



IDEX 2023 MEDIA OVERVIEW

FEB 1 - FEB 25
2023

Total
Coverage

6.31K
Mainstream Articles

Top Stories

Emerging Technologies

Tawazun's Media Presence

Tawazun dominates the coverage with news highlighting the launch of their [Oasis platform](#), the multiple deals amassing [\\$5.7 billion](#), and the launch of VTOL aircraft "[HelioTech](#)".

Artificial Intelligence

EDGE's AI Advancements

EDGE launches 11 new breakthrough [AI unmanned solutions](#), harmonising manned and unmanned aviation through unmanned traffic management (UTM).

Diversity & Inclusion

Lockheed Empowers Women

Lockheed Martin emphasizes ongoing leadership and management efforts in promoting diversity as well as their commitment to empowering and including [women](#) in their work force.

Most Mentioned Organizations



32%

66

Favorability Score



21%

74

Favorability Score



UNITED ARAB EMIRATES
MINISTRY OF DEFENCE

18%

69

Favorability Score



5%

66

Favorability Score



الهيئة العامة للصناعات العسكرية
General Authority for Military Industries

5%

68

Favorability Score

Top Spokespeople Quotes



Zayed Saeed Al-Muraikhi

Tawazun Council's Official Spokesman

"The number of contracts signed with local companies has reached 8, with a total value of AED7.6 billion, while the number of contracts signed with international companies has reached 4, with a total value of AED543 million".



John W. Nicholson Jr.

Chief Executive for Lockheed Martin in the Middle East

"IDEX has been a leading platform for Lockheed Martin and the aerospace and defence sector for many decades, and we look forward to our expanded participation this year to include a dedicated presence at NAVDEX for the first time".



Ahmed bin Abdulaziz Al-Ohali

Governor of the GAMI

"Strategic partnerships with global investors have been a key component of this success, and IDEX 2023 is a great opportunity for us to meet industry leaders".



Mansour Al Mulla

Managing Director and Chief Executive Officer, EDGE Group

"We are proud to debut a portfolio of 'Made in the UAE' autonomy-enabled solutions that will enable our customers to expand their reach to new heights and depths across multiple combat environments".



Mubarak Saeed Ghafan Al Jabri

Assistant Under-Secretary for Support and Defence Industries at the MoD

"The UAE stands today ready to organize the most prominent event on the global defense scene, represented by IDEX and NAVDEX 2023, which gained added value from their organization in the UAE".



Vince Logsdon

Vice President, International Business Development for Boeing Defense

"We are working with our international partners to make sure we are utilising that as an additive to our supply chain, so we take that as a priority".