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**14 - 17 MARCH 2022** DUBAI EXHIBITION CENTRE - EXPO 2020, DUBAI

## **POST SHOW REPORT 2022**

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## OPENING CEREMONY

Officially opened by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, Government of Dubai, the World Police Summit's opening ceremony hosted an audience of over 1,300 international police leaders, law enforcement and intergovernmental officials, technology experts and policymakers to address the current challenges, future opportunities and lay the foundation for safer and secure societies.

The ceremony featured two keynotes by leading futurists - Chris Riddell and Richard van Hooijdonk highlighting the evolving dynamics of the law enforcement and policing spectrum amidst rapid technological evolution.

The ceremony also included a high-level panel discussion on the future of policing hosting Maj. Gen. Dr. Ahmed Naser Al Raisi, President of INTERPOL; Commissioner Luis Carrilho, UN Police Adviser; Mr. Dwight Henninger, President of the International Association of Chiefs of Police (IACP); and Hanneke Ekelmans, Deputy Commissioner (HoD), Netherlands Police, to underline the shifting primacies of police forces in the post-pandemic world.

As the threat landscape alters dramatically, it has become crucial for law enforcement and policing agencies to evolve and stay ahead of criminals. With the common goal of enhancing the safety and security of societies, the significance of building collaborative platforms for knowledge and experience-sharing for the global policing and law enforcement ecosystem has become imperative.



#### LT. GEN. ABDULLAH KHALIFA AL MARRI

Commander-in-Chief Dubai Police



## **EXHIBITION OVERVIEW**

The World Police Summit exhibition opened its doors for international technology providers to showcase their latest innovations and services to a wide range of international government buyers from the law enforcement and national security spectrum.

The exhibition provided a world-class environment for buyers and sellers to meet, learn, network, do business and discover new products, solutions and technologies from over 150 exhibiting companies from over 20 countries displaying their innovative approaches to investing in and collaborating with the law enforcement sector.

The global security challenges highlighted during the World Police Summit require global policing responses. It is therefore imperative that the United Nations Police remain fit for purpose with the adequate capacities and capabilities to address current and emerging threats to peace and security. 🤜



**COMMISSIONER LUÍS CARRILHO Police Adviser, United Nations** 





# 66

We have always worked closely with other stakeholders to develop policies and create awareness around new technologies, and we look forward to building collaborative relationships with the global policing community we met at World Police Summit 2022. 99

LT. GEN. DHAHI KHALFAN TAMIM

Deputy Chief of Police and Public Security in Dubai



## EXHIBITOR FEEDBACK

88% Met or exceeded their ROI

90% Generated new leads at the Summit

90% Plan to participate in 2023

We are pleased to have secured two major deals with Dubai Police & Ras Al Khaimah Police worth over \$70 million. 99

ENG. ALI OMARI Group CEO Safe City Group





## VISITOR OVERVIEW

The World Police Summit hosted 10,831 attendees from 73 countries to gain insights on the latest offerings for the sector, network and do business with the law enforcement and technology industry's leading companies and experts shaping the future of policing and beyond.





The summit offered insights of understanding the latest innovations used for crime prevention. **99** 

#### **APPU THAMPAN MATHEWS**

Technical Manager, Impulse Technologies



## VISITOR FEEDBACK

94% of visitors were satisfied with the Summit delivery

95% Plan to return next year





# **A CONVENING** PLATFORM FOR BUSINESS

The exhibition floor provided thousands of opportunities for attendees to source and acquire the innovative technologies, services and solutions needed to ensure a safer world.

















## WORLD POLICE SUMMIT CONFERENCES

The World Police Summit Conferences hosted 2237 delegates, including government leaders & officials, CEOs, policymakers, influencers and technical experts, providing strategic and technical insights across 6 conferences and 119 sessions on the latest trends, strategies, policies and technologies that will transform the sector in the coming years and prepare police forces to stay ahead of criminals.

#### CRIME PREVENTION

Contributing to a more complex landscape of prevention of all sorts of crimes



#### **ANTI-NARCOTICS** Embracing the use of technology to counter drug traffickina



## DRONES

Utilising drones use across a wide variety of law enforcement units



#### **POLICE INNOVATION & RESILIENCE**

Adopting innovative crime response strategies driven by advanced technologies

#### FORENSIC SCIENCE

Covering the entire forensics value chain including genetics, digital forensics and beyond



#### **K9** Gathering K9 experts to explore and demonstrate proven strategies for canine handlers



## **DELEGATE FEEDBACK**



of delegrates were satisfied with the Conferences



Will attend the Conferences in 2023



Rated the conference programme and content as useful



Would recommend the World Police Summit Conferences

#### 2022 WORLD POLICE SUMMIT CONFERENCES SPEAKERS INCLUDED



H.E. Lt. Gen. Dhahi Khalfan Tamim Deputy Chief Of Police And Public Security In Dubai Police Adviser United Nations Chairman Of The Anti-Narcotics Council



Dwight Henninger President International Association of Chiefs of

Police (IACP)

Rory Corcoran Director - Financial Crime and Anti-Corruption Centre INTERPOL

Prateek Bhardwaj COO G42 Smart Nation

Deputy Commissioner (HoD) Force Command Team Netherlands Police

Chair Egmont Group of Financial Intelligence Units

Shane Willia

Shane Williams Regional Head of Investigations National Crime Agency (UK)

Maj. Gen. Dr. Ah Naser Al Raisi President INTERPOL

Deputy Director

General -Development Estonian Police and

José de Gracia Asst. Director Criminal Networks Sub-Directorate INTERPOL



Gen. B. Pierluig

Chief Toronto Police

Anders Hall Police Commiss and Head of Development Swedish Police Solazzo Chief of the Operations Office of the GHQ Carabinieri, Italy





Maj. Gen. Mohammed bin Saeed Al Quarni General Directorate of Narcotics Control Saudi Arabia

Brig. Khalid Al Razooqi Director - General Department of Artificial Intelligence Dubai Police

President ROADPOL

Mohammad Bin Ali Kuman Secretary General Arab Interior

Ministers Counci

Simon Riondet Head of Paris Intervention Unit Paris Police

Maj. Javier Valdenebro Head of Drug Trafficking Intelligence Group Guardia Civil

Head of C-UAS Norwegian National Police

H.E. Dr. Mohamme

Arab Emirates

Al Khyeli Director General GCCPOL

Kuwaiti Head Of Cybersecurity Government Of United









Avmeric Salamo Aymeric Salamone Regional Border Control Advisor United Nations Office Police







Col. Abdulla Al Khayat Director Hemaya International Centre Dubai Police











Chief Constable Andy Marsh Chief Executive Officer College of Policing

Jasim AlAwadi Head of Government & Key Accounts du



Mark Evans Deputy Chief Executive - Insights and Deployment New Zealand Police

2

Chris Riddell Digital Futurist

Walid Yehia General Manager - UAE Dell Technologies





Mai, Salah Al





Brown Senior Fellow The Brookings

Dr. Rick Muir Director The Police Foundation

Scott Janezic Global Cyber Threat Intelligence Liaison IBM Security X-Force



Lt. Col. Dana Humaid Director General, International Affairs Bureau Ministry of Interior, UAE



Dr. Madan Ob

Dr. Madan Oberon Executive Director, Innovation & Technology INTERPOL

Former Chief and Leadership Expert Aurora Police





Lt. Col. Dr. Rashed Alghafri Chairman of the Dubai Police Scientists Council Dubai Police Capt. Mohammed Omar Al Muhair Head of Unmanned Aerial Systems Centre Dubai Police

Andrew Carrier Captain Georgia Department of Public Safety USA



Blake Resnick

Founder and CEO Brinc Drones

Chief of Police Dog Training Centre Police University College, Finland







Netherlands Police









Prof. Simona











Kim Ogg District Attorney Harris County

Hazenberg Director - Innovation Centre Directorate INTERPOL







Sergio Muñoz Yáñez Director General Investigative Police of Chile

Gen. Patrick Perro Head of Artificial Intelligence Gendarmerie Nationale





Pol. Maj. Gen. Khemmarin Hassiri Commander, Foreign Affairs Division Royal Thai Police

and Innovation College of Policing

Rachel Tuffin Director, Knowledge

xaminers (ACFF)

Harry J. Wedin Chief of Special Operations New York Police

Departmen

Odette Meli Director - Strategic Insights Australian Federal

















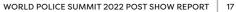








Mazrouei Manager - K9 Unit Dubai Police





Jim Lee Chief - Criminal Investigation Internal Revenue Service (IRS) Hooijdonk Futurist

Maj. Manuel Cor

Head of Robotics and Drones Initiative New York Fire

Sanchez Deputy Director Guardia Civil Maritime Division

CEO Cybersecurity

Col. José Roa Assistant Director Anti-narcotics Directorate National Police Of

Chairman & CEO D-Fend Solutions



Jin Gyo Hoon Deputy Commissioner General Korean National

Police Agency





The global law enforcement industry convened at the Crime Prevention Conference 2022 to collectively address pressing issues in policing, assess the evolution of crimes and frame innovative strategies to fortify global communities.

The Conference drove the conversations needed to defend the cyberspace, enable business growth, capture market opportunities, establish transparency to migitate fraud, and provide insights on the intersection of science, technology and law enforcement.





The Police Innovation & Resilience Conference gathered government officials, police forces, transport safety officials, risk management and security experts to discuss groundbreaking technologies and innovations paving the way for betting policing which help secure cities and enable police forces to recover from future turmoil.

33

**SPEAKERS** 

Taking the conversation beyond innovation and technology, international experts shared and exchanged knowledge on the roadmap to achieving zero road traffic fatalities, the role police leadership in gaining public trust, and the importance of unlocking international partnerships to enhance police resilience and augment public safety.







A great added value of the event was the diversity of participants and police forces. I had many interesting conversations about how challenges are handled in other parts of the world.

MANON VAN DUNNEN Strategic Specialist - Digital Transformation Netherlands Police





## POLICE INNOVATION & RESILIENCE CONFERENCE

# LEADERSHIP PANEL Laforcing softer surface mobility: How can police innovate and collaborate to create secure transport networks Moderner Moderner Michael Director Duboi Police Duboi Police Moderner Duboi Police Duboi Police Duboi Police Duboi Police Duboi Police Duboi Police Director Duboi Police Duboi Police Director Duboi Police Director Director Duboi Police Duboi Police Director Direc





583

DELEGATES

The World Police Summit provided an outstanding experience of a diverse and rich sharing of best practices and latest technologies.

SIMON RIONDET Commander, Counter-Terrorism Unit, Paris Prefecture of Police, France



**SESSIONS** 





The Forensic Science Conference offered access to the latest industry knowledge and research findings, technical expertise, state of the art technologies and industry best practices. The conference programme comprised of strategic keynotes and panel discussions in addition to technical sessions created through the call for papers from the law enforcement agencies and private entities operating within the global forensics sectors.

The conference covered the entire forensics value chain including genetics, toxicology, fire scene investigations, digital forensics and forensic psychology.







The Anti-Narcotics Conference provided a unique platform to help set the agend for the next successful phase of tackling drug issues and policies. The conference was crucial for narcotics control departments to augment collaboration and embrace the use of digital technologies to stay ahead of criminals, mitigate trafficking and prevent substance abuse.



The World Police Summit has offered a unique and invaluable opportunity to gather worldwide authorities in policing, forensic industry/ providers as well as academia. Two weeks on and I have already started a collaboration with a UK and an Australian partners met at the conference and there are promising basis to extend this collaboration to Dubai Police. 99

SIMONA FRANCESE **Professor Of Forensic And Bioanalytical Mass** Spectrometer, Sheffield Hallam University





## **ANTI-NARCOTICS** CONFERENCE

A high-level convention of senior officers from global law enforcement agencies who discussed and examined trends in drug trafficking and mitigate the use of narcotics and psychotropic substances across the world.







The World Police Forum in Dubai provided a very important opportunity to share global and local perspectives and discuss best practices and innovations in crime markets and policing. Given the immense challenges that synthetic drugs pose, developing policing and drug policy approaches based on strong evidence of effectiveness and underpinned by an unwavering commitment to saving lives and to human rights is essential.

VANDA FELBAB-BROWN **Director, Initiative on Nonstate Armed Actors** 







## DRONES CONFERENCE

The Drones Conference offered Thought-provoking discussions bringing together global police leaders and domain experts from government units to examine the latest innovations in drones to enhance public security across all law enforcement agencies.

Focusing on 5 main themes including drones and the future of policing; regulations and policies to manage drones; safer airspace management; counter-drone technologies; drones and climate change, the Drones Conference provided a unique platform for law enforcement agencies to gain insights on the novel applications of drones to enhance situational awareness, collect evidence, respond to emergencies and create safer and secure communities.



We at BRINC Drones want to sincerely thank His Highness Sheikh Mohammed bin Rashid Al Maktoum and Lieutenant General Abdullah Khalifa Al Marri, the Commander-in-Chief, Dubai Police for their unwavering and decisive support which made the World Police Summit a resounding success. The leaders of Dubai and the United Arab Emirates fostered an unprecedented environment of professional development and collaboration. We look forward to future participation as this event undoubtedly evolves into one of the worlds premiere public safety and law enforcement professional symposiums.



BLAKE RESNICK Founder & CEO BRINC Drones







The World Police Summit's K9 Conference gathered leading domain experts to explore and demonstrate proven strategies and forward-looking canine training methodologies to help law enforcement units augment their crime scene capabilities and search & rescue operations.

Highlighting best practices and underlining groundbreaking innovations, the conference convened global leaders from the law enforcement ecosystem and leading K9 healthcare experts to shed light on novel approaches to bolster the health, wellbeing, and rehabilitation of K9 units.





## **K9 CONFERENCE**





138 DELEGATES 9 SPEAKERS 8 SESSIONS

At the Summit, I had a great opportunity to get connected with lots of industry professionals from different countries and share best practices of the K9 techniques.

PEKKA KOKKONEN Chief of Police Dog Training Centre Police University College, Finland





## WORLD POLICE SUMMIT THINK TANK SERIES

## **DEFINING THE FUTURE OF POLICING**

The invitation only Think Tank Series gathered global leaders from policing and law enforcement who addressed current and future trends of the industry.

The exclusive closed-door meetings were hosted by His Highness Sheikh Saif bin Zayed Al Nahyan, Minister of Interior of the United Arab Emirates and included 4 specific meeting groups and discussions including the future of policing, traffic security, police resilience and communist policing.



# WORLD POLICE SUMMIT THINK TANK SERIES HOSTS



#### The Future of Policing and Cybercrime

H.E. LT. GEN. DHAHI KHALFAN TAMIM Deputy Chief of Police & Public Security in Dubai & Chairman of The Anti-Narcotics Council Dubai Police

LEADING PARTICIPANT

**Traffic Security** 

COMMISSIONER LUÍS CARRILHO Police Adviser **United Nations** 



LEADING PARTICIPAL

It was an honour to lead the canadian delegation at the 2022 world police summit in dubai. With over 2,000 delegates in attendance, it was an excellent opportunity to connect and collaborate on the most significant security challenges and public safety priorities facing our cities. As innovative policing strategies and technologies continue to evolve, it is essential for police and law enforcement agencies to share our knowledge and experience, and work together to enhance public safety in our respective communities. 🥊

JAMES RAMER **Chief - Toronto Police Service** Canada





Police Forces Resilience CHIEF CONSTABLE ANDY MARSH CEO College of Policing

LEADING PARTICIPANT

Community Policing and Tourism Crime

MAJ. GEN. DR. AHMED NASER AL RAISI President INTERPOL



## **MARKETING** & COMMUNICATION

The World Police Summit conducted a highly targeted and effective 360-degree marketing & communications campaign covering pre, during and post-show exposure. Across 4 days, the summit engaged media across the UAE and globally to cover and engage in discussions highlighted at the event and interview spokespeople. In total, over 1,750 pieces of coverage have been published across online, print, broadcast and social media publications, achieving more than 380 million in potential reach.

## **380 MILLION NEWS REACH**

## **US\$ 3,510,000 AD VALUE**

### 150+ MEDIA ATTENDEES

### 100+ **ONSITE INTERVIEWS**





**PUBLIC RELATIONS AND MEDIA** 

The World Police Summit conducted an extensive media campaign with a total approximate reach of 380 million. Over 150 journalists from leading news agencies worldwide, used the dedicated Media Centre and conducted over 100 onsite interviews during the four days of the World Police Summit 2022.

Dubai Police reveal driverless patrols at World Police Summit at Expo 2020 Dubai Autonomous pariv deploy drones



ind attendess of World Policy mmit in Dubai on Monday while demonstrating a major leap into the future of

Look: Dubai Police smart patrols with facial, licence plate recognition system to hit streets soon 

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mander-in-chief of the force, said the Dhio6 million deal will see the made-in-UAE narrols hit Dubai streets see







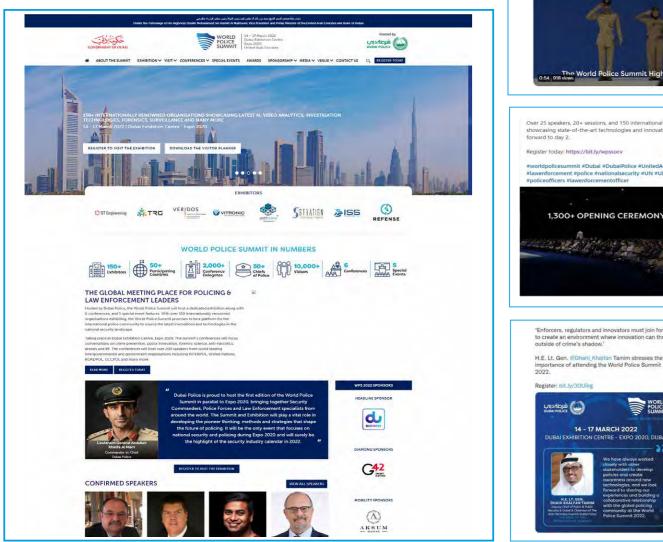
How the UAE is helping to dismantle the world's drug networks







## SOCIAL MEDIA **AND WEBSITE**



Over 25 speakers, 20+ sessions, and 150 internationa exhibiting companies showcasing state-of-the-art technologies and innovations in policing. We look forward to day 2.

Register today: bit.ly/wpssocv

#worldpolicesummit #Dubai #DubaiPolice #UnitedArabEmirates



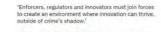
Over 25 speakers, 20+ sessions, and 150 international exhibiting companies showcasing state-of-the-art technologies and innovations in policing. We look

Register today: https://bit.ly/wpssocv

#worldpolicesummit #Dubai #DubaiPolice #UnitedArabEmirates #lawenforcement #police #nationalsecurity #UN #UNPolice #policeofficer #policaofficers #lawenforcamentofficer

1,300+ OPENING CEREMONY ATTENDEES





importance of attending the World Police Summit 2022.



BALEXHIBITION CENTRE - EXPO 2020, DI

the global policing munity at the World

## 14 - 17 MARCH 2022 IBITION CENTRE - EXPO 2020, DUB edge at the forums such as the World Police Summit.

#### DIGITAL

2.1 MILLION SOCIAL MEDIA AD IMPRESSIONS

**2.5 MILLION GOOGLE ADS** IMPRESSIONS

#### WEBSITE

445,469 PAGE VIEWS

## 151,860 USERS



## EMAIL CAMPAIGN

#### **68 EMAIL CAMPAIGNS**

# **1,299,163** EMAIL RECIPEINTS



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1,150,000 **NEWSPAPER REACH** 



National ILE Policing TV



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## **SEE YOU AT THE NEXT EDITION**

#### 7 - 9 MARCH 2023 DUBAI WORLD TRADE CENTRE, DUBAI, UAE

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