

# The Ultimate Tri-services and Security Event



**NATSEC**  
ASIA 2024  
THE 3RD INTERNATIONAL EXHIBITION ON NATIONAL SECURITY FOR ASIA

**6-9 MAY 2024**  
MITEC, KUALA LUMPUR

Hosted, Supported & Co-organised by:



MINISTRY OF DEFENCE



MINISTRY OF HOME AFFAIRS

## BUILDING RESILIENT NATIONS FOR THE NEXT GENERATION

FULLY SUPPORTED BY:



MALYSIAN  
ARMED FORCES



ROYAL MALAYSIA  
POLICE



NATIONAL SECURITY  
COUNCIL



ROYAL MALAYSIAN  
CUSTOMS  
DEPARTMENT



IMMIGRATION  
DEPARTMENT OF  
MALAYSIA



MALAYSIA MARITIME  
ENFORCEMENT  
AGENCY



MALAYSIAN PRISON  
DEPARTMENT



MALAYSIAN INDUSTRY COUNCIL  
FOR DEFENCE ENFORCEMENT  
AND SECURITY

A MEMBER OF:



ENDORSED BY:

MALAYSIA EXTERNAL  
TRADE DEVELOPMENT  
CORPORATION



## THE PATH FORWARD STARTS HERE

DSA and NATSEC Asia will return for another stellar showing in Kuala Lumpur from May 6 to 9, 2024, following the resounding success of the event in 2022, which resulted in a staggering RM7 billion worth of Memoranda of Understanding, Letters of Agreement and contracts by the Ministries of Defence and Home Affairs, as well as a whopping 35,567 trade visitors, 380 VIP, 1,096 participating companies and 20 international pavilions.

Aiming once again to bring together all national leaders, generals, policy makers, head of government agencies and strategic thinkers, the 18th edition of Defence Services Asia (DSA) and the third edition of National Security Asia (NATSEC) will return to further invigorate the world of defence and security industry.

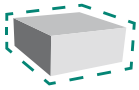
## CRITICAL CALL

Building Resilient Nations for the Next Generation. All nations aspire to progress and develop. Defence and security must be seen as an investment. Only nations that invest strategically in its defence and homeland security will produce credible forces that can continuously protect its sovereignty and maintain law and order for its people to live a peaceful life and enjoy economic prosperity. Continuous sustainable growth requires stability vis-à-vis peace, safety, security and harmony. Hence it is vital for nations to build resilience for its survivability and future generations.



His Majesty Seri Paduka Baginda The Yang Di Pertuan Agong during a visit to DSA & NATSEC Asia 2022

# FACTSHEET AT A GLANCE



**45,000** sqm  
size of exhibition



**33**  
international  
group pavilions



**50,000** trade  
visitors from **70** countries

**1,200**

participating companies from  
**60** countries/nations



**400**

foreign delegations  
from **45** countries / nations



**400**

media personnel  
across the world



## WHAT TO EXPECT FROM THE SHOW ?

Opportunity to engage with government ministers, secretary generals, chiefs of services, international delegations, and key decision makers

The most relevant platform to exchange ideas and initiate collaborations

A networking place for defence & security industries and communities

Be part of high level international conferences, round table talks, B2B meetings, forums, product live demonstrations, and dialogue sessions

The largest and most efficiently organised defence and homeland security event in asia





## FULL SUPPORT FROM THE GOVERNMENT OF MALAYSIA

Hosted, supported and co-organised by the Ministry of Defence and Ministry of Home Affairs, Defence Services Asia (DSA) is the biggest and most efficiently organised Defence and Homeland Security show in Asia showcasing the world's most advanced technologies, systems, hardware and electronic warfare that the market has to offer.



**YBhg Dato Sri Muez Abd Aziz**  
Secretary General  
Ministry of Defence MALAYSIA

In recent years, the political, economic and security fields have become more closely interconnected than ever before, and if there is no balance in one of the fields, it will affect the well being of a country. For small and medium sized economic sectors such as ours in Southeast Asia, the best protection from external security threats, including cyber terrorism and biochemical warfare, is to build an allied group. For this reason, events such as DSA and NATSEC Asia play an invaluable role in influencing not only Malaysia, but also development of the regional economy.

Events like NATSEC Asia and DSA are timely as they provide a crucial platform for us to connect with our neighbouring counterparts and it is here that we can discuss current issues like illegal immigrants or undocumented foreign workers and find ways to tackle it together. In addition, it also gives us the chance to keep abreast of the latest technologies and systems to help us carry out our daily duties more efficiently.



**YBhg Dato' Sri Wan Ahmad Dahlan Bin Haji Abdul Aziz**  
Secretary General  
Ministry of Home Affairs, MALAYSIA

Global trade events such as DSA also play an important role in promoting the country's economy by attracting more international investment. It does not only enhances the defence and services industries through information and technology sharing; in fact, it can also strengthen trade relations between Malaysia and foreign countries, and in turn stimulate the economic growth of our country.



**YBhg General Tan Sri Dato' Sri Haji Affendi Haji Buang RMAF**  
Chief of Defence Force  
Malaysian Armed Forces



DSA and National Security ( NATSEC ) 2022 are pivotal, as they foster a greater understanding among police forces within the region, and beyond, to combat transborder crimes. It also provides an opportunity to connect with various stakeholders around the region as well as update our technological systems, so we can come down harder on criminal activities wherever they may operate from.

**YDH IG Tan Sri Acryl Sani Haji Abdullah Sani**  
Inspector General of Police  
Royal Malaysia Police



# PUTRAJAYA FORUM 2022

## "SHARED REGIONAL RESPONSIBILITY"

29<sup>TH</sup> MARCH 2022  
MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC),  
BALLROOM 1, LEVEL 1

## DISTINGUISHED INTERNATIONAL AND LOCAL VIPS MAKING THEIR PRESENCE AT THE DSA AND NATSEC ASIA

Playing a key role as Asia's largest Defence and Security hub for business sourcing activities, DSA has proven its track record once again in the 17th edition with the attendance of 380 VIP delegations from 34 countries crafting a historic moment of success through the excellent delegation management programme.

## THESE HIGH PROFILE VIPS COMPRISED OF

- Minister & Deputy Minister of Defence
- Secretary General of Ministry of Defence
- Chief of Defence Force Commanders
- Chief of Army
- Chief of Navy
- Chief of Air Force
- Chief of Staff
- Director General of Health Services
- Director General of Defence Intelligence
- Joint Force Commander
- Minister of Home Affairs
- Secretary General of Ministry of Home Affairs
- Inspector General of Police
- Director General of Maritime Enforcement Agencies
- Director General of Customs
- Director General of Immigration
- Director General of Prisons
- Director General of Fire & Rescue



## PRAISES AND GOOD REMARKS FOR THE EVENT'S SUCCESS



**General Arif CETIN**  
*General Commander of the Turkish Gendarmerie*

" We returned to Turkiye with very fond memories and are very pleased with DSA & NATSEC 2022 exhibitions held in Kuala Lumpur, one of the most significant international events we attended. It was a great pleasure to see your beautiful country on the occasion of our visit.

I would like to congratulate you for successfully holding the Defence Services Asia (DSA) and National Security (NATSEC) exhibitions, during global pandemic.

I would be delighted to attend DSA and NATSEC Exhibitions which are planned to be held in 2024. I would like to extend my thanks for your kind invitation."



**Lt. Gen. Dato' Indera Hj Yazid bin Hj Arshad**  
*Former Joint Force Commander Malaysian Armed Forces*

" In this opportunity, I would like to congratulate the organiser and every personel involved in the DSA and NATSEC Asia 2022 that was held from 28 - 31 March 2022. I wish you the best and am very proud of the success of this event. May the dedication and commitment continue for the success of the next edition."



**Commodore M Saidur Rahman**  
*Director of Naval Intelligence Bangladesh Naval Headquarters*

" I am very impressed to see that the entire exhibition was meticulously organised which shows extreme professionalism. I also felt the sincere efforts of your good office embedded therein. I am positive, with your keen interest and dedicated effort, the Bangladesh Armed Forces, especially the Bangladesh Navy, will continue to get the maximum benefit from its relationship with Malaysia."

# SPECIAL FEATURES

## DSA & NATSEC ASIA LAB

NEW

Opportunity for small enterprises and startups to promote and bring to market their innovations, products and services.



## CYBER ZONE

NEW

As a continuation of the CYBER DSA event, cyber lab with an emphasis on a safe cyberspace, will bring together leading cyber security vendors and experts involved in providing reliable and proven solutions under one roof. Opportunity to network and interact with like minded people and explore the latest innovations.



## DSA AND NATSEC ASIA TV

NEW

DSA NATSEC TV is a media channel that will cover DSA and NATSEC Asia 2024's daily activities, while serving as a platform for DSA and NATSEC Asia 2024's exhibitors to continue to showcase their latest products and technologies even after the exhibition. That's not all, this platform also provides the latest updates of the defence & security industry, featuring interviews with captains of industries as well as delegations



## TECHNICAL TALKS AND PRODUCT DEMOS

This intriguing feature will give attendees the opportunity to acquire the latest information on specific technologies and to witness live demonstrations.



## ROUNDTABLE TALKS

As part of the 18th edition of DSA, key strategic decision makers will gather to discuss and deliberate on current issues.



## BUSINESS MATCHING

DSA 2024, through its B2B programme, will facilitate the sourcing and identification of potential business partners for both exhibitors and buyers, enabling them to reach out and expand their market.



## CONTRACTS AND MOU SIGNINGS

A staggering RM7.1 billion worth of contracts and MoUs were signed at DSA and NATSEC Asia. This attests to DSA and NATSEC Asia's stature as the biggest and most effective marketplace for defence and security procurement.



## @MY DEFENCE SECURITY INNOVATION PAVILION

This is an initiative to help promote made by Malaysian defence and security products, innovations, technologies and solutions. The pavilion highlights the capabilities and competencies of Malaysian companies, as well as provides opportunities for their products to be introduced to domestic and international markets.



# INTERNATIONAL FORUMS & CONFERENCE

DSA provides high level conferences and forums, where industry professionals and top officials from around the world gather to discuss the challenges, fundamentals and core ideas that shapes the defence industry

## PUTRAJAYA FORUM



Organised by The Malaysian Institute of Defence and Security (MiDAS) and the Ministry of Defence Malaysia, this forum is an international conference on defence and security that draws participation comprising policy makers, defence and security agencies, think tanks as well as academicians to meet, discuss and share knowledge to promote the understanding of regional and international defence and security issues.

## MINISTERIAL MEETING



International bilateral and trilateral meetings between Malaysia and the participating ASEAN countries were held during the last edition of DSA & NATSEC Asia. This prestigious platform provides opportunity for ministers to engage and discuss collaborations for mutual benefit among the countries.

## CYBER DEFENCE & SECURITY CONFERENCE



DSA and NATSEC Asia is the No. 1 place where people in the region come together to connect to share their latest insights, trends and strategies in the cybersecurity world. Join the conversation and experience the technological solutions that would provide the impact needed for your organisation. This conference will bring together thought leaders and revolutionary speakers from around the region.

## FOCUS PAVILION

Among the highlights of DSA and NATSEC Asia is the showcase of the Government Agencies Pavilion with consists of the Ministry of Defence, Ministry of Home Affairs, Malaysian Army, Royal Malaysian Navy, Royal Malaysia Police, Malaysian Maritime Enforcement Agency (MMEA), Ministry of International Trade and Industry (MATRADE) and Fire and Rescue Department of Malaysia . Over the 4 days of the event, attendees will have the opportunity to engage with the participating agencies.

Not to be missed is the Small and Medium Enterprise (SME) Pavilion which will showcase and promote their products and services.

At the same time, the country pavilions continuously growing through every edition of DSA and NATSEC Asia. Companies from the same country or nation are grouped together to represent one national identity.

GOVERNMENT AGENCIES PAVILION



COUNTRY GROUP PAVILION



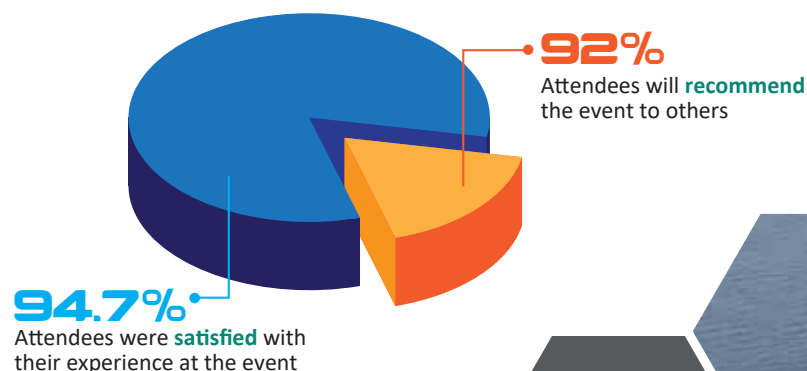
CYBER PAVILION



SME PAVILION



## DSA AND NATSEC ASIA ATTENDEES FEEDBACK



# TRADE VISITORS PROFILE

- Analysts, Academics & Researchers
- Anti Terrorist Forces and Experts
- Border Protection Specialists
- Civil Defence Personnel
- Coast Guards Personnel
- Customs Officials
- Cyber Security
- Disaster & Crisis Management
- Defence & Security Industries Professionals
- Unmanned System
- Embassies & High Commissions
- Federal Government Security
- Procurement Officers
- First Responders & Rescue Personnel
- Fire & Rescue Departments
- Immigration Officials
- IT & Cyber Security Professionals
- Logistics & Supply Chains
- Manufacturers of Defence Sectors
- Ministry of Defence Personnel
- Ministry of Home Affairs Personnel
- Malaysian National Security Council Personnel
- Malaysian Anti Corruption Commission Personnel
- Malaysian Prison Department Personnel
- Malaysian Maritime Enforcement Agency Personnel
- National Anti Drugs Agency
- Special Forces (Land, Sea & Air)
- Police & Armed Forces
- Prison Officials
- Private Security Agencies
- Public Security & Safety Organisations
- Regulators & Policy Makers
- Risk Analysis and Control
- Security Establishments & Institutes
- Security, Occupational Health and Safety Directors
- System Integrators & Installers
- Training & Simulation

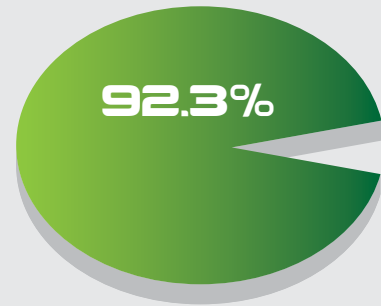
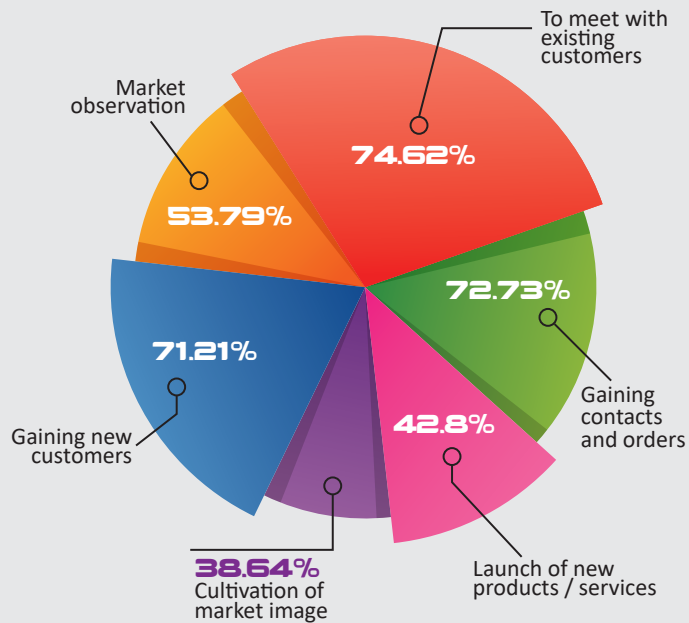
## THESE ARE THE 15 GROUPS OF COMPREHENSIVE EXHIBITOR PROFILES YOU CAN EXPECT AT DSA & NATSEC ASIA 2024!

- Airborne Platforms, Airborne Surveillance System & Equipment
- Battlefield Healthcare
- Command, Control, Communication & Information Technologies
- Research & Development, Design Consultancy/ Training / Services
- Electronics, Systems And Equipment
- Uniforms, Protective Equipment And Body Accessories
- Special Equipment & Miscellaneous
- Safety & Security Equipment
- Land Based Platforms
- CBRNE Equipment
- Optics & Optronics (Equipment & Fittings, Image Processing, Sighting Equipment)
- Propulsion System
- Sea Based Platforms, Systems & Equipment
- Weapon, Weapon System, Ammunition & Explosive
- Unmanned System And Robotics And Many More!





# OBJECTIVES FOR EXHIBITING AT DSA AND NATSEC ASIA 2022?



Exhibitors declared their **objectives were met**

## WHY EXHIBIT ?

- Connect with new suppliers
- Showcase latest technologies and innovation
- Interact with VVIP Delegations selected by you
- Engage with the industry community locally and globally
- Evaluate current emerging and changing trends
- Network with top industry professionals from around the world
- Engage with customers and users

## PARTICIPATION OPTIONS



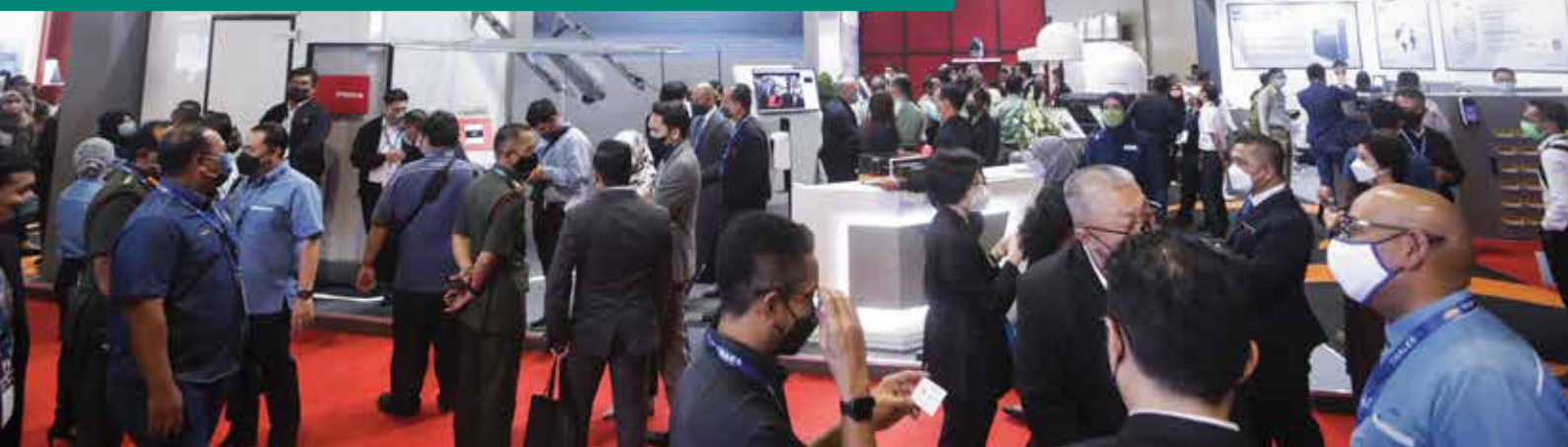
### WALK ON PACKAGE

A minimum 12sqm shell scheme stand comprises the space, carpet, walls, lighting, electricity sockets, name board and furniture



### SPACE ONLY

Rent a space to build your own stand. Minimum area from 18sqm per booth



# EXCEPTIONAL MARKETING STRATEGIES

With our precisely crafted marketing strategy, DSA and NATSEC Asia 2024 will undoubtedly attract qualified and pertinent trade visitors



## ASEAN VISITS BY MINISTRY OF DEFENCE AND MINISTRY OF HOME AFFAIRS SENIOR OFFICERS

VIP from the Ministry of Defence and Ministry of Home Affairs will pay a courtesy call to ASEAN countries. Ministry of Defence will personally invite respective officers to attend DSA and NATSEC Exhibition.



## EMAIL CAMPAIGN

Periodical email blasts on the progress of the exhibition and major announcements of the DSA and NATSEC show are broadcasted through this channel to our highly targeted trade visitors and VIPs database totalling over 100,000.



## INTERNATIONAL AND LOCAL MEDIA ADVERTISING

Strategic placement of advertisements as well as articles and interviews in major Trade Journals and Online Publications of the Defence Security Industry.



## INTERNATIONAL SALES PROMOTIONS

DSA and NATSEC Asia specialists are sent to visit International defence security shows around the world to meet clients and to keep up to date with the current industry trends.



## SHOW NEWS AND HIGHLIGHTS NEWSLETTER

DSA and NATSEC Asia marketing materials with the likes of Show Previews, Newsletters and others, are updated from time to time and broadcasted to VVIPs and Trade Visitors including Armed Forces, Police Forces, Immigrations, Customs, as well as Exhibitors, to keep them informed.



## SOCIAL MEDIA CAMPAIGN

On top of its interactive website, DSA and NATSEC Asia maintains an active presence on social media including Twitter, LinkedIn, Instagram and Facebook, to generate exposure and impressions to the right people.



## SPECIAL GROUP VISITS

A transport programme to facilitate group visits from top ranking officers and staff from military camps, police branches and other agencies from all over Malaysia is planned and arranged.



## INTERNATIONAL PRESS & MEDIA

Members of the international press and media will have free access through the pre registration facilities on the DSA and NATSEC Asia website to register and attend the show.



## BUSINESS MATCHING AND MEETINGS

A complete online solution for Exhibitors and Trade Visitors are made available to schedule meetings and have business discussions during the exhibition.



## EXHIBITION HIGHLIGHTS AND ACTIVITIES

A programme line up of all the current and in demand conferences, talks, forums and also activities ranging from product launches, demos and many more will be a part of the 4 day event.



## WEBINAR

A series of webinars focusing on the latest developments in the field of defence and security will be organised before the exhibition. Each of these series will bring together top officials and top industry players who focus on different topics.



## DIGITAL BRANDING

We aim to act as a catalyst for the local & international exhibitors, and buyers from various industry sectors to implement digital solutions for their businesses and participation in DSA and NATSEC Asia.



## DSA NATSEC TV

Besides aiming to provide the latest defence and security industry news, this platform is also a medium for industry professionals to highlight their products and services to the world.

# DIGITAL BRANDING PACKAGE

## E-NEWSLETTER ADVERTISING OPPORTUNITY

This campaign is an effective way to announce your latest products, services, events, and more. You will also receive a performance marketing metrics report for each e-Newsletter deployed. Grab this opportunity to help you generate leads before, during and after the show.

Starts from **USD 250**

## WEBSITE ADVERTISEMENT

Stand out in a big way where your brand is seen by unique visitors from all over the world who seeks the latest updates from us.

Starts from **USD 800**

## E-NEWS BULLETIN

Widen your brand awareness by participating in our E News Bulletin. Three(3) issues of e-News Bulletin will be produced prior to the show and will be sent out to more than 100,000 targeted recipients. Your brand will be positioned along with the latest and updated news of DSA and NATSEC Asia 2024.

Starts from **USD 1,000**



For more information, you may contact our marketing personnel Faiz Rahman via email at [faiz@dsaexhibition.com](mailto:faiz@dsaexhibition.com)

## STAND OUT AND

# BE SEEN HERE AT



For more information on sponsorship packages

Peter Mckenna :  
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# WORLDWIDE NETWORK OF SALES AGENT AND PAVILION COORDINATOR

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& DEFENCE INDUSTRIES ASSOCIATION  
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## UNITED KINGDOM (PAVILION COORDINATOR)

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## NATSEC ONLY

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## MALAYSIA & ASIA SALES

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**6-9 MAY 2024**  
MITEC, KUALA LUMPUR