



18 - 21 APRIL 2016
PWTC, KUALA LUMPUR, MALAYSIA

THE WORLD'S TOP 5 DEFENCE TRI-SERVICES
AND GOVERNMENT SECURITY EVENT

THE VVIP SHOW

FOR DEFENCE & SECURITY
SHOW NEWS - September 2015



ALL SET FOR DSA 2016!

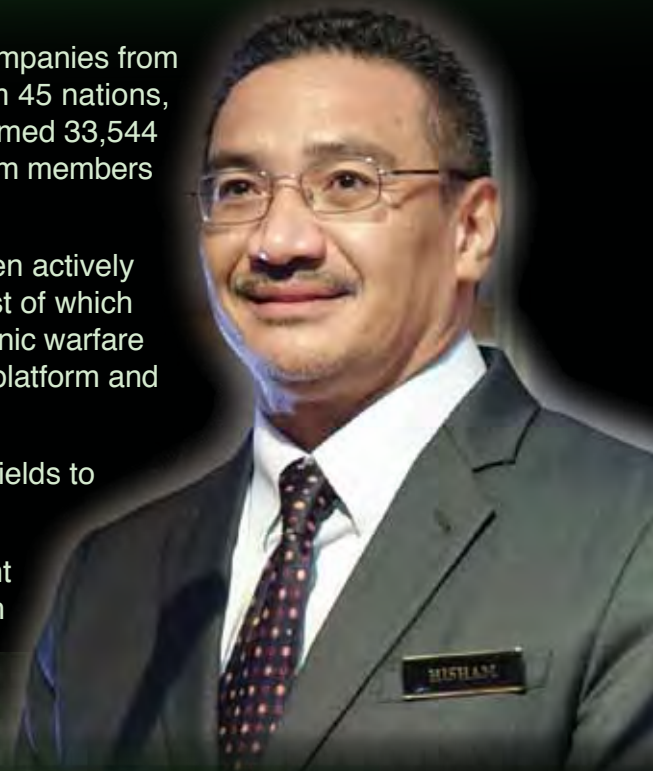
I am pleased to say that DSA 2014 was a resounding success, attracting 1,057 participating companies from 59 countries which is an increase compared to DSA 2012. We had 344 VVIP delegations from 45 nations, many of whom I had the privilege of welcoming personally. In terms of trade visitors, we welcomed 33,544 visitors from 96 countries, an increase from DSA 2012. And there was overwhelming support from members of the media, with 621 local and 108 foreign media covering DSA 2014.

In our efforts to encourage more foreign investments into the defence sector, MINDEF has been actively engaging in and marketing the Malaysian Defence Industry through various platforms, not least of which is the DSA series. Touted as a showcase of the world's most sophisticated hardware and electronic warfare equipment in land, air and sea defence, the DSA series continues to offer a crucial networking platform and serve as a gateway to overseas markets.

Given all that DSA 2016 has to offer, I strongly urge all members of the defence and services fields to render their utmost participation and support towards the event.

We are truly proud and pleased to be hosting DSA 2016, and we hope that the upcoming event will surpass the goals and objectives it has set for itself. The Malaysian Government, through MINDEF and key government ministries as well as other agencies including the Royal Malaysia Police is fully committed to ensuring the success of this event.

YB Dato' Seri Hishammuddin Tun Hussein
Minister of Defence, Malaysia



DSA 2016 Officially Launched!

It is with great pleasure for us to announce DSA 2016 was officially launched by YB Dato' Seri Hishammuddin Tun Hussein, Minister of Defence at The Majestic Hotel, on 28th July 2015. The event was also attended by MINDEF top management, Royal Malaysia Police and other government agencies as well as over 200 guests. At the launch, the Minister presented certificate of appointments to the 11 Chairmen of DSA 2016 Organising Committee Secretariat.



Hosted, Supported & Co-organised By:

A Member Of:

Endorsed By:

Official Airline:

Official Hotel:

Official Media Partner:

Official Online Media Partner:

Organised By:





ORGANISING COMMITTEE

THE WHO'S WHO



THE VVIP SHOW

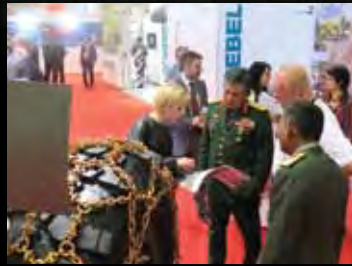
The DSA series delivers one of the most successful VVIP Delegations programme. DSA 2014 was attended by 344 of the following VIP delegations from 45 nations:

- ▶ 27 Ministers of Defence and Representatives
- ▶ 5 Deputy Ministers of Defence and Representatives
- ▶ 26 Secretary Generals and Representatives
- ▶ 22 Chiefs of Defence Force and Representatives
- ▶ 8 Inspector Generals of Police and Representatives
- ▶ 2 Director Generals of Customs and Representatives
- ▶ 18 Chiefs of Army and Representatives
- ▶ 16 Chiefs of Navy and Representatives
- ▶ 14 Chiefs of Air Force and Representatives
- ▶ 3 Chiefs of Staff and Representatives
- ▶ 7 Director Generals of Defence Intelligence and Representatives
- ▶ 10 Director Generals of Health Services and Representatives
- ▶ 6 Director Generals of Immigrations and Representatives
- ▶ 1 Deputy Secretary General
- ▶ 7 Guests of Chairman of DSA

As well as all their high profiled Accompanying Officers and Entourage!



DSA WORLDWIDE SALES & MARKETING EFFORTS



**FARNBOROUGH INTERNATIONAL
AIRSHOW 2014, UK**
11 - 17 July 2014



IDEF 2015, TURKEY
5 - 8 May 2015



EUROSATORY 2014, PARIS
16 - 20 June 2014

IDEX 2015, ABU DHABI, UAE
22 - 26 February 2015



ADAS 2016, PHILIPPINES
8 - 10 March 2016

LIMA 2015, LANGKAWI
17 - 21 March 2015

INTERPOL WORLD, SINGAPORE
14 - 16 April 2015

**GSA 2015
SINGAPORE**
3 - 5 March 2015

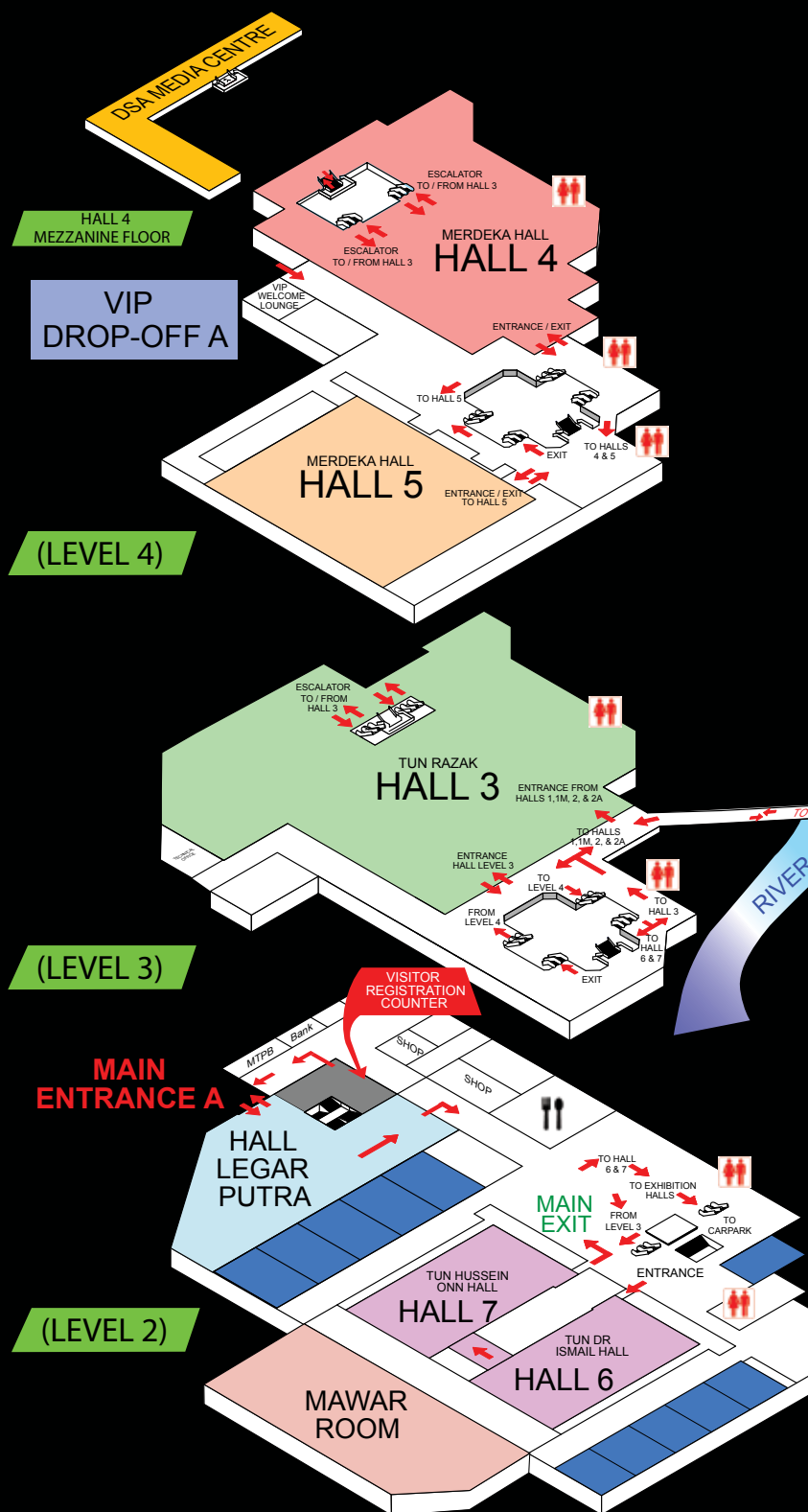
INDO DEFENCE 2014, INDONESIA
5 - 8 November 2014

**LAND FORCES BRISBANE 2014
AUSTRALIA**
22 - 25 September 2014

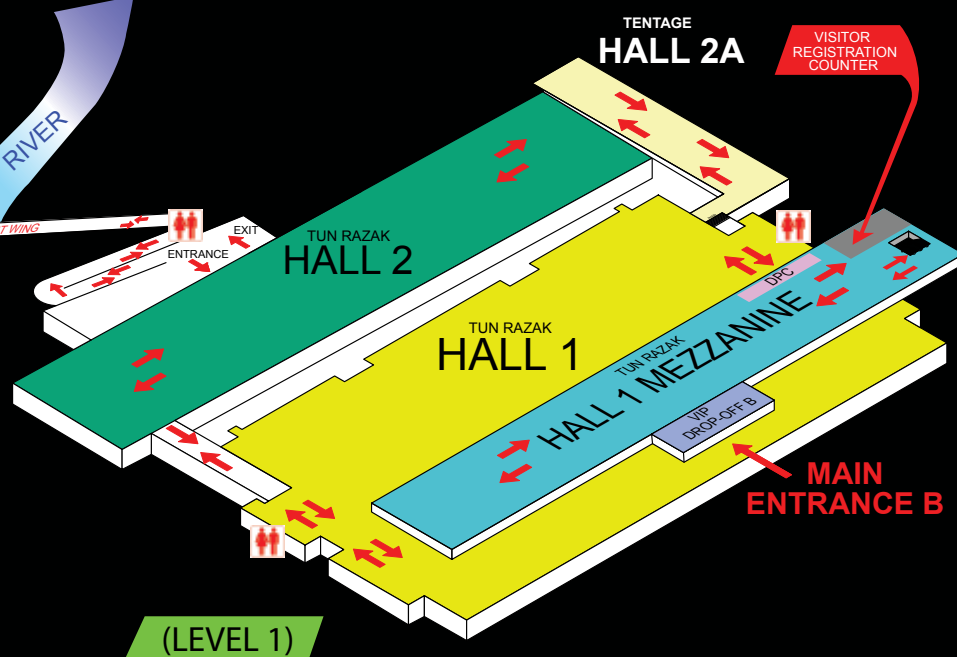


DSA 2016 IS 70% SOLD!






WEST WING



EAST WING



LEGEND

-  MINDEF & Other Government Agencies Office Suites
-  DSA Media Centre
-  VIP Drop-off
-  Visitor Registration Counter
-  Defence Procurement Centre (DPC)

Status	: One of the Top 5 Defence Shows in the World
Expected Size of Exhibition	: 41,500 square metres (gross)
Expected No. of Participating Companies	: 1,500 companies from 60 countries/nations
Expected Country Group Pavilions	: 30 from Australia, Austria, Azerbaijan, Brazil, Bulgaria, China, Czech Republic, Estonia, France, Germany, Hungary, Indonesia, Italy, Japan, Malaysia, Norway, Pakistan, Poland, Romania, Russia, Slovakia, South Korea, South Africa, Sudan, Sweden, Switzerland, Turkey, UK, Ukraine and USA
Expected Major Players	<p>: International Companies:</p> <p>ADS UK, Aimpoint, Airbus, Armcor, Avibras, BAE Systems, Boeing, Brahmos, CETC, CPMIEC, CSTS/CSSC, Denel, DSME, EID, Expal, Finmeccanica, GIDS, Glock, Kongsberg, Korea Defense Industry Association (KDIA), L-3 TRL Technology, MBDA, Nammo, Nexter, Pyser-SGI (Asia), Raytheon, Renault, RheinMetall AG, Rosoboronexport, Ruag, Russian Technologies, SAAB, SASTIND, SSM (Turkish Industry Association), Team Defence Australia, Thales and UKTI-DSO</p> <p>: Local Companies:</p> <p>AVP Engineering, Boustead Naval Shipyard, Destini Berhad, DRB-Hicom Defence Technologies (DEFTECH), MTU Services, Rohde & Schwarz Malaysia, Sapura, SME Ordnance, System Consultancy Services (SCS), Weststar Group and Zetro Aerospace</p>
Special Features	<p>: > Business to Business (B2B) Meetings</p> <p>> Chief of Army Roundtable Talks (ChART)</p> <p>> Combat Medicine</p> <p>> Cyber Security Conference</p> <p>> Procurement Centre</p> <p>> Humanitarian Assistance & Disaster Relief (HADR)</p> <p>> Innovation Centre</p> <p>> Live Army Demonstration</p> <p>> UAVs & Combat Robotics</p>
Exhibit Profile	: A display of the world's sophisticated hardware & electronic warfare in land, air & sea defence, battlefield healthcare products/technology, training & simulation systems and police and security peripherals
Expected Number of Trade Visitors	: Some 34,000 from 77 countries/nations
Expected Number of Foreign VVIP Delegations	: Some 300 from 45 countries/nations

MORE THAN JUST AN EXHIBITION

CHIEF OF ARMY ROUNDTABLE TALKS (ChART)

The much talked about ChART was organised by the Malaysian Army and was well attended by not only Army Chiefs from the region but from other parts of the world where pertinent issues were discussed and deliberated. The 3rd edition of ChART will be held during DSA 2016.



CONTRACTS AND MOU SIGNING

In conjunction with DSA 2014, the Malaysian Ministry of Defence signed and announced contracts and MOUs to add value to Exhibitor's participation. This will again be a vital feature for DSA 2016.



CONFERENCES

Happening alongside DSA 2016 will be these prominent conferences:

- > The 4th Putrajaya Forum
- > Chemical, Biological, Radiology, Nuclear and explosives (CBRNe) Seminar
- > Cyber Security Conference
- > Humanitarian Assistance & Disaster Relief (HADR)



BUSINESS TO BUSINESS (B2B) MEETINGS

B2B meetings were planned prior and during DSA 2014 between local and international exhibitors and trade visitors. This resulted in potentially new partnerships and collaborations within the defence and security fraternity. This feature will again be activated for DSA 2016.



VITAL FEATURES

LIVE ARMY DEMONSTRATION

The Malaysian Army will showcase various dynamic demonstrations during the 4 day show.



INNOVATION CENTRE

A purpose built presentation platform within the exhibition hall specifically for Exhibitors to present technical or product presentations to highlight their services and product upgrades or added features.



DSA 2016 WORLDWIDE AGENT

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Fax : +44 207 091 4545
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E-mail : nicole.redfearn@adsgroup.
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Fax : +1 703 243 2589
Contact : LexaLynn Hooper
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COST OF PARTICIPATION

SPACE ONLY

USD680 PER SQM

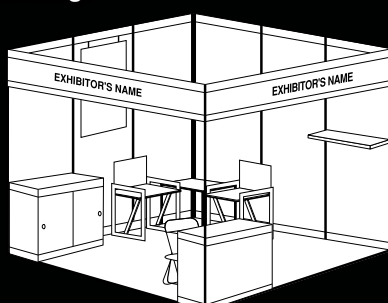
Rent a space to build your own stand (carpet not included).

SPACE AND WALK-ON STAND

USD745 PER SQM

Comprises space, modular stand structure consisting of rear and side walls, carpeting, fascia with Exhibitor's name and stand number, fluorescent tube(s) lighting, 13Amp socket(s), reception desk(s), display board or wall shelving.

*All the prices are subjected to 6% of Goods and Services Tax (GST).



*A Walk-On Stand is not necessarily a corner stand

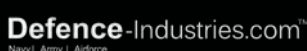
OFFICIAL MEDIA:



OFFICIAL ONLINE

MEDIA: Asian Defence & Diplomacy

SUPPORTING MEDIA PARTNERS:



DSA - MARKETING INTERNATIONALLY

DSA 2016 has lined-up a very comprehensive and multi-level marketing and sales campaign to ensure only top quality visitors attend the four-day event. This includes:

E-BULLETINS

A series of electronic bulletins will be broadcasted to a highly targeted audience totalling some 50,000 potential visitors comprising armed forces, police, immigrations, customs and all other related individuals from all over the region.

TECHNICAL TRADE JOURNALS & ON-LINE MEDIA

Extensive advertising as well as editorials carefully planned in all major defence and security publications and on-line media.

PROMOTIONS AT INTERNATIONAL DEFENCE & SECURITY EXHIBITIONS

A two-year plan has been drawn up for DSA personnel to visit and also exhibit at related Defence & Security shows all around the world.

DIRECT MAIL

Two rounds of mail shots including the much sought after Show Preview containing product highlights of Exhibitors will be mailed to some 50,000 potential visitors comprising armed forces, police, immigrations, customs and all other related individuals from all over the region.

SOCIAL MEDIA

DSA utilises social media to reach relevant audiences whereby the following accounts have been set-up.

-  Defence Services Asia
-  Defence Services Asia
-  @DSAMalaysia
-  @dsamalaysia

PRE-REGISTRATION & WEBSITE

The DSA 2016 website is highly interactive and contains all progressive information about the show and all its related events. This will also include pre-registration facilities on-line.

PRESS & INTERNATIONAL MEDIA

A total of 729 members of the press and media attended and covered DSA 2014. Press Registration facilities on-line will also be made available via the DSA 2016 website to encourage more press to attend hence increasing the show's publicity.

PRESENTATIONS

Presentations will be conducted to military camps / police branches and all related quarters encouraging top ranking officers to attend. To support this, a Transport Programme will also be lined-up whereby transportation will be sponsored to shuttle in Officers from all over Malaysia.

ASEAN OFFICERS VISITS

DSA via the Government will again invite Officers from all ASEAN countries to visit DSA 2016 through a fly-in programme.

THE ORGANISER

DSA Exhibition And Conference Sdn Bhd, a 100% Bumiputra - owned company was established with one objective: To successfully organise the Defence Services Asia series of exhibitions and conferences hand-in-hand with the Malaysian Government and the Ministry of Defence, Malaysia.

FOR FURTHER INFORMATION, PLEASE CONTACT:

- Organiser - DSA EXHIBITION AND CONFERENCE SDN BHD** (423338-H)
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- Worldwide Agent - DEFENCE WORLDWIDE ASSOCIATES (DWA)**
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United Kingdom
Tel : +44 20 7840 2157 Fax : +44 20 7840 2159 E-mail : info@dwauk.com
- Asia-Coordinator - INTERNATIONAL EXPO MANAGEMENT PTE LTD (IEM)**
10, Kallang Avenue, #09-15 Aperia Tower 2, Singapore 339510
Tel : +65 6233 6777 Fax : +65 6233 6768 E-mail : gerald@iemallworld.com

VISITOR PRE-REGISTRATION FORM

Please register in English :

☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Others (please specify): _____

Name :

Appointment (for Officers) :

Designation (for Civilians) :

Company :

Address :

State : Postcode :

Country : Nationality :

Tel : Fax :

Mobile : E-mail :

A. Please tick your Organisation's Activity.

- 01 ☐ Military / Ministry of Defence
01.1 ☐ Army
01.2 ☐ Navy
01.3 ☐ Air Force
01.4 ☐ Civilian
- 02 ☐ Police
03 ☐ Law Enforcement
(Customs, Rangers etc)
04 ☐ Other Government Agencies
05 ☐ Civil Aviation
06 ☐ Security Industry
07 ☐ Defence Production Industry
08 ☐ Others (please specify): _____

B. Please tick your Rank / Title.

- ARMY**
- 01 ☐ General
02 ☐ Lieutenant General
03 ☐ Major General
04 ☐ Brigadier General
05 ☐ Colonel
06 ☐ Lieutenant Colonel

- 07 ☐ Major
08 ☐ Captain
09 ☐ Lieutenant
10 ☐ 2nd Lieutenant
11 ☐ Others (please specify): _____

NAVY

- 12 ☐ Admiral
13 ☐ Vice Admiral
14 ☐ Rear Admiral
15 ☐ First Admiral
16 ☐ Captain
17 ☐ Commander
18 ☐ Lieutenant Commander
19 ☐ Lieutenant
20 ☐ Sub Lieutenant
21 ☐ Others (please specify): _____

AIR FORCE

- 22 ☐ General
23 ☐ Lieutenant General
24 ☐ Major General
25 ☐ Brigadier General

- 26 ☐ Colonel
27 ☐ Lieutenant Colonel
28 ☐ Major
29 ☐ Captain
30 ☐ Lieutenant
31 ☐ 2nd Lieutenant
32 ☐ Others (please specify): _____

CIVILIAN / MINISTRY OF DEFENCE

- 33 ☐ Appointment/title (please specify): _____

CIVILIAN / IMMIGRATION DEPARTMENT

- 34 ☐ Appointment/title (please specify): _____

CIVILIAN / CUSTOMS DEPARTMENT

- 35 ☐ Appointment/title (please specify): _____

COAST GUARD / BORDER PATROL

- 36 ☐ Appointment/title (please specify): _____

POLICE

- 37 ☐ Inspector General
38 ☐ Dep. Inspector General
39 ☐ Commissioner
40 ☐ Deputy Commissioner
41 ☐ Senior Asst. Commissioner
42 ☐ Assistant Commissioner
43 ☐ Superintendent
44 ☐ Deputy Superintendent
45 ☐ Assistant Superintendent
46 ☐ Chief Inspector
47 ☐ Inspector
48 ☐ Others (please specify): _____

OTHERS

- 49 ☐ Not applicable - Civilian / Trade Visitor

C. Are you involved in Procurement Activities?

- 01 ☐ Yes (please indicate below which part of the procurement process)
02 ☐ Preparation of General Staff Requirements / Specifications
03 ☐ Trial / Evaluation
04 ☐ Contract Management
05 ☐ Logistics Support
06 ☐ Operating The System / Equipment
07 ☐ Others (please specify): _____

- 08 ☐ No

D. How did you find out about DSA 2016?

- 01 ☐ Armada
02 ☐ ARMS Magazine
03 ☐ Asia Pacific Defence Reporter (APDR)
04 ☐ Asian Defence & Diplomacy
05 ☐ Asian Defence Journal
06 ☐ Asian Military Review

- 07 ☐ Cops Today International
08 ☐ Defence 21 Magazine
09 ☐ Defence & Security Alert Magazine
10 ☐ Defence & Security of India (DSI)
11 ☐ Defence Industries
12 ☐ Defence Market News
13 ☐ Defence Review Asia (DRA)
14 ☐ Defence-Suppliers.com
15 ☐ Digital Battlespace
16 ☐ FAM - Fuerzas Militares del Mundo
17 ☐ Indian Military Review
18 ☐ Kanwa Defense Review - Chinese
19 ☐ Kanwa Defense Review - English
20 ☐ Land Warfare
21 ☐ Military Logistics
22 ☐ Military Technology
23 ☐ MSI
24 ☐ Naval Forces
25 ☐ Perajurit
26 ☐ Small Arms Defence Journal
27 ☐ Technologia Militar
28 ☐ The Chanakya Aerospace Defence & Maritime Review
29 ☐ Unmanned Vehicles
30 ☐ Others (please specify): _____

E. Which Airline did you travel on to attend DSA 2016?

(For Overseas or Outstation Visitors only!)

- 01 ☐ Malaysia Airlines
02 ☐ Others (please specify): _____

F. Are you interested in Business Matching?

- 01 ☐ No
02 ☐ Yes

Deadline: 11 April 2016 Fax to: +60 3 4043 7241

ADMISSION: Military, Police and related Forces personnel only Trade Visitors only