



DSA 2016: CUTTING EDGE DEFENCE & SECURITY TECHNOLOGY SHOWCASE TO TAKE CENTRE STAGE IN KUALA LUMPUR

One of top five Global Defence Shows worldwide and Asia's largest

Kuala Lumpur, 28 July 2015 – Come 2016, Malaysia's defence and security expertise will once again be in the limelight when Defence Services Asia 2016 (DSA 2016), the 15th show in the mega showcase of leading edge defence and security technology, takes centre stage at the Putra World Trade Centre in Kuala Lumpur from 18 – 21 April 2016.

Not only will DSA 2016 play a crucial role as the Asia Pacific Defence and Security hub for the world defence and security industries for business sourcing activities, it will continue as a key platform which brings together various key players in the defence industry and government agencies for strategic alliances, business collaborations and successful networking.

The successful conclusion of DSA 2014 saw the Malaysian Ministry of Defence signing and announcing a total of 25 contracts and MOUs valued at RM1.86 billion whilst the Defence and Security companies signed seven MOUs and the Malaysian Government signed ten contracts valued at RM737.175 million.

DSA 2016 is expected to surpass the successes of DSA 2014 and was today officially launched by YB Dato' Seri Hishammuddin Tun Hussein, the Minister of Defence Malaysia at Majestic Hotel, Kuala Lumpur.

Other VIPs present were Datuk Abdul Rahim bin Bakri, Deputy Minister of Defence Malaysia; Dato' Sri Abdul Rahim bin Mohamad Radzi, Secretary General of the Ministry of Defence

Malaysia; Tan Sri Dato' Sri (Dr) Zulkifeli bin Mohd Zin, Chief of Defence Force; Tan Sri Raja Mohamed Affandi bin Raja Mohamed Noor, Chief of Army; Tan Sri Abdul Aziz bin Haji Jaafar, Chief of Navy; General Dato' Sri Hj Roslan bin Saad, Chief of Air Force; and IG Tan Sri Dato' Sri Khalid bin Abu Bakar, Inspector-General of Police.

Also in attendance was Datuk Azzat Kamaluddin, Director of DSA Exhibition and Conference Sdn Bhd, which is the organiser of the DSA series.

Since the inaugural show in 1988, the DSA series has gained a reputation as one of the world's top five defence and security exhibitions and Asia's largest. DSA 2016 is expected to attract 1,500 of the world's leading players from over 60 countries, including 30 international group pavilions. An estimated 30,000 visitors from more than 60 countries are also expected at the four-day event.

Malaysian defence and security companies which have confirmed their participation include Boustead Naval Shipyard, Destini Berhad, DRB-Hicom Defence Technologies (Deftech), MTU Services, Sapura, SME Ordnance and Weststar Group.

The international exhibitors expected include ADS UK, Aimpoint, Airbus, Armscor, Avibras, BAE Systems, Boeing, Brahmos, CETC, CPMIEC, CSTS/CSSC, Denel, DSME, EID, Expal, Finmeccanica, GIDS, Glock, Kongsberg, Korea Defence 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.

Held in conjunction with DSA 2016 will be several seminars and conferences. The Chief of Army Roundtable Talks (ChART) will highlight pertinent issues which will be deliberated by a host of regional Chiefs of Army while the Cyber Security Forum will highlight transnational crime and non-conventional threats.

The Combat Medicine feature will highlight the Humanitarian Assistance & Disaster Relief (HADR) Forum, showcasing the relevant medical capabilities and technologies for HADR Operations. Introduced at DSA 2008, the successful Battlefield Healthcare section acknowledges

that many humanitarian, emergency assistance and disaster relief operations are entrusted to Armed Forces' Health Units worldwide.

Other DSA 2016 highlights include the Procurement Centre where defence procurement and security procedures are made available, as well as Business to Business (B2B) meetings.

Sponsors for DSA 2016 include MBDA, which will be sponsoring the golf event, while Denel will be sponsoring the VIP luncheon.

DSA 2016 is open to government Defence and Security personnel, Defence and Security industry professionals and executives only.

For more information on DSA 2016, log on to www.dsaexhibition.com or email to enquiry@dsaexhibition.com

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**Issued on behalf of DSA Exhibition and Conference Sdn Bhd by
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