

THE GLOBAL DEFENCE SERVICES AND GOVERNMENT SECURITY EVENT

16 - 19 APRIL 2012

PWTC, Kuala Lumpur, Malaysia

www.dsaexhibition.com

WHAT A SHOW!



.....WHAT A VVIP SHOW!!!!

Fully Supported By:



**MALAYSIAN
MINISTRY OF DEFENCE**



**MALAYSIAN
ARMED FORCES**



**MINISTRY OF
HOME AFFAIRS**



**ROYAL MALAYSIA
POLICE**



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With:**



**Putrajaya Forum
is Organised By:**

Supporting Media Partners:



WHAT MADE DSA 2012 AN EVENTFUL SUCCESS?

The plethora of high profiled vital features and events held in conjunction with DSA 2012 helped to draw a record breaking attendance of 324 VVIP delegations from 41 countries and nations!

▶ PUTRAJAYA FORUM 2012 - DEFENCE AND SECURITY FORUM FOR PEACE



▶ CHIEF OF ARMY ROUNDTABLE TALKS

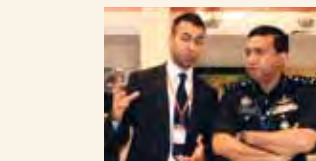


▶ POX OUTBREAK TABLETOP EXERCISE : "VIRAL STORM"

▶ CBRNe FORUM : 21ST CENTURY UNCONVENTIONAL WARFARE



▶ POLICE & NATIONAL SECURITY FEATURES



▶ CONTRACTS & MOU SIGNING



▶ DEFENCE PROCUREMENT CENTRE (DPC)



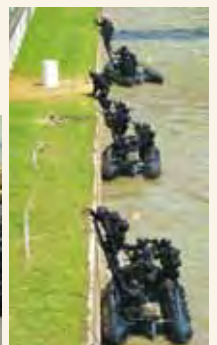
▶ BUSINESS TO BUSINESS (B2B) MEETINGS



▶ ASEAN DEFENCE INDUSTRY COLLABORATION (ADIC) WORKSHOP



▶ ARMY STATIC DISPLAY AND DEMONSTRATION SHOWCASE



▶ INNOVATION CENTER



A RECORD BREAKING 324 VVIP DELEGATIONS FROM 41 COUNTRIES/NATIONS VISITED DSA 2012. THEY CAME PRIMARILY FROM ASIA PACIFIC AND ACROSS THE GLOBE!

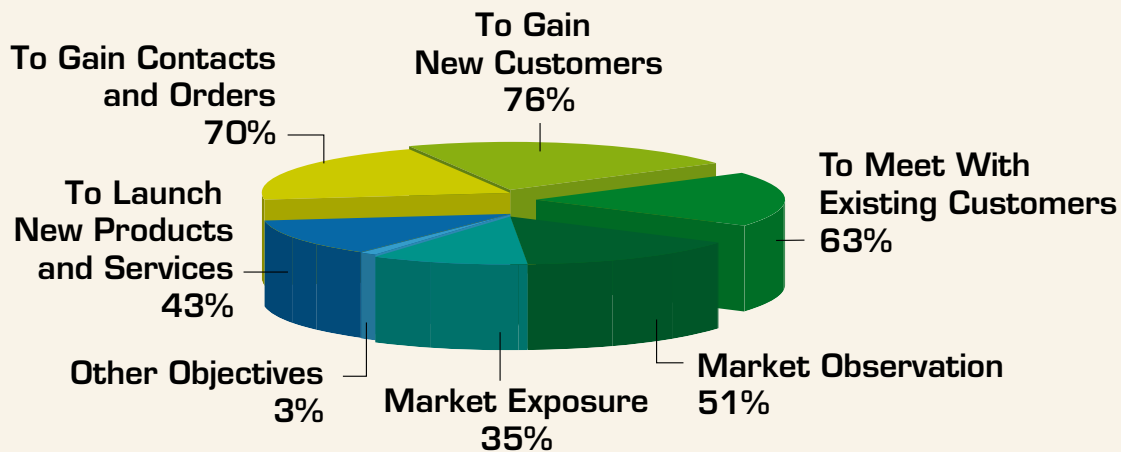


THESE HIGH PROFILED VVIPs COMPRISED...

- ▶ 17 Ministers of Defence and Representatives
- ▶ 4 Deputy Ministers of Defence and Representatives
- ▶ 16 Secretary Generals and Representatives
- ▶ 15 Chiefs of Defence Forces and Representatives
- ▶ 12 Inspector Generals of Police and Representatives
- ▶ 25 Chiefs of Army and Representatives
- ▶ 12 Chiefs of Navy and Representatives
- ▶ 13 Chiefs of Air Force and Representatives
- ▶ 3 Chiefs of Staff and Representatives
- ▶ 6 Director Generals of Customs and Representatives
- ▶ 7 Director Generals of Immigrations and Representatives
- ▶ 14 Surgeon Generals and Representatives
- ▶ 9 Director Generals of Military Intelligence and Representatives
- ▶ 1 Joint Force Commander

And all their high profiled accompanying officers and entourage!!!!

93% OF EXHIBITORS MET ALL THEIR FOLLOWING OBJECTIVES!



**Percentage adds up to more than 100% as this was a multiple choice question.*



THE FINAL DSA 2012 STATISTICS

Number of Participating Companies	: 850 companies from 48 countries/nations
Size of Exhibition	: 40,000 square metres (gross)
Number of Trade Visitors	: Some 26,980 trade visitors from 58 countries/nations
Number of Foreign VVIP Delegations	: 324 delegations from 41 countries/nations
Number of Local VVIP Delegations	: 352 delegations
International Group Pavilions	: 26 from Australia, Austria, Bosnia, Brazil, Bulgaria, Canada, China, Czech Republic, Finland, France, Germany, Indonesia, Italy, Norway, Pakistan, Poland, Russia, Slovakia, South Korea, South Africa, Sweden, Switzerland, Turkey, UK, Ukraine, USA
Major International Exhibitors	: ADS - The Advancing UK Aerospace Defence & Security Industries, Aimpoint, AirBoss, Amor, Armscor, Avibras, BAE Systems, Baretta, Barrett Communications, Brahmos, Bumar, Carl Zeiss, Cassidian, CETC, Comrod, CPMIEC, CSTS/CSSC, Denel, Doosan DST, DSME, Dynamic Systems Technologies, EID, Expal, Finmeccanica, Frontier, General Dynamics, GIDS, Glock, Hall & Watts, iRobot, ITT, JC Emeralds, JSTEX Wintex, KADDB, KDIA, Keyoptics, Kolon Global, Kongsberg, Kriss Systems, L-3 TRL Technology, Laser Devices, MBDA, Meggitt, Mowag, Nammo, Navantia, Newcon Optic, Nexter, Omnipol, Optix, OWR, Poly Group, Pyser-SGI, Raytheon, Reconrobotics, Renault, RheinMetall AG, Rosoboronexport, Ruag, Russian Technologies, SAAB, SASTIND, Schibel, Sheares Technologies, Steyr, SSM (Turkish Industry Association), Team Australia, Telerob, Thales, Thuraya, UKTI-Defence and Security Organisation and Victorinox
Major Local Exhibitors	: AMDAC, Boustead Naval Shipyard, DRB-Hicom Defence Technologies (Deftech), Edaran 4x4 Aksessories, IGTEC, MDSTP, MFDG Groups, MTU Services, Nadi Defence, Sapura, SME Ordnance, System Consultancy Services (SCS), Weststar LDV and Zetro Aerospace



DSA 2012 EXCLUSIVE GUESTS

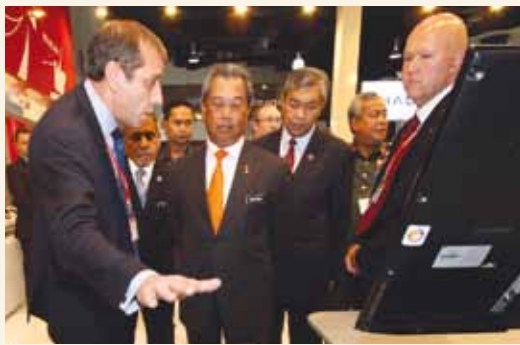
ROYALTIES AND EXCELLENCIES

- | | |
|--|---------------|
| ▶ His Majesty, The King of Malaysia XIV | 16 April 2012 |
| ▶ His Royal Highness, The Sultan of Brunei | 16 April 2012 |
| ▶ His Highness, The Ruler of Kedah | 17 April 2012 |
| ▶ His Excellency, The Governor of Sarawak | 17 April 2012 |
| ▶ His Excellency, The Governor of Penang | 19 April 2012 |
| ▶ His Royal Highness, The Ruler of Negeri Sembilan | 19 April 2012 |



IN-COUNTRY VIPS

- | | |
|-------------------------------------|---------------|
| ▶ Prime Minister of Malaysia | 17 April 2012 |
| ▶ Deputy Prime Minister of Malaysia | 19 April 2012 |



CAMPS AND COLLEGES VISITS

DSA 2012 received throngs of daily visitors from military and police camps and colleges from all over the country

- ▶ Army Institute of Management, Port Dickson
- ▶ KD Sri Manjung, Royal Malaysian Navy, Lumut
- ▶ KD Sultan Idris I, Royal Malaysian Navy, Lumut
- ▶ Markas Udara, Royal Malaysian Navy, Lumut
- ▶ PALAPES UiMAP, Perlis
- ▶ Fleet Maintenance Depot, Royal Malaysian Navy, Lumut
- ▶ Royal Malaysia Air Force Secretariat, KL
- ▶ Military College, Segenting Camp, Port Dickson
- ▶ USM P.Pinang PALAPES, Penang
- ▶ Wardieburn Camp, KL
- ▶ Sg. Besi Camp, KL
- ▶ National Defence University of Malaysia, KL
- ▶ Royal Malaysia Polis, Specific Store Material, Shah Alam
- ▶ Royal Malaysia Polis HQ, Bukit Aman
- ▶ Philippines Air Working Group, KL



ASEAN COUNTRY DAY VISIT

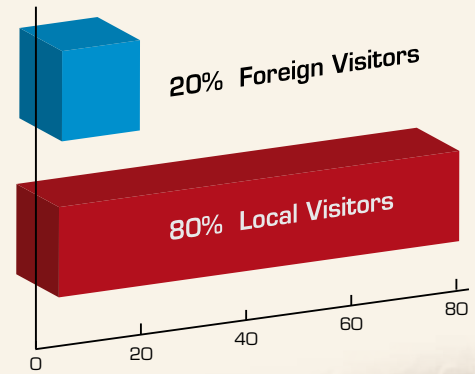
- ▶ Singapore

VISITORS FACTS & FIGURES

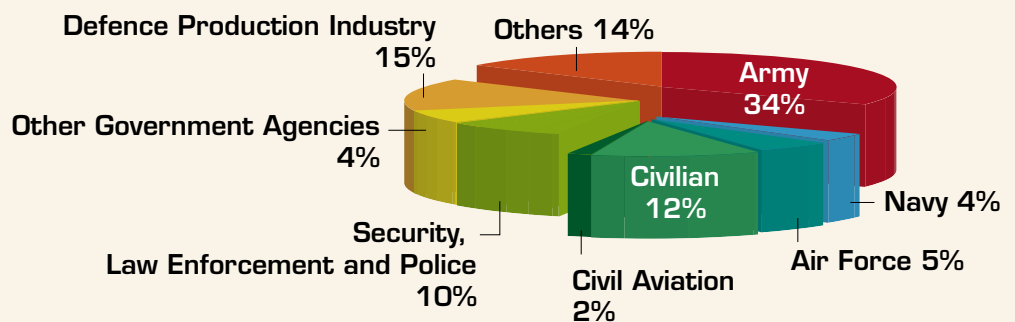
26,980 TRADE VISITORS FROM 58 COUNTRIES/NATIONS
WITNESSED DSA 2012!

**An Increase of 19% from DSA 2010*

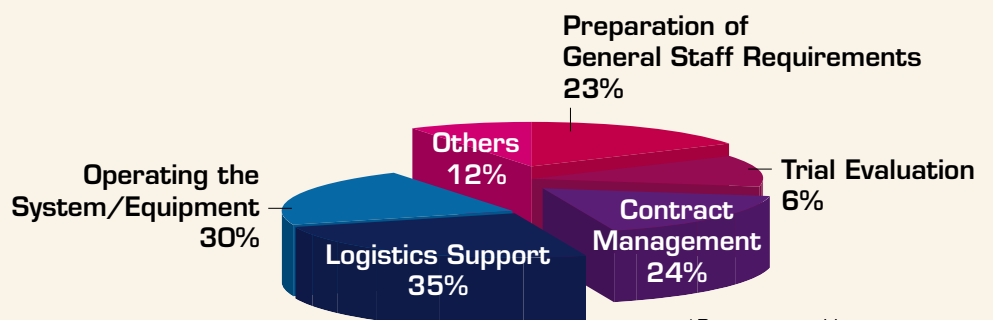
- | | | |
|------------------|----------------------|-------------------|
| ▶ Australia | ▶ Japan | ▶ Russia |
| ▶ Austria | ▶ Jordan | ▶ Saudi Arabia |
| ▶ Bangladesh | ▶ Kazakhstan | ▶ Singapore |
| ▶ Belarus | ▶ Kenya | ▶ Slovakia |
| ▶ Belgium | ▶ Kingdom Of Bahrain | ▶ South Africa |
| ▶ Brunei | ▶ Korea | ▶ Spain |
| ▶ Cambodia | ▶ Kuwait | ▶ Sri Lanka |
| ▶ Canada | ▶ Latvia | ▶ Sudan |
| ▶ Cayman Islands | ▶ Luxembourg | ▶ Sweden |
| ▶ China | ▶ Macau | ▶ Switzerland |
| ▶ Czech Republic | ▶ Malawi | ▶ Taiwan ROC |
| ▶ Denmark | ▶ Malaysia | ▶ Thailand |
| ▶ Finland | ▶ Mongolia | ▶ The Netherlands |
| ▶ France | ▶ Myanmar | ▶ Turkey |
| ▶ Germany | ▶ New Zealand | ▶ UAE |
| ▶ Guatemala | ▶ Nigeria | ▶ Uganda |
| ▶ Hong Kong SAR | ▶ Norway | ▶ Ukraine |
| ▶ Iceland | ▶ Oman | ▶ United Kingdom |
| ▶ India | ▶ Pakistan | ▶ United States |
| ▶ Indonesia | ▶ Philippines | ▶ Vietnam |
| ▶ Iran | ▶ Poland | ▶ Yemen |
| ▶ Italy | ▶ Qatar | |



THE 26,980 TRADE VISITORS WERE MADE UP OF DEFENCE AND SECURITY OFFICERS AND PERSONNEL



THESE VISITORS WERE INVOLVED IN THE PROCUREMENT PROCESS OF THEIR RESPECTIVE ORGANISATIONS



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A total of 566 members of press and media were present throughout DSA 2012 to present record breaking coverage in print and electronic media!

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BAVARIAN NORDIC



UK PAVILION

A BIG "TERIMA KASIH"

TO ALL THE FOLLOWING GOVERNMENT ORGANISATIONS,
MINDEF AND THE MALAYSIAN ARMED FORCES IN PARTICULAR
FOR MAKING DSA 2012 A SUCCESS!



DSA 2014 OFF TO A GREAT START!

60% OF SPACE FOR DSA 2014 HAVE BEEN RE-BOOKED
AFTER THE MINISTER OF DEFENCE MALAYSIA
ANNOUNCED THE DATES FROM 7-10 APRIL 2014

- ▶ ADS Group
 - ▶ Amor US/China
 - ▶ ARMSCOR
 - ▶ Avibras
 - ▶ Castellana Business Development GmbH
 - ▶ CCO Creative Consulting GmbH
 - ▶ Denel
 - ▶ Ediconsult Internazionale
 - ▶ EID
 - ▶ Fair Management Ltd
 - ▶ Gican
 - ▶ Global Branding
 - ▶ Navantia
 - ▶ Omni International Ltd
 - ▶ Omnipol AS
 - ▶ Pyzer-SGI
 - ▶ Saab
 - ▶ Team Australia
 - ▶ Thales
 - ▶ Yugoimport
- United Kingdom
China
South Africa
Brazil

Austria
Germany
South Africa
Italy
Portugal
Switzerland
France
Norway
Spain
Turkey
Czech Republic
Singapore
Sweden
Australia
France
Serbia and Montenegro



See You At

www.dsaexhibition.com

The Global Defence Services
And Government Security Event



SINCE 1988

7 - 10 APRIL 2014
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Organised By:



MALAYSIAN MINISTRY OF DEFENCE

MALAYSIAN ARMED FORCES

ROYAL MALAYSIA POLICE

DSA EXHIBITION AND CONFERENCE SDN BHD