

## Review Barcelona 2017

### Successful first Edition of IDE at Mobile World Congress

**IDE International Drone Expo Summit** and **Drone Zone** organized by E.J. Krause & Associates in collaboration with GSMA at Mobile World Congress in Barcelona has been held from February 27 to March 2, 2017.

Mobile World Congress 2017 gathered more than 108.000 attendees from 208 countries, 2300 exhibitors and approximately 3.500 members of the international press and media at Fira Gran Via and Fira Montjuic last week.

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

The drone zone presented world leader DJI, Shenzhen HighGreat and a strong group of companies from Catalonia Smart Drones like Barcelona Drone Center, Airk, E-Stratos, Hemav, Eurecat Technology Center, Reimagine Drone, Flying Free Films and SITEP.

The IDE Drone Summit was held on March 2, 2017 in the theatre C – close to the drone zone. The first edition was dedicated to the business use of drones. Several sessions and a key note panel discussion with mobile carriers and drone manufacturers attracted more than 200 high level attendees.

Jordi Puignero i Ferrer, General Secretary of Telecommunications, Cybersecurity and Digital Societe of the Government of Catalunya gave the welcome keynote to the summit.

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

Summit speakers were:

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



Welcome keynote: **Jordi Puigneró i Ferrer**  
General Secretary of Telecommunications,  
Cybersecurity and Digital Society,  
**Generalitat de Catalunya**



**Keynote Panel Discussion**

### Some quotes from the speakers of the IDE Drone Summit:

**Pablo Osers**, Head of IoT/LPWA Strategy & Business Development at **Téléfonica**:

„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."

**Ralph Schepp**, VP Program- & Project Management Group Technology, **Deutsche Telekom**:

"Great talks, many follow-ups. It is absolutely necessary to think "drones" from an end-to-end perspective in order to ensure public acceptance and make it a commercial success. The Drone Summit was an excellent occasion to bring together the relevant drivers of this new fascinating industry."

**Greg Guice**, Manager and Director of Operations, **Drone Alliance Europe**:

"This was a great event with many of the key stakeholders in the emerging commercial drone ecosystem discussing innovative solutions to technical and regulatory hurdles. The event drew a large and engaged audience."

**Benjamin Federmann**, Director Product Management, Marketing and Communications, **AIBOTIX**:

"The IDE Drone Summit during MWC17 was a valuable opportunity to get in contact with global ICT companies. The discussion on UTM and the possibilities with LTE and 5G will help to accelerate further developments in the field of real-time data transfer and cloud solutions."

**Sven Juerss** – CEO of **MICRODRONES**:

"LET.NET.WORK... It's true for technology as well as people. Speaking of people, the team that put together this event should be commended, as this was the most well executed event that I've participated in. It's a class of its own because of quality people with heart and dedication to the technology."

**Art Pregler**, UAS Program Director, **AT&T**:

"Thanks to the three of you for hosting and facilitating the event. The IDE Drone Summit was a great opportunity to share what we are doing with drones and learn from others across the industry. I particularly enjoyed meeting new people and learning what they are doing with drones in other parts of the world."

**Dr. Oliver Heinrich**, Partner at **BHO Legal** and Board Member **UAV DACH e.V.**:

"The event masterfully connected the mobile communications world with the drone industry. With the many new insights, lively panel discussion and large audience, I look forward to seeing this event well established at the Mobile World Congresses of coming years. Really well done and a big thank you to E.J. Krause's team."

**Britta Classen**, Head of UAV Delivery & Parcelcopter, **DHL Paket GmbH**:

"IDE Drone Summit Barcelona was a great event with good networking opportunities with relevant industry stakeholders. The professional conference organization made my participation very pleasant and I am looking forward to upcoming editions."



**Next event: February 26 – March 01, 2018.**