



# INTERNATIONAL DRONE SHOW 2024

ODENSE - 28. & 29. MAY



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK





## THE INTERNATIONAL DRONE SHOW IN ODENSE ONE OF NORTHERN EUROPE'S LARGEST DRONE INDUSTRY EVENTS

**Gain new drone business insights and research knowledge while meeting and networking with international, private, and public drone stakeholders from the industry.**

The International Drone Show (IDS) features drone demonstration flights, insights on relevant drone industry topics, inspiring talks from experts and an elaborate exhibition for you to get in touch with the right contacts at the right time.

IDS is visited by international businesses, research and governmental stakeholders, and provides easy access to networking opportunities in a light authentic atmosphere and unique cross-disciplinary collaborative environment provided by Odense Robotics and UAS Denmark.

The show gives you an opportunity to plan and execute onsite B2B meetings and to gain new contacts at our pre-IDS and after-hours networking events.

IDS is already one of Northern Europe's largest drone industry events, and the 2024 show is expected to feature even more international attendees and exhibitors than previous year, making next year's IDS the event to attend in 2024. So get your ticket now and come join us!

We welcome you to International Drone Show Odense 2024, and we look forward to days of knowledge sharing, showcasing and new ideas and opportunities to emerge.



**Søren Elmer-Kristensen**  
CEO  
Odense Robotics



**Lisa Rosenlyst Hansen**  
Business Development  
Manager  
Odense Robotics



**Michael Larsen**  
Head of UAS Denmark Test  
Center



## THE INTERNATIONAL DRONE SHOW IN ODENSE ONE OF NORTHERN EUROPE'S LARGEST DRONE INDUSTRY EVENTS

### WHEN:

29. MAY 2024, AT 9:00 - 17:00 / 9 AM - 5 PM

### WHERE:

HCA AIRPORT - UAS DENMARK TEST CENTER IN ODENSE DENMARK.

### SIGN UP:

[CLICK THE LINK HERE](#)

### DID YOU KNOW?

Our previous participants particularly valued the casual knowledge sharing, easy networking, and of course, the business prospects. See our film from IDS 2023 and hear [what they had to say here](#).

- 400 industry stakeholders attended International Drone Show 2023
- 29 companies exhibited at the show
- 39 speakers attended
- 60 people attended the pre-show event: Gateway to Europe
- 80 people attended the after-show networking event

### WHAT CAN YOU EXPECT FROM IDS2024?

- Conference and panelist discussions
- Live flight demonstrations
- Exhibition
- B2B matchmaking meeting platform

### FEATURED CONFERENCE THEMES

- Legislation & cooperation
- Defence, security and the Arctic
- Industry use cases & new technologies
- Research

[READ MORE ABOUT THE DRONE SHOW HERE](#)



# THE INTERNATIONAL DRONE SHOW IN ODENSE

## ONE OF NORTHERN EUROPE'S LARGEST DRONE INDUSTRY EVENTS

### DRONE DEMONSTRATIONS

The International Drone Show features drone demonstration flights, insights on relevant drone industry topics, inspiring talks from experts and a thorough, fully fledged exhibition for you to get in touch with the right stakeholders at the right time.

If you wish to showcase your drone live at the show, do not hesitate to get in touch.

[Find more info and apply here >](#)

### PRE-EVENTS MAY 28<sup>TH</sup>

- 09:00 – 15:00 Meet the Danish drone ecosystem, hosted by The Ministry of Foreign Affairs
- 16:00 – 18:00 Gateway to Europe, hosted by the City of Odense
- 18:30 Informal networking at Storms Pakhus.

### AFTER-HOURS EVENTS ON 29. MAY

When the International Drone Show closes, there will be an extra opportunity to network. Here you can take part in a casual after-show network gathering over burgers and drinks.

TICKET PRICES	EARLY BIRD	STANDARD
Student	195 DKK excl. VAT	245 DKK excl. VAT
Members of Odense Robotics	695 DKK excl. VAT	895 DKK excl. VAT
Non-members of Odense Robotics	1325 DKK excl. VAT	1645DKK excl. VAT

BOOTH PRICES	EARLY BIRD	STANDARD
Startup space	2395 DKK excl. VAT	2995 DKK excl. VAT
Company space 3x2 m.	3895 DKK excl. VAT	4795 DKK excl. VAT
Outdoor 6x9m	12000DKK excl. VAT	15000DKK excl. VAT



## PRE-EVENTS: JOIN THE GATEWAY TO EUROPE

### MEET THE DANISH ROBOTICS ECOSYSTEM

Customised programme for international investors and companies considering the establishment of a subsidiary, engaging in R&D, or forging partnerships in Denmark.

The programme is hosted by Invest in Denmark, Denmark's national investment promotion agency.

**Who can attend:** Decision-makers and investors from international organisations, companies, authorities, defence etc.

**When:** 9 AM – 3 PM

**Where:** Hans Christian Andersen Airport

**Price:** Free

**Sign up:** For any inquiries and for registration, please contact special advisor Lars Haahr from Invest in Denmark. E-mail: [larhaa@um.dk](mailto:larhaa@um.dk)

### GATEWAY TO EUROPE

Are you a representative of an international organisation, company or the like, who is thinking about doing business in Denmark?

Get a unique and exclusive chance to network and exchange knowledge with key players in the Danish UAS ecosystem and invited companies, and to kickstart your collaboration with the Danish drone industry at Gateway to Europe.

Learn about the advantages of the Danish UAS ecosystem and explore the opportunities for establishing a presence in Denmark - and tap into one of the world's leading drone and robotics ecosystems.

The event is hosted by The City of Odense, and Invest in Odense.

**Who can attend:** Decision-makers from international organisations, companies, authorities, defense etc.

**When:** 4 PM – 6 PM

**Where:** Odense Town Hall

**Price:** Free

**Signup:** [HERE](#) - choose the "Pre-event: Gateway to Europe" ticket

## DID YOU KNOW?

There are more than 500 robot, automation, and drone companies in Denmark with around 17,500 employees - an increase of 14% in just 1 year.

As one of only a few places in Europe, the UAS test center offers a large BVLOS (Beyond Visual Line of Sight) airspace over land and sea, accessible at 24-hours notice.

## ON FYN, THE SKY IS THE LIMIT

**- but we have convenient access to decision-makers, when new decisions need to be made. Here access to network and solution-oriented partners are easy; both public and private as well as across traditional topics and sectors. We are always open to a conversation about new collaborations and partnerships.**

The Danish robot, drone, and automation industry is developing rapidly, and the industry is now global market leaders, with high growth startups and world-leading research.

Since 2011, collaboration, research and development based on interdisciplinary private/public network in Odense, Fyn has been expanded and strengthened, and this is the foundation and expertise on which the future of the drone industry on Fyn is constructed. With the Danish drone test center located in Odense at Hans Christian Andersen (HCA) Airport, Fyn's ecosystem has played a crucial role in the development of the drone industry in Denmark, and the drone story of Fyn has been around for quite a few years now.

In Odense, UAS Denmark Test Center is an unmanned system technology test and development center with 2,000 square kilometers of airspace created in a partnership between HCA Airport, the City of Odense and the University of Southern Denmark (SDU).

The partnership has a close collaboration with Odense Robotics (Denmark's national robotics and drone cluster) and the companies in the cluster – the center the thusly forming a true triple-helix partnership.

The center upgrades drone potentials by having the best possible conditions for startups, ccompanies, public authorities, and last but not least by providing access to testing, knowledge, skills, and an ecosystem of the highest calibre right in the middle of the European robot hotspot in Odense. The test center has a close interdisciplinary collaboration with authorities, SDU and the industry - both nationally and internationally.

**Are you curious and would you like to know more? Then join us at the pre-event for international organisations and companies: Gateway to Europe on 28. May 2024. And Northern Europe's biggest drone event , the International Drone Show on 29. May 2024.**



## DID YOU KNOW?

164 different nationalities  
live in Odense?

In 2015, Boeing conducted their first drone test at HCA Airport and 2 years later UAS (Unmanned Aircraft Systems) Denmark was established as a test center and official national cluster.

# WELCOME TO ODENSE

**It is with great pleasure that I, as the Mayor of the city of Odense, welcome you to the International Drone Show in Odense.**

Odense is undergoing a rapid development, expanding in size as well in importance - a city with the highest ambitions to ensure the perfect setting for national as well as international business and events.

Odense is situated on the island of Fyn, right in the heart of Denmark, and is the country's third largest city with 200,000 inhabitants. The city is one of Denmark's oldest and was granted town rights in the year 988. Today, it is first and foremost known as the hometown of the celebrated author Hans Christian Andersen and as an innovative and vibrant city.

### **One of the world's leading robotics cities and the strongest platform for drone technology**

Odense has a strong collaboration between educational and knowledge institutions, companies, local authorities, and cluster organisations. The collaboration strengthens, and is strengthened by, the ecosystem on Fyn and industry in Denmark and globally, and is a fruitful story focused on robots, drones, shipping, health, research, and innovation.

The ecosystem is the story of that special thing that differentiates Odense and Fyn from other destinations. The positions of strength that create the value chain, awaken curiosity, and attract new national and international collaborations and partners.

Over the next few years, international test environments, demonstration projects and new skills will accelerate and ensure that partners in Fyn's initiatives remain at the forefront of developments – prepared for the drone industry of the future.

Some of the most prominent robotics and drone brands originated in Odense, and this is why we are proud to support the development being made - with new developments and milestones in the industry being Made in Odense.

With the continuous development of the robotics and drone stronghold in Odense, the city is proud to welcome participants to International Drone Show, to showcase why Odense is the City of Robots.

### **I look forward to welcoming you to the City of Odense in 2024.**



**Peter Rahbæk Juel**  
Mayor, City of Odense

## HOW TO GET TO ODENSE

Denmark is located in the geographical centre of Europe. Odense is located in the heart of Denmark, easily reached by either rail, road or air from most points in Europe.

Copenhagen, Billund, and Hamburg airports are directly connected to a vast number of cities all over the world and handle approx. 440,000 arrivals and departures every year.

From these airports you can easily travel to Odense by public transport.


### From Copenhagen

  1h 40 min

 1h 50 min

### From Hamburg

  4h 30 min

 3h 10 min

**COPENHAGEN AIRPORT** is connected to approx. 170 destinations through [direct flights](#).

**BILLUND AIRPORT** is connected to 112 destinations through [direct flights](#).



From Copenhagen Airport you can take the direct train to Odense, without additional transportation or changing trains. 1.5 hours later you are in Odense.

Do you want to explore how to get to Fyn by train instead of plane?

**Check out the Chronotrains website >**

Upon your arrival in Odense the consistently operating lightrail will make it easy for you to travel around the city.





# VENUE OF INTERNATIONAL DRONE SHOW

## HANS CHRISTIAN ANDERSEN AIRPORT

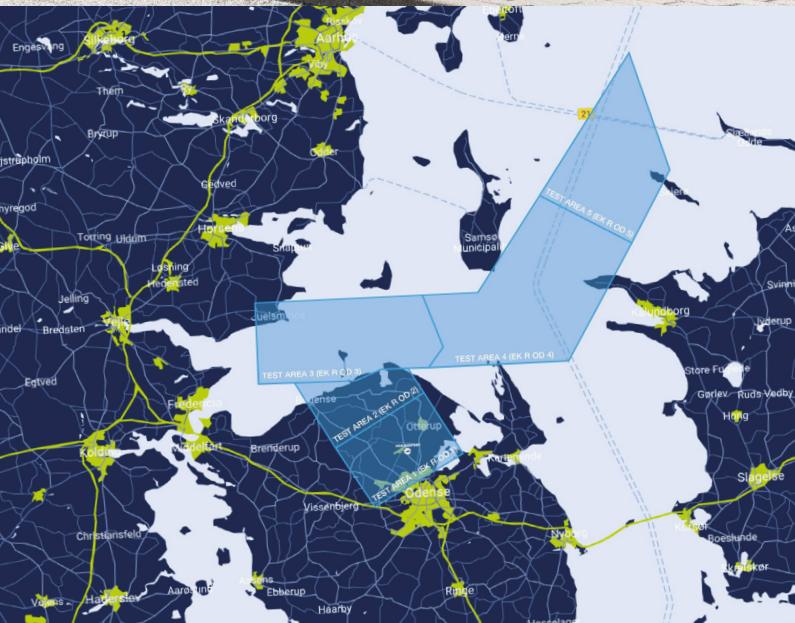
### LOCATED IN THE HEART OF DEVELOPMENT

The venue of International Drone Show is the home of UAS Test Center Denmark, at Hans Christian Andersen Airport just 15 minutes from Odense city center.

### A UNIQUE SETTING

You'll experience a show and exhibition fittingly taking place in the departure and arrival halls, utilising the setting to its fullest.

Both indoor and outdoor areas are perfect matches for the Drone Show, with space for exhibits, discussions and presentations.



### Venue name

Hans Christian Andersen Airport  
(HCA Airport)

### Venue address

Lufthavnvej 131  
5270 Odense N

### Venue website >

[See Location on Google Maps >](#)

# SLEEP WELL IN ODENSE

Odense offers abundant accommodation options to cater to every preference and budget. The vast majority of the rooms are in the city center allowing participants maximum flexibility during the event, and making it easy to meet up with other participants when going out for a meal or networking.

Within a 10-minute walk from the railway station, participants will find a variety of accommodation options suitable for all budgets, from self-service to 4-star comfort, many of which focus on sustainability.

**310 rooms have been pre-booked at Hotel Odeon, Comwell H.C. Andersen, First Grand Hotel, and Knudsens Gaard for International Drone Show participants on 27. to 30. May 2024 to guarantee availability for all!**

For visitors seeking an authentic local experience, almost 700 Airbnb options are available in the city. Average rating is 4.7 of 5 stars.



## HOTEL ACCOMMODATION:

HOTEL NAME	Rooms	HOTEL NAME	Rooms
Hotel Odense***	109	Frederik VI's Hotel****	62
Hotel Odeon****	234	City Hotel Nattergalen***	48
CABINN Hotel Odense**	201	Milling Hotel Mini 11**	20
Comwell H.C. Andersen Hotel****	157	Milling Hotel Mini 19**	35
First Hotel Grand****	135	Ansgarhus Motel**	16
Milling Hotel Plaza****	68	Blommenslyst Kro***	52
Milling Hotel Ansgar***	74	Dalum Landbrugsskole* Kursuscenter	67
Milling Hotel Windsor***	63	Kragsbjerggaard*	40
Hotel Knudsens Gaard****	77	Danhostel Odense*	39
Scandic***	102	<b>Total</b>	<b>1599</b>

# “HYGGE” AND SOCIAL ARRANGEMENTS



## THE PERFECT SETTING FOR A CONFERENCE DINNER

### INFORMAL DINNER FOR IDS - STORMS PAKHUS

The networking gathering on 28. May will take place at Storms Pakhus at 18:30 / 6:30 PM.

Storms Pakhus provides an ideal environment for networking and idea exchange. It welcomes everyone and offers a variety of culinary delights to suit different tastes. Admission is free, and guests are responsible for their own food and beverage expenses.

### WANT TO EXPERIENCE MORE OF THE LOCAL CUISINE?

Odense has a varied and interesting restaurant scene, all the way from casual street food to Michelin Guide establishments, all at reasonable prices! Fyn is known as “Denmark’s garden” due to its tradition for food production. Fyn takes immense pride in serving products cultivated in the local fields or harvested from the waters surrounding the island. Fyn is renowned for excellent produce: apples, berries, asparagus, tomatoes and much more. The taste of Fyn also includes other culinary experiences like beer from the many local microbreweries, cheeses, and chocolates.

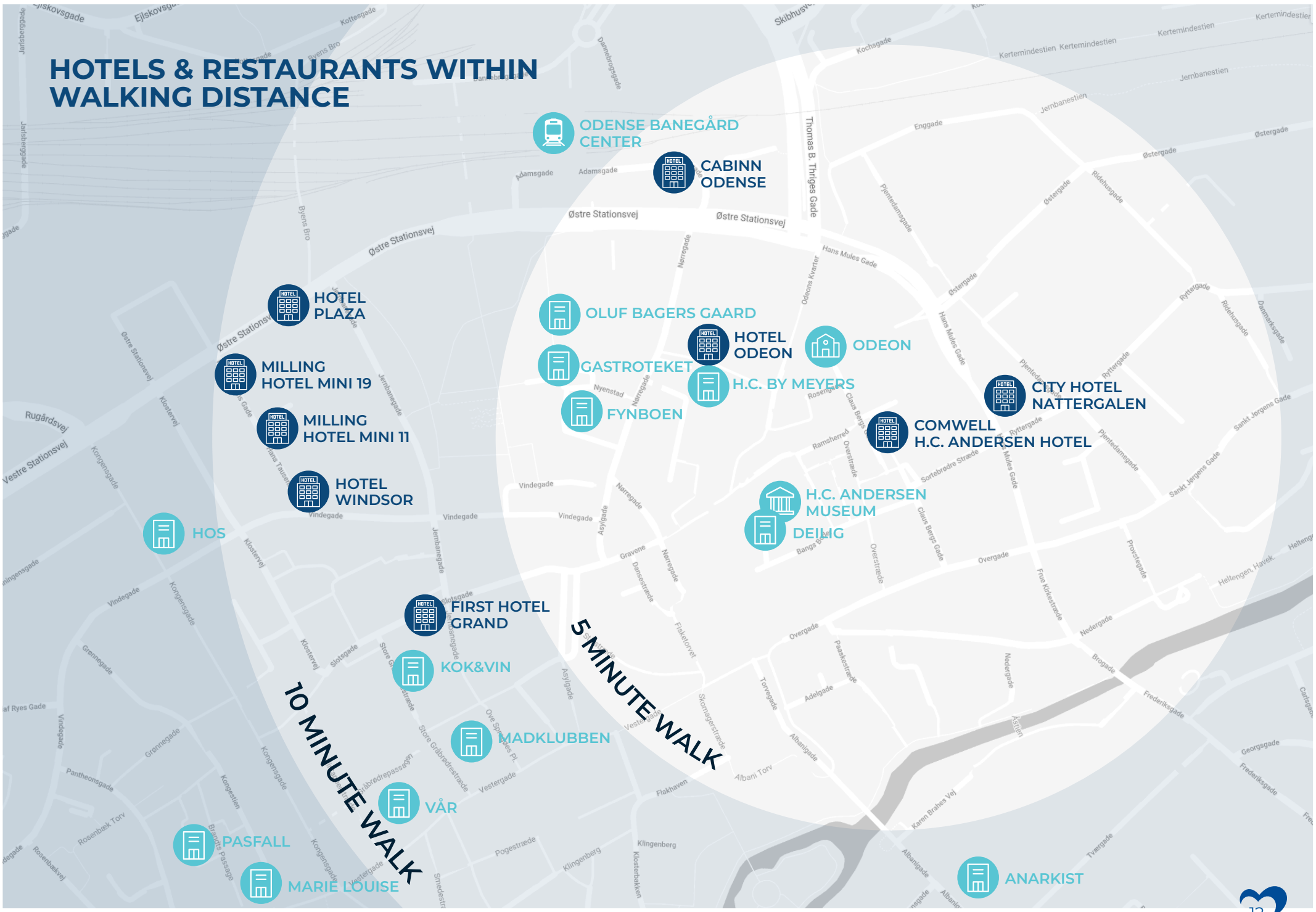
### TOP-CLASS FOOD ON ACCESSIBLE BUDGETS

The restaurant scene in Odense is characterised by a large number of excellent but unpretentious restaurants. Menus are simple and built around the local and seasonal ingredients. Chefs take pride in serving creative takes on local specialties. Most restaurants aim at making top food experiences accessible to all people in an informal atmosphere. You don’t need to wear your most fancy dress or suit and tie.

[If you want to get a taste of Odense - explore the various restaurants here >](#)

**Just sit back and enjoy the hygge!**

# HOTELS & RESTAURANTS WITHIN WALKING DISTANCE



# AN EXAMPLE OF ACTIVITIES

There will be ample opportunity for the participants of International Drone Show, to experience Odense. Here are some of our recommendations for mornings or afternoons.



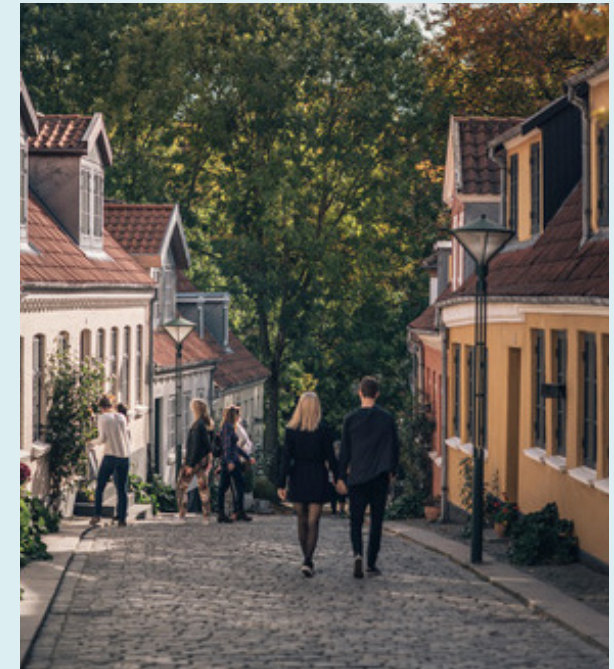
## MORNING SWIM IN ODENSE HARBOUR BATH

Participants will have the opportunity to start the morning with a refreshing swim in the outdoor Odense Havnebad (Harbour pool) in the city centre. The bath can accommodate a total of 300 guests at a time. It's free to use and open all year round, making it a perfect way to start a conference morning.



## MORNING RUN

Snaking through the city centre, the parks along the river are green oasis that have excellent running paths. You can run 10 kms through the city center completely undisturbed by traffic, and if you're up for it, there's local running clubs for you to join.



## CULTURAL CITY WALKS

Experience the history of Odense to modern urban city. The setup can be arranged with local story tellers and will be a perfect ice-breaking event in the afternoon or early evening. An alternative is to explore Odense at your own pace while using a web app. With various routes that include a trip in Hans Christian Andersen's footsteps and a list of the city's most Instagram-friendly spots, there is something for everyone.

## CONTACT DETAILS

If you require any further information,

Lisa would be  
pleased to assist



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**LISA ROSENLYST HANSEN**

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Odense Robotics

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**WANT TO  
EXPERIENCE MORE  
OF DENMARK?**



**HC ANDERSENS HOUSE**

**HC ANDERSEN'S HOUSE**

Hans Christian Andersen was a Danish poet and author world-famous for his fairy tales, which have inspired children and adults for more than a hundred years. The new museum, HC Andersen's House, is an unpredictable, riveting journey through the creative author's world, and his beloved stories. Here, beauty merges with imagination at the museum, where world-class architecture and spaces bring nature indoors, and provoke us to turn things on their head and speculate about today and tomorrow. Please remember to book tickets in advance.



**ART MUSEUM BRANDTS**

**ART MUSEUM BRANDTS**

At the art Museum Brandts, 250 years of art history are gathered under one roof in a historic industrial factory. They show classic, modern, and contemporary art. Brandts develop new exhibition experiences and communication techniques that engage a diverse audience and open the world of art up to their visitors.



**ODENSE ZOO**

**ODENSE ZOOLOGICAL GARDEN**

Since Odense ZOO opened in 1930, it has been a green oasis in the city. Today the Zoo has grown and modernised to become one of the most loved and visited attractions on Fyn. The Zoo has been named Europe's Best Zoo amongst smaller zoos due to their ongoing efforts to provide the animals with the best living and breeding conditions, as well as their sincere wish to provide their visitors with a unique experience with the animals. Go to Bøgetoppen (The Beech Top) which offers a walk up on suspension bridges amongst the crowns of the trees in the beautiful beech forest.



**THE FUNEN VILLAGE**

**THE FUNEN VILLAGE - OPEN AIR MUSEUM**

The Funen Village is a historic museum with ambitions for the future. Go back in time to a complete recreated village environment, with half-timbered buildings, fences, farm animals, a village pond, and a village street. Meet peasant wives and farmers, smithies, and cooks – all of whom help bring history to life. provide a unique opportunity to understand the tasks and daily life of cooking, baking, crafts, needlework, field work and much more.



**THE DANISH RAILWAY MUSEUM**

**THE DANISH RAILWAY MUSEUM**

In the middle of Odense, just next to the railway station you can experience the history of the railway in Denmark up close. They have 21 train tracks with iconic locomotives and carts. Experience the royal wagons and 1st class travel and see Denmark's oldest working steam engine from 1868. ▶





## DENMARK

### TIVOLI GARDENS

Tivoli Gardens was founded in 1843 and has become a national treasure and an international attraction. Part of Tivoli Gardens' secret is that there is something for everyone. The scenery is beautiful with exotic architecture, historic buildings, and lush gardens. At night, thousands of coloured lights create a fairy-tale atmosphere that is completely unique. At the same time, the famed park offers a wide range of rides, all designed to match Tivoli's architecture and gardens. Some rides are wonderfully nostalgic, while others are tailor-made to meet the expectations of the keenest thrill seekers.



### LEGOLAND®

Remember the best and most creative toy in the world? LEGOLAND® Billund Resort is high-speed action and excitement for everyone based on the LEGO® universe. The park's essence lies in its offering of over 50 thrilling rides and an abundance of enjoyable events. Hop aboard the LEGO® Canoe and prepare for roaring through a waterfall at the end of the trip into the wilderness or try the Eagle Rock 11 metres above the ground at a terrific speed past the wild LEGO® animals of the Flying Eagle. And make sure to stop by Miniland, where famous buildings and the part itself are meticulously recreated in miniature form.

### LEGO® HOUSE

LEGO® House is the world's best play date. It's a place to go LEGO crazy and set your imagination free. Build creations and see them come alive. Race with your family or colleagues and see which LEGO vehicle is the fastest. And eat the special menu served to you by LEGO® robots.

Want to experience more of Denmark?

Read more on [Visitdenmark](https://www.visitdenmark.com)



A white drone with a camera is flying in a cloudy sky. In the foreground, a crowd of people is seen from behind, looking towards the drone. The background features green trees and a utility pole.

# SEE YOU AT INTERNATIONAL DRONE SHOW

*PHOTO CREDITS: Odense Robotics, Invest in Odense, Legoland, Lego House, Tivoli, Ard Jongsmas / Still Word, 24Copenhagen, Lærke Bech Johansen - H.C. Andersens Hus, Johan Tobias Joensen, VisitOdense, NINO TIAINEN, ThinkFoto.dk, Storms Pakhus, H.C. Andersen Airport,*