

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 HOME AFFAIRS

BUILDING RESILIENT NATIONS FOR THE NEXT GENERATION

FULLY SUPPORTED BY:



MALAYSIAN
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

NATSEC ASIA 2024

THE 3RD INTERNATIONAL EXHIBITION ON NATIONAL SECURITY FOR ASIA

A BETTER AND SAFER NATION BEGINS HERE

The 2nd edition of National Security (NATSEC) Asia was a huge success with the signing of Memorandums of Understanding, Letters of Agreement and contracts worth RM2.596 billion by the Ministry of Home Affairs and had more than 100 companies from around the world showcasing a wide range of latest homeland security products and services.

Following the event's resounding success in 2022, NATSEC Asia will return for its 3rd edition to create synergies and strategic arenas to bring together all national leaders, generals, policy makers, government agencies, strategic thinkers as well as various major players in the homeland security industry from around the world under one roof for strategic alliances, business collaboration, and successful networking.



FULL SUPPORT FROM THE GOVERNMENT

Hosted, supported and co-organised by the Ministry of Home Affairs, NATSEC Asia is the biggest and most efficiently organised Homeland Security show in Asia showcasing the world's most advanced technologies, hardware, systems and solutions that the market has to offer

The upcoming edition will take place from 6 - 9 May 2024 at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur with full support from the Malaysian Government and is held concurrently with Defence Services Asia (DSA) 2024.



“

DSA and NATSEC Asia serve as a crucial platform to enhance cooperation and collaboration between the various entities, while addressing the most relevant and crucial concerns currently plaguing regional defence and security matters.

That said, I am looking forward to learn about the latest technologies and services at DSA and NATSEC Asia. I also look forward to enhancing foreign partnerships in efforts to strengthen our national defence and security.

”

YB DATO' SERI HAMZAH BIN ZAINUDIN
MINISTER OF HOME AFFAIRS
MINISTRY OF HOME AFFAIRS, MALAYSIA

“

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 technology and systems to help us carry out our daily duties more efficiently.

”

DATUK WAN AHMAD DAHLAN BIN HAJI ABDUL AZIZ
 SECRETARY GENERAL
 MINISTRY OF HOME AFFAIRS



GREAT SYNERGY CREATED

NATSEC Asia is set to become a truly dedicated national security show which will ride on the well-established DSA platform as the most effective milestone.

This unique and niche collaboration will surely expand NATSEC Asia's portfolio of serving both the defence and security markets for the region. The uniqueness of the event is that everything for the military forces as well as national security forces will be intensely and widely covered within a single venue, allowing these sectors to merge and create effective synergies.

Another unique aspect of this combination is that NATSEC Asia is able to tap on DSA's globally recognised VIP delegation management system. With the introduction of these new profiles under national security, inadvertently it will increase the overall quantity and quality of the delegations throughout the exhibition.

THE MOST RELEVANT PLATFORM FOR SUPPLIER AND END-USER

- The **Largest** and **Best Organised** Defence and Homeland Security Show in Asia.
- Be part of **High-level International Conferences**, Round-table talks, B2B Meetings, Forums, Product Live Demonstrations and Dialogues Sessions.
- **Opportunity to network** with Government Ministers, Secretary Generals, Director Generals, Inspector Generals of Police, International Delegations, and key decision-makers
- A **networking place** for all the Top and Inspiring Defence and Security Companies and Organisations to exchange ideas and initiate collaboration.
- Exposure to the **latest and cutting-edge technologies**.
- An **opportunity to reach out** to major defence and homeland security exhibitors, partners, suppliers, agents, and clients.





“

Platforms like Defence Services Asia (DSA) and National Security (NATSEC) is pivotal, as it is able to foster a greater understanding among police forces within the region, and beyond to combat transborder crimes. This platform also provides an opportunity for us to connect with various stakeholders around the region and provide the perfect opportunity for us to update our technological systems to enable us to come down harder on criminal activities wherever they may operate from.

”

YDH IGP TAN SRI ACRYL SANI BIN HJ. ABDULLAH SANI
INSPECTOR GENERAL OF POLICE (IGP), MALAYSIA
ROYAL MALAYSIA POLICE

GATHERING SOME OF THE MOST PROMINENT INTERNATIONAL VVIPS AROUND THE WORLD

NATSEC Asia will bring in VIP Delegations from countries in the Asia Pacific region and around the world. Each VIP Delegation hosted by NATSEC Asia will be given specific routes or programmes during their visit. The programme will be followed through via close coordination between Malaysian Liaison Officers and NATSEC Asia's VIP Ambassadors. VVIP delegations comprises of :

- 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



“

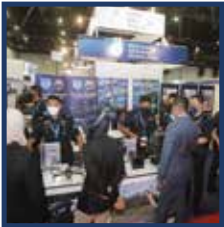
DSA & NATSEC Asia is certainly a key platform to help us foster stronger bonds with our regional counterparts. Having participated in the DSA and NATSEC Asia series in the past, MMEA once again looks forward to gaining new insights and fresh perspectives at the upcoming show. I am certain that the upcoming DSA & NATSEC Asia will not only live up to our expectations but exceed them.

”

YBHG. ADMIRAL MARITIME DATO' MOHD ZUBIL BIN MAT SOM
 DIRECTOR GENERAL
 MALAYSIAN MARITIME ENFORCEMENT AGENCY (MMEA)



SPECIAL FEATURES @



GOVERNMENT AGENCIES PAVILIONS

Leading agencies and experts under the Ministry of Defence, Ministry of Home Affairs and other ministries have showcased their services and products as well as innovations at DSA and NATSEC Asia 2022.



CONTRACTS AND MOU SIGNINGS

Judging by the success of MoU signings in the previous edition, this feature will be included once again at NATSEC Asia. Ministry of Home Affairs will use this event to announce contracts, MOUs and LOUs.



PRODUCT DEMONSTRATIONS

This intriguing feature will give visitors a chance to witness live demonstrations.



DSA & NATSEC ASIA LAB

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



TECHNICAL TALKS & PRESENTATIONS

NATSEC Asia is the right platform for exhibitors to launch their latest products and services as they can also tap into DSA's VIP Delegation.



INTERNATIONAL CONFERENCE / ROUNDTABLE DISCUSSION

NATSEC Asia will become a strategic meeting point for Chiefs of Police, Immigrations and Customs, hence allowing unified dialogues to discuss national security challenges faced across the region and beyond.



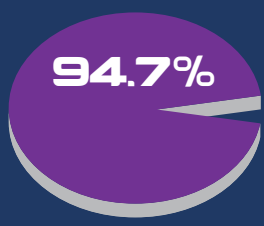
BUSINESS TO BUSINESS (B2B) MEETINGS

This feature provides a mechanism for international exhibitors to solicit appointments with locally based exhibitors and visitors alike to foster partnerships that will enable both parties to tap into the business opportunities that NATSEC Asia brings to the table.

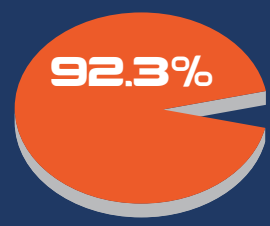


“
Defence Services Asia (DSA) and National Security (NATSEC) Asia is pivotal in connecting us with the latest technology and systems which we can use to further strengthen our Immigration Department. Since its inception, DSA has provided an interactive platform to enable discussions and debates about security issues in the region. The understanding of each other's issues and challenges will only make it easier for us to come together and work towards finding a common ground when tackling threats.
 ”

DATO' SRI KHAIRUL DZAIMEE BIN DAUD
 DIRECTOR GENERAL
 IMMIGRATION DEPARTMENT OF MALAYSIA

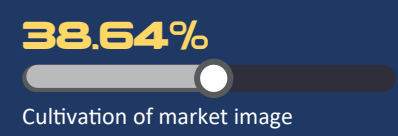
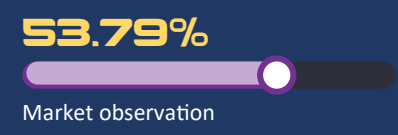
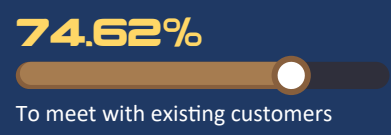


Attendees were **satisfied** with their experience at DSA and NATSEC Asia 2022



Exhibitors declared their **objectives were met**

OBJECTIVES FOR EXHIBITING AT DSA AND NATSEC ASIA 2022?



EXHIBITOR PROFILE

Companies and organisations involved in the manufacturing, production or distribution of the following technologies or equipment are invited to participate in NATSEC Asia

- Anti-terrorism - Special Forces
- Border Control
- Biometrics
- Ballistic Protection
- Counter Terrorism
- Chemical, Biological, Radiation, Nuclear and Explosives (CBRNe)
- Civil Defence
- Communications Monitoring
- Data Protection - Information and Communication Systems

- Disaster & Emergency Response
- Economic and Industrial Intelligence
- Fire Service
- Forensic Science Services
- Hazmat Equipment
- Health, Security, Safety and Environment
- Homeland Security
- Law Enforcement
- Land, Air and Seaport Security
- Maritime and Coastal Training

- Mobile Data Management
- Night Vision / Optics
- Prison Security
- Risk Analysis and Management
- Robotic
- Security of Public Places
- Sea-Based Platform
- Small Calibre / Non-Lethal Weapons
- Special Purpose Vehicles
- System Integrators
- Surveillance
- SWAT
- Systems Integration
- UAVs, USVs and UUVs

VISITOR PROFILE

Trade and professional visitors from the following relevant sectors will be invited to visit NATSEC Asia

- Analysts, Academics & Researchers
- Anti-Terrorist Forces and Experts
- Border Protection Specialists
- Civil Defence Personnel
- Coast Guards
- Custom Officials
- Disaster & Crisis Management
- Defence & Security Industries Professionals
- Embassies
- First Responders & Rescue Personnel
- Fire Department

- Immigration Officials
- IT & Cyber Security Professionals
- Local and Federal Government Security Procurement Officials
- Logistics & Supply Chains
- Manufacturers of Defence Sectors
- Ministry of Defence Personnel
- Ministry of Home Affairs Personnel
- Malaysian Prison Department Personnel
- Malaysian Maritime Enforcement Agency Personnel
- National Anti-Drugs Agency

- Special Forces (Land, Sea and Air)
- Police & Armed Forces
- Prison Officials
- Private Security Agencies
- Public Security & Safety Organisations
- Security Establishments & Institutes
- Security, Occupational Health and Safety Directors
- System Integrators & Installers
- Training & Simulation

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 to 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.



**MAKE YOUR BRAND
STAND OUT
HERE AT**

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

For more information on sponsorship packages, please get in touch with
Peter McKenna at info@official.events.net or
Norliza Abdul Manap at norliza@dsaexhibition.com

CONTACT US

For further information kindly contact
DSA Exhibition And Conference Sdn Bhd
V06- 3A-05, Signature 2, Sunway Velocity,
LingkaranSV, Cheras,
55100 Kuala Lumpur, Malaysia
+603 2702 7700
enquiry@dsaexhibition.com

MALAYSIA & ASIA SALES

Ezwan Effenddy
+6010 828 9690
ezwan@dsaexhibition.com

Hazdi Hasrul
+6019 220 9690
hazdi@dsaexhibition.com

INTERNATIONAL AGENT

China
Guangzhou Bayern Messe Co., Ltd
Morris Chu
Vice President
Taian Business No.183 Guangyuanzhong Road
510405 Guangzhou
Tel: 0086 20 3616 4735
Email: mgt1@bayernmesse.com

China
BEIJING BUNCH EXHIBITION SERVICES LTD
JAMES ZHU
SALES MANAGER
Tel: +86 186 1225 6208
E: james@bbes.com.cn

USA
KALLMAN WORLDWIDE INC
BRIAN KELLER
SALES MANAGER – DEFENSE & SECURITY
Tel: +1 201 251 2600 Ext: 148
E: briank@kallman.com

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.