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THE INTERNATIONAL DRONE EXPO CONTINUES TO EXPAND AFTER SUCCESSFUL FIRST EDITION OF THE IDE DRONE ZONE AT MOBILE WORLD CONGRESS BARCELONA

Bethesda, MD (March 9, 2017) – The **International Drone Expo (IDE)** and **Drone Zone** celebrated a successful 1st edition, February 27 to March 2, 2017, at Mobile World Congress in Barcelona. The event was organized by E.J. Krause & Associates in collaboration with GSMA.

Mobile World Congress 2017 brought together 108,000 attendees from 208 countries, 2,300 exhibitors and approximately 3,500 members of the international press and media to Fira Gran Via and Fira Montjuic.

Mobile-connected products and services were showcased in NEXTech Hall 8.0. This was an incredible new added destination to the show, featuring different pavilions dedicated to specific technologies and platforms such as drones, VR/AR, robotics and artificial intelligence spaces.

The **IDE Drone Zone** presented world leader DJI, Shenzhen HighGreat and a strong group of companies from Catalonia Smart Drones such as: Barcelona Drone Center, Airk, E-Stratos, Hemav, Eurecat Technology Center, Reimagine Drone, Flying Free Films and SITEP.

The **IDE Drone Summit**, the professional business conference, was held on March 2, 2017 in theatre C – close to the drone zone. Attracting over 200 high-level attendees, the first edition was dedicated to the business use of drones, focusing on all the most important aspects of the future of unmanned aviation. The conference featured breakout sessions and a keynote panel discussion with mobile carriers and drone manufacturers, encompassing a wide spectrum of creative commercial opportunities.

Jordi Puigneró i Ferrer, General Secretary of Telecommunications, Cybersecurity and Digital Society of the Government of Catalunya gave the opening keynote address, welcoming **IDE Drone Summit** attendees.

The German Association of drone manufacturers, UAV DACH, was represented by Dr. Oliver Heinrich, BHL Legal, and Board Member of the Association.

IDE Drone Summit speakers included representatives from:

Aibotix, AT & T, Barcelona Drone Center, BHO Legal, Deutsche Telekom, DHL Paket GmbH, DJI, Drone Alliance Europe, Intel Corporation, Measure, Microdrones, Telefónica.

Some quotes from the speakers of the IDE Drone Summit:

Pablo Osers, Head of IoT/LPWA Strategy & Business Development at Telefónica: *“The summit was great and a good opportunity to meet other relevant players within the Drone ecosystem, where we can talk about the future of the industry and how to collaborate.”*

Marc Beltran, Business Development Manager at BCN Drone Center: *“Nice venue, great speakers, good organization. I am convinced this will be the first of many others. Delighted of having participated, and open to contribute in next editions.”*



Keynote panel



Jan Gasparic, Head of DJI Enterprise Marketing
addressing the IDE forum.

Next event: February 26 – March 01, 2018 in Barcelona

About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. www.ejkrause.com