



## Oak Overseas, Ltd. appointed by DSA Sdn Bhd as U.S. Representative for the Defense Services Asia (DSA) series of exhibitions and conferences

**CONCORD, NC, USA – November 2008...** Malaysian-based DSA Sdn Bhd has appointed Oak Overseas, Ltd. to represent the Defense Services Asia (DSA) series of exhibitions and conferences in the United States. Oak's mandate will commence with the upcoming DSA Exhibition and Conference scheduled April 19-22, 2010 in the Putra World Trade Center in Kuala Lumpur, Malaysia. DSA Sdn Bhd has produced the DSA Exhibition and Conference since 1988 for the purpose of offering global manufacturers and service providers direct access to the world's top-level defense experts and government security decision-makers. DSA Sdn Bhd has sales offices and agents in 34 countries.

*"We are pleased to have appointed Oak Overseas as our USA Pavilion organizer as part of our on-going effort to broaden access to the Asia Pacific market for American defense and security industry companies," says Susan Dyar, DWA/DSA Project Director, International. "The USA Pavilion at the DSA shows have always been a significant one and we hope with this appointment, this trend will not only continue for the future DSAs but in fact present growth in the size and participa-*

*tion of American defense and security companies."*

Oak Overseas, Ltd. is well positioned to satisfy the needs of American companies interested in exhibiting in international exhibitions. The company is founded and operated by Russell Hood who has extensive experience in international trade show and USA pavilion management, spanning several industries, from Defense and Military to Mining, Power Generation and Agriculture products. Hood will be supported by Michele Zichy and other Oak Overseas staff members to fulfill recruitment and logistics needs.

Regarding the new development, Hood commented *"While our priority is to recruit and assist American exhibitors, we will also work very closely with the American Embassy in Malaysia, the Department of Defense and federal and other industry-related bodies to optimize the U.S. presence at DSA ."*



The new DSA/Oak Overseas team in the US:  
Russell Hood, President and Michele Zichy,  
International Sales Coordinator.