

EVENTS

There's the Rubb: Rubb Buildings will be focused on highlighting its expeditionary forces aircraft shelter system (EFASS) range of military buildings, which feature both inside and outside options.



In February 2015, representatives from the world's defence companies will convene at the International Defence Exhibition (IDEX) in Abu Dhabi to meet with decision-makers from the armed forces and governments of Gulf Cooperation Council (GCC) and Middle East and North Africa (MENA) nations. Claire Apthorp looks forward to the event.

With Oman, Qatar, Saudi Arabia and the UAE all identified as priority markets for UK defence exports by ADS in its International Defence Market Strategy (2013), the Gulf States are becoming an increasingly important growth area to target.

Attending and exhibiting at the Abu Dhabi National Exhibition Centre provides the opportunity for UK industry to position itself as a leader in defence technologies and solutions while gaining access to regional leaders, and policy decision-makers.

The GCC nations – UAE, Oman, Qatar, Bahrain, Kuwait and Saudi Arabia – will all be represented and companies will also have

the opportunity to reach new prime contractors, original equipment manufacturers, and international delegations.

The UK's best-of-breed technologies across the land, sea and air domains will be on display at the ADS UK pavilion.

Ian Jackson, UK sales director, 5.11, said that at IDEX 2015 the company would be focused on further developing the reputation of its brand in creating purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed and performance of military personnel.

"IDEX is by far the most important trade show for our brand in all of the Middle East and it is an excellent opportunity for us to showcase our products to a wide audience throughout the region," he said. "The Middle East is a very important part of our international business and it has grown year by year since 2008.

"We shall be opening a sales office/showroom in Dubai during 2015 in order to accommodate this growth and further develop and market our brand in the region."

Similarly, the Middle East is the key export market for Tek Military Seating, with the company hoping to grow its market share and increase

THE IDEX FACTOR