

SIARAN AKHBAR

NEWS RELEASE

11TH DEFENCE SERVICES ASIA 2008 EXHIBITION EXPECTED TO GENERATE EARNINGS OF RM120 MILLION FOR MALAYSIA

Kuala Lumpur, September 29, 2006 – The Defence Services Asia (DSA) exhibition series, a highly acclaimed global services defence show, is expected to match or even surpass RM120 million in earnings for Malaysia during its 11th edition from April 21-24, 2008 at the Putra World Trade Centre.

In a statement released today, Tan Sri Asmat Kamaludin, Chairman of the organiser, DSA Exhibition And Conference Sdn Bhd said DSA 2006 generated spin-off earnings of over RM120 million from related sectors including accommodation, transportation, logistics, entertainment, food and beverage, among others. “We expect to match or even surpass this earnings figure for DSA 2008, contributing to the Government’s projected earnings of RM44.5 billion in tourist earnings for 2010.

“When we celebrated DSA’s 10th edition in 2006, 590 companies from some 40 countries participated in the four-day, world-class showcase of defence services and Government Security technology taking up some 33,800 sq metres of exhibition space at the APAC Exhibition Centre in Subang.

"During the event, we received a total of 23,349 visitors comprising key defence and security ministry officials from throughout Asia including ministers of defence, chiefs of defence forces, heads of the army, navy and air force, military and civilian administrators responsible for technology procurement and defence industry development.

"For DSA 2008, we are expecting over 600 exhibitors from 40 countries comprising the 'who's who' in the global defence technology industry league and also anticipate a substantial increase in number of foreign and local visitors."

Tan Sri Asmat Kamaludin added that DSA 2008 will move to PWTC from the APAC Exhibition Centre in Subang to meet the demand for adequate exhibition space and better facilities, as well as provide greater convenience for exhibitors and visitors in terms of accessibility to hotels, food, transport and so on.

DSA 2008 will cover the entire spectrum of cutting-edge technology for the army, navy and air force and also serve as the showcase for security and homeland enforcement agencies such as the police, customs and immigration.

Traditionally, countries which have taken part include Turkey, Russia, the United Kingdom, France, India, Germany, Italy, Norway, Pakistan and Poland, among others. Malaysia's DEFTECH is once again expected to lead the nation's defence industry contingent to the exhibition.

Organised by DSA Exhibition and Conference Sdn Bhd, DSA 2008 is open exclusively to government defence security personnel, defence and security industry professionals and executives. For further information, log on to www.dsaexhibition.com.

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