

Undersea Defence Technology

13-15 May 2019

Stockholmsmässan, Sweden

A large, dark submarine is shown in a body of water surrounded by large, jagged icebergs. The submarine's conning tower and various antennas are visible above the water. The scene is set in a cold, arctic environment with a blue and white color palette.

Post-show report

Event attendance

UDT 2019 attracted more than 1,500 unique attendees to Stockholm. Outstanding local support from the Swedish Armed Forces and Defence Materiel Administration (FMV) was reflected by significantly enhanced military representation and an impressive 32% of the total audience attributed to the host nation.

Metric	2019	YOY
Unique UDT attendees	1,503	+9.5%
Visiting VIPs/delegations	95	+11.8%
Military audience	19%	+2.3%
Crossover attendees from ITEC	493	N/A
Crossover attendees from EWE	460	N/A

25% 

Increase in serving military and VIP attendance vs. 2018

36 

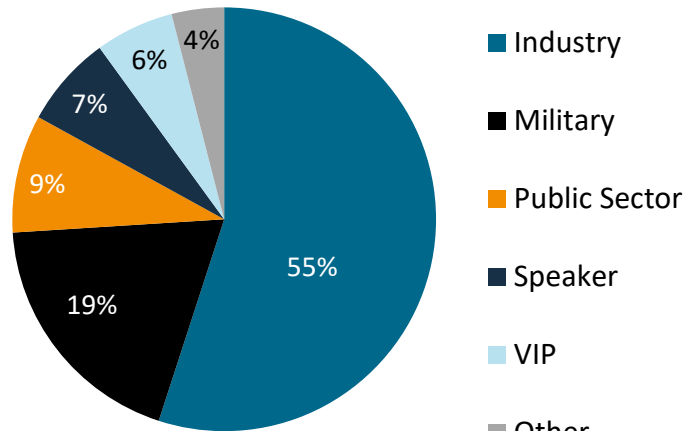
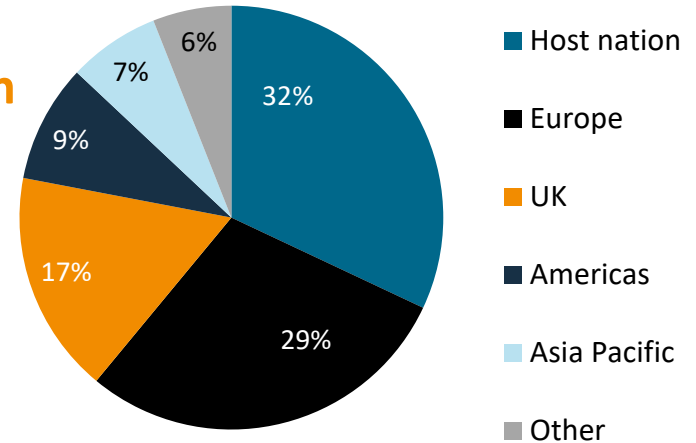
Unique nations represented

1/3rd 

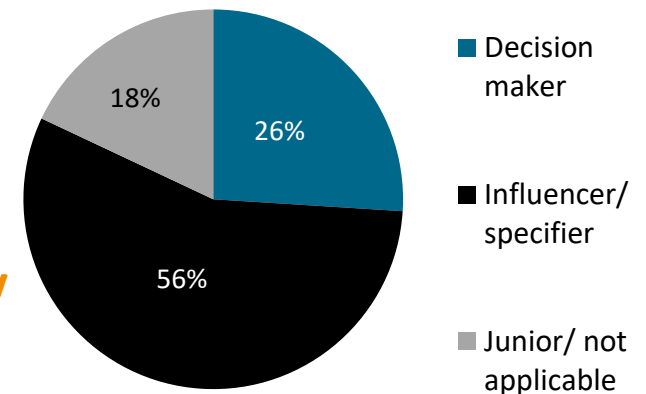
Of total attendees were Swedish

Audience profiles

Regional breakdown



Demographic/sector



Purchasing responsibility

Survey results

Our event satisfaction survey was completed by 81 exhibitors and 197 visitors, equating to a response rate of 18.5%. This has given us a high volume of invaluable feedback to help improve future events. A summary of key findings can be found below:

Metric	2019	vs. 2018
Exhibitor satisfaction (/5)	4.23	+2.2%
Visitor satisfaction (/5)	4.12	+3.3%
Importance of event (/5)	3.95	No change
Likelihood of return (/5)	3.71	-2.3%
Predicted ROI (/5)	3.45	+3.5%
Exhibitors spoken to	10.12	+4.7%

85% of
EXHIBITORS

Said UDT was an ideal platform
to meet with key prospects

3 in four


Met new prospects
"likely to become clients"

 **4%**

Rise in visitor
satisfaction

Survey headlines

- 97% of participants were satisfied with their experience at UDT 2019
- 94% of exhibitors rank attending UDT as an important annual activity to support their business development goals
- 92% of visitors indicated they are considering returning to the event in 2020
- 85% of exhibitors say UDT is an ideal platform to meet with key prospects
- >75% of exhibitors met new prospects who are likely to become clients

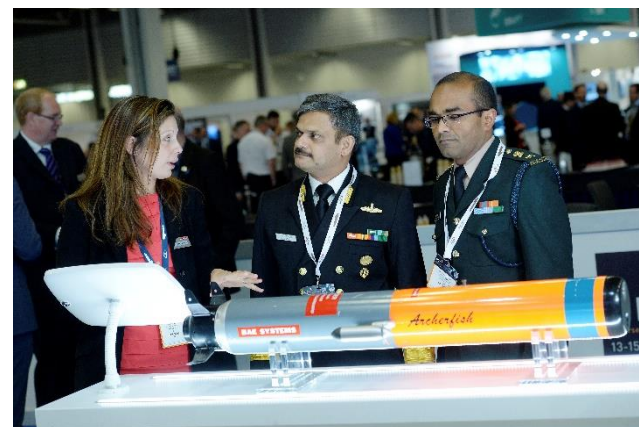


9 out of 10 attendees agree UDT is the leading global event for the undersea defence and security community.

Testimonials

Exhibitors

- “UDT was a great show for us - presenting a paper and having a stand meant not only was our footfall greater, but visitors were more specific to our product category. Before the event, the EZONE was easy to navigate and communication with the organisation team was straight-forward and prompt. We have booked a bigger space for 2020!”
- “One of the best shows for underwater business. If you are in underwater business and not at this show, you are missing out for sure.”
- “Good show, well attended with quality leads.”
- “UDT is always a great opportunity to meet potential new clients, catch up with existing customers and socialise with competitors & colleagues.”
- “The most professional and complete exhibition and conference for all concerned with the undersea defence.”





Testimonials

Visitors

- “It was great to be at an event so focused on the undersea arena and not dominated by surface vessels. Made a lot of useful connections and got a better oversight of other areas which will be useful for the future.”
- “This event was very well organized, both in terms of conference and exhibition. It had a interesting and very professional set of speakers.”
- “The presentations and discussions were extremely informative, to the point and q&a sessions were professionally conducted.”
- “A fantastic event. UDT provided the opportunity to learn from a huge breadth of experience across a number of key topics.”



Speakers

In addition to a number of plenary keynotes sessions, UDT 2019 featured six concurrent conference themes. We would like to thank all speakers who participated at the event, including:

Rear Admiral Jens Nykvist

Chief of Navy
Royal Swedish Navy

Commodore Michael Houghton

Director General Future Submarines
Australian Department of Defence

Captain Herman De Groot

Commanding Officer Submarine Service
Royal Netherlands Navy

Real Adrmial Odd Werin

Director Naval Systems
Swedish Defence Materiel Administration (FMV)

Captain Anders Järn

Director Underwater Warfare Department
Swedish Defence Materiel Administration (FMV)

Commander Fredrik Linden

Head of Training and Personnel
Swedish Navy Staff

Dr Heiko Borchert

Security Analyst and Managing Director
Borchert Consulting & Research AG

Dr Joel Brynielsson

Deputy Research Director
FOI

Lieutenant (N) Magnus Lind

Project Manager
Swedish Defence Materiel Administration (FMV)

Ms Megan Field

Human Interface Technologies Team
University of Birmingham, UK

Dr Ivan Stenius

Associate Professor, Centre for Naval Architecture
Department of Aeronautical and Vehicle Engineering
KTH Royal Institute of Technology

Dr Sue Metcalff

CTO, Head of MoD Research and Advice Division
ATLAS ELEKTRONIK UK Ltd

Presentation
slides >>

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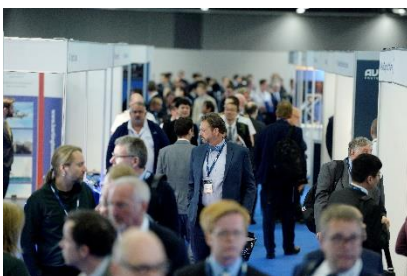
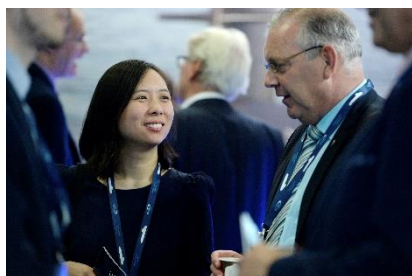
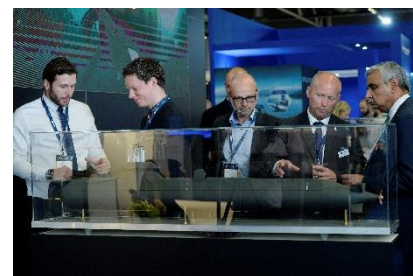
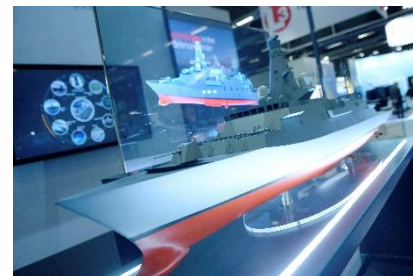
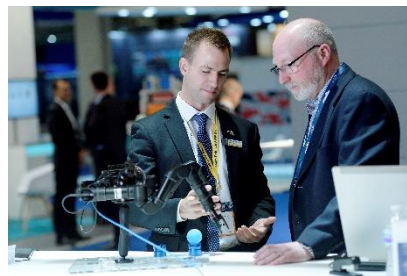


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Stockholmsmässan, Sweden

Photo gallery





Undersea Defence Technology

12-14 May 2020

Rotterdam Ahoy, Netherlands

The background of the entire image is a photograph of the Erasmus Bridge in Rotterdam, Netherlands, taken at night. The bridge's white pylon and cables are illuminated, and its reflection is visible in the water below. The city skyline, including several skyscrapers, is lit up in the background under a dark blue sky.

See you in Rotterdam next year!