

NEWS CLIPPING – PRESS

CLIENT: DSA EXHIBITION AND CONFERENCE
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The screenshot shows the website interface for defence-suppliers.com. At the top, there is a search bar and a navigation menu with links for HOME, PRODUCTS & SERVICES, DEFENCE SUPPLIERS A-Z, EVENTS & EXHIBITIONS, ORGANISATIONS, ADD COMPANY, CONTACT US, NEWS, and BOOKMARK. The main content area is titled 'News' and features a 'MORE NEWS' button. The featured article is titled 'Event News 20/02/2017 DSA 2018 MOVES TO BRAND NEW VENUE'. The article text reads: 'Asia's largest defence and security exhibition to be held at newly-completed MITEC. Come April 2018, Kuala Lumpur will once again stamp its mark on the world stage as host of the Defence Services Asia Exhibition and Conference 2018 (DSA 2018), Asia's premier defence and services show – this time at a brand-new venue. Set to take place from 16-19 April 2018, DSA 2018 will be held at the brand new and recently-completed Malaysia International Trade and Exhibition Centre (MITEC), located in Jalan Tunku Abdul Halim, Kuala Lumpur. MITEC is conveniently located just 20 minutes from the previous location of the exhibition at the Putra World Trade Centre (PWTC), Kuala Lumpur. The move to MITEC was announced by Dato' Sri Mohd Johari bin Baharum, Deputy Minister of Defence, Malaysia in Abu Dhabi today, where DSA is participating in the International Defence Exhibition & Conference (IDEX). Dato' Sri Mohd Johari also received signed participation contracts from Kollman Worldwide, Inc, the US Pavilion coordinator and FEXPO Services, the sales agent for the German Pavilion. Both companies are securing exhibition space of 500 sqm respectively. "With DSA celebrating its milestone 30th anniversary in 2018, the move to MITEC is timely and highly strategic, in taking the biennial show to its next level of success. It will also further cement Malaysia's stature as host to one of the world's top five defence and security events," said Dato' Sri Mohd Johari bin Baharum. Since its inception in 1988, the DSA series has grown by leaps and bounds. Compared to just 394 exhibiting companies across a space of 6,000 sqm in the first year, DSA 2016 successfully attracted a record-breaking 1,200 companies spanning across 41,500 sqm of exhibition space. The upcoming DSA 2018 is expected to occupy 42,000 sqm of space and the show's move to a new venue is crucial in facilitating its tremendous growth and expansion that is expected to continue in the coming years. As the country's largest exhibition space, MITEC offers 11 exhibition halls across three levels with a total gross area of 100,000 sqm, and can accommodate up to 40,000 visitors at any one time. This will ensure better visitor flow and a more organised layout at the new venue, adding to the convenience of both exhibitors and visitors in carrying out on-site promotional activities and locating specific companies. The additional space at MITEC makes it more convenient for exhibitors, particularly those with heavy and large exhibits, to showcase their actual products during the show. The venue is expected to accommodate 45% more heavy and large exhibits area in the halls and easy access for exhibits with heavy load at their spacious loading bays, enabling smoother logistics and operations. These are among the key reasons that the organisers and management of DSA, with full support from the Ministry of Defence Malaysia, have decided to move the event to the new venue. "After lengthy discussion and careful consideration, we have decided that moving DSA to this new venue is the most strategic decision, in ensuring the further growth and success of our event in the future. The additional space at MITEC will alleviate our space issues and we can in fact offer larger and more comfortable spaces to our exhibitors as well. This will help us to attract bigger and larger numbers of exhibitors for the coming DSA," said YBhg Tan Sri Asmat Kamaludin, Chairman of DSA Exhibition and Conference Sdn Bhd, the organisers of DSA. Some 42,000 trade visitors from 70 countries are expected to attend DSA 2018 in addition to the 1,200 participating companies that are anticipated in the four-day event.

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Aside from showcasing the latest hardware and software technologies and services in the defence and security sectors, participants and visitors will also be able to share ideas and knowledge on defence and security challenges affecting their respective countries.

DSA 2018 is regarded as one of the top five defence shows in the world. It acts as a crucial platform for leading players in the global defence and security industry, as well as senior government officials and high-ranking defence personnel to come together in the interest of advancing defence and security in their respective countries and regions. It's an opportunity for industry stalwarts and trendsetters to shape the future of the global defence industry.

The event will shed some light on current trends and issues within the industry through special features such as the Chief of Army Roundtable Talks (ChART), CBRNe (Chemical, Biological, Radiology, Nuclear and Explosives) Seminar, Humanitarian Assistance and Disaster Relief (HADR), and Live Army Demonstrations. The Business-to-Business (B2B) Meetings segment will also make its highly-anticipated return to the show.

One of the highlights of DSA 2018 is the Cyber Security conference, which will focus specifically on the challenges, threats and solutions in combating cybercrime. The dedicated session will increase awareness in recognising and responding to unconventional threats to national security, echoing the #SiberSafe campaign launched recently by the Minister of Defence, Datuk Seri Hishammuddin Tun Hussein.

For more information and the latest updates on DSA 2018, visit www.dsaexhibition.com



Dato' Sri Mohd Johani bin Baharum, Deputy Minister of Defence, Malaysia (1st from left) announcing DSA 2018's move to the new and recently completed Malaysia International Trade and Exhibition Centre (MITEC) during the breakfast reception at the International Defence Exhibition & Conference (IDEX).



An aerial view of MITEC. Soon to be the country's largest exhibition space, MITEC offers 11 exhibition halls across three levels and can accommodate up to 40,000 visitors at any one time.



Dato' Sri Mohd Johani bin Baharum (2nd from left) receiving signed participation contracts for DSA 2018 from representatives of the US pavilion.



Dato' Sri Mohd Johani bin Baharum (2nd from left) receiving signed participation contracts for DSA 2018 from a representative of the German pavilion.