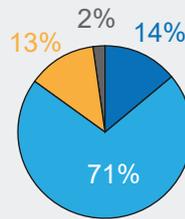


- Excellent and Good 74%
- Moderate 23%
- NSP 3%



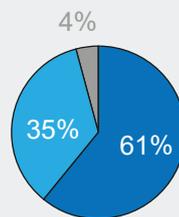
At the end of the show, the exhibitors believe they have achieved their objectives

69%: completely
28%: partially
3%: nsp



Quality of contacts initiated on the show by the exhibitors

14%: very satisfied
71% satisfied
13%: fairly satisfied
2%: nsp



Appreciation of the quality of the visitorship (Quantitative & Qualitative)

61% very satisfied
35% satisfied
4%: nsp

Some testimonies



“overall, it was a wonderful event, however further improvements can always be made.....

Many congratulations on setting up a successful event.”

JUNAID SALMAN
Manager S&M
GLOBAL INDUSTRIAL & DEFENCE SOLUTIONS
(GIDS) PAKISTAN



“Small event but a huge business”

HASSAN ABOUD
Head of Business Development: Africa
MILKOR
SOUTH AFRICA



“First of all I should like to express our gratitude for a professional organization of IADE-2020.

For us it was very useful and successful.”

DENIS TRIFONOV
Deputy Export Sales Director
MILITARY INDUSTRIAL COMPANY LLC
RUSSIA





Partners, exhibitors, professional visitors and the general public contributed to this success. By becoming the meeting point for aeronautics and global defence professionals and African State governments, the show is set to become Africa's "Aeronautics and Defence Forum"

Special thanks

The organizers of IADE Tunisia would like to express their sincere gratitude to all organizations, public and private, for their effective commitment to this event.

DRIVING COMMITTEE



OFFICIAL CONTRACTORS

FREIGHT & STORAGE



STATIC DISPLAY SERVICES



PREFERRED STAND BUILDER



OFFICIAL TRAVEL AGENT



MEDIA PARTNERS



LEGAL PARTNER



CATERING PARTNER



OFFICIAL CARRIER





The Organizing Committee thanks all the participants «pioneers» interested in conquering the African market and invites the entire aeronautics and defence community to participate in the next edition

**We look forward to seeing you for the 2nd edition
From 11 to 15 May 2022**