

DSA 2014, the VVIP show!



Minister of Defence, Malaysia at the Gracing Ceremony



Secretary General of Defence, Malaysia at the MOU & Contract Signing Ceremony



Chief of Defence Force at an Exhibitor's Booth



Prime Minister of Malaysia with the Sultan of Brunei on their Official Tour



Signing the board in remembrance of MH370



Minister of Defence, Singapore arriving for his Keynote Address



Deputy Minister of Defence, Turkey with his fellow Members of Parliament



Malaysian Chief of Army, engaging with an Exhibitor



The Chief of Air Force, Malaysia with Minister of Defence, United Kingdom



Chief of Navy at the Helicopter Simulator



Inspector General of Police, Malaysia trying out weapons at the exhibition floor



Deputy Prime Minister of Malaysia with Malaysian Defence and Security Top Ranks



Opening Ceremony of DSA 2014

THE VVIP SHOW NOT TO BE MISSED



A ROYAL EVENT



► Her Highness The Member of Kedah Regency

► His Highness the late Chairman of The Regency Council of Kedah

► His Highness The Crown Prince of Perlis

► His Excellency The Governor of Penang

► His Excellency The Governor of Melaka

DSA 2014 VVIP Attendance Triumphs Over All Previous Records With 344 Delegations From 45 Nations!

THESE HIGH PROFILE VVIPS CONSIST OF:

- 27 Ministers of Defence and Representatives
- 5 Deputy Ministers of Defence and Representatives
- 26 Secretary Generals and Representatives
- 22 Chiefs of Defence Force and Representatives
- 8 Inspector Generals of Police and Representatives
- 2 Director Generals of Customs and Representatives
 - 18 Chiefs of Army and Representatives
 - 16 Chiefs of Navy and Representatives
 - 14 Chiefs of Air Force and Representatives
 - 3 Chiefs of Staff and Representatives
- 7 Director Generals of Defence Intelligence and Representatives
- 10 Director Generals of Health Services and Representatives
 - 6 Director Generals of Immigrations and Representatives
 - 1 Deputy Secretary General
 - 7 Guests of Chairman of DSA

As well as all their high profiled Accompanying Officers and Entourage!



Chief of Defence Force, South Africa



Resident VIPS



Day Visits

Throughout the show, DSA 2014 received group visits from neighbouring country - Singapore, as well as 12 military and police camps and colleges, totalling to some 1,600 for the period of 3 days emanating from:

- ▶ ASEAN Countries - Singapore
- ▶ Electronic Defence Training Centre
- ▶ Imphal Army Camp
- ▶ National Defence University of Malaysia
- ▶ Sirusa Camp (INSPEKA)
- ▶ Sirusa Camp (PULAMOR)
- ▶ Sirusa Camp (PUSASDA)
- ▶ Sungai Besi Army Camp
- ▶ Sungai Buloh Army Camp
- ▶ UAV Siswa Challenge Finalists
- ▶ UniKL MIMET
- ▶ Universiti Tun Hussein Onn
- ▶ Wardieburn Army Camp



More Than Just An Exhibition

Building up from the success of previous DSAs, a selection of vital features returned at DSA 2014 and new high profiled events were introduced to appeal to the massive attendance of 33,544 visitors from 77 countries

- ▶ ASEAN Hall
- ▶ ASEAN Defence Industry Collaboration (ADIC) Pavilion
- ▶ Business to Business (B2B) Meetings
- ▶ Chief of Army Roundtable Talks (ChART)
- ▶ Chemical Biological Radiological Nuclear Explosion (CBRNe) Seminar
- ▶ Cyber Security Conference
- ▶ Contracts & MOU Signing
- ▶ Defence Procurement Centre (DPC)
- ▶ Humanitarian Assistance & Disaster Relief (HADR) Forum
- ▶ Innovation Centre
- ▶ Live Army Demonstration
- ▶ Putrajaya Forum

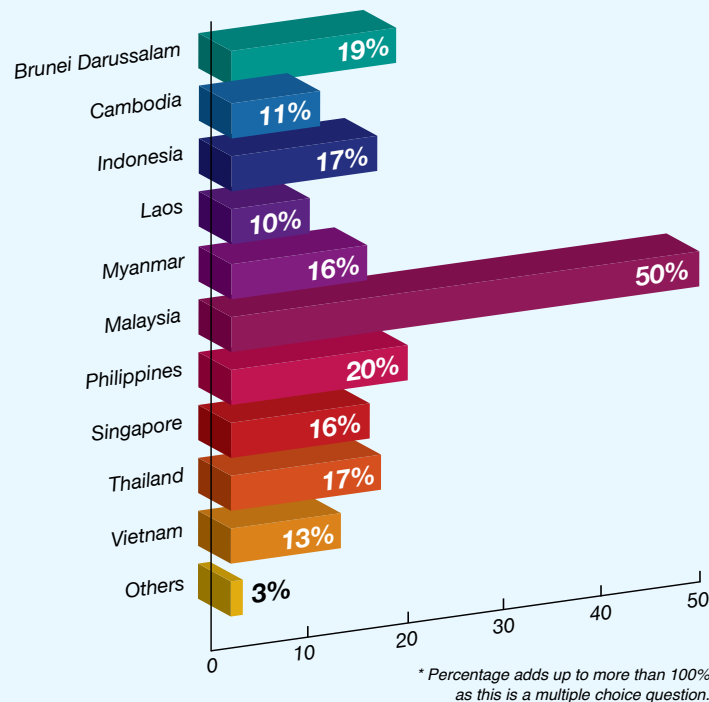




1,057 Participating Companies from 59 Countries Occupied Over 41,000sqm of Exhibition Area

The percentage below reflects number of exhibitors who received VIP delegations from across the globe.

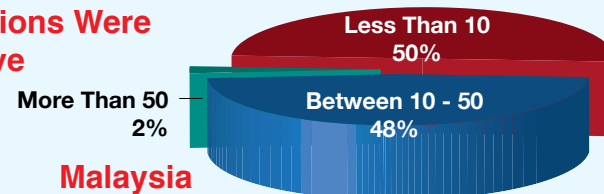
ASEAN Countries



Rest Of The World

Australia	7%	Nigeria	3%
Afghanistan	3%	Norway	4.8%
Azerbaijan	10.4%	Oman	13%
Bangladesh	9%	Pakistan	15.6%
Brazil	1.3%	Papua New Guinea	0.9%
Canada	1.3%	Poland	1.7%
Chile	0.4%	Qatar	7.8%
China	13%	Republic of Korea	5.2%
Czech Republic	5.6%	Russia	8%
Denmark	2.6%	Saudi Arabia	10.8%
Egypt	9%	South Africa	10%
Finland	0.9%	Sri Lanka	8%
France	3.5%	Sudan	0.4%
Germany	3.9%	Sweden	5.6%
India	8%	Timor Leste	1.7%
Italy	3.5%	Turkey	9.5%
Japan	3.5%	Ukraine	1.7%
Jordan	1.7%	UAE	4.8%
Kingdom of Bahrain	7.4%	UK	5.6%
Kuwait	2%	USA	8.7%
Mexico	1.3%	Zimbabwe	5.6%
New Zealand	2.6%	Others	3.5%

Malaysian VIP Delegations Were Among The Most Active In Engaging With The Exhibitors!



Witnessing A 20% Jump From The Previous Installment, 33,544 Trade Visitors From 96 Countries Attended DSA 2014



THE INDUSTRY SPEAKS SUCCESS OF DSA 2014

“BZ in navy terms means “Congratulations” and I wish to express to all of you and the organising committee all my congratulations for this outstanding event that was a huge success due to your efforts and your outstanding organisation.”

CAPT. (NAVY) PIERRE MESNIER
Defence Attache, Embassy of France

“A magnificent job of putting together and coordinating such a wide variety of events - Exhibitions; Forums; Demonstrations; Talks; B2B Meetings; Courtesy Calls; VVIP Events; Social Events etc. - all with clockwork precision while maintaining the highest standards at all times.”

COL. PRAVEEN CHHABRA
Defence Adviser, High Commission of India (Malaysia & Brunei)

“The visitors were almost non-stop and the quality of customer discussions were better than at any other show in Asia Pacific in the last two years.”

EDWARD OLEJNNICZAK
Regional Manager of Harris Corporation

“High volume of visitors and high profile clients.”

GRANT CORNISH
International Sales Manager of Megaray Limited

“Superb exhibition. Genuinely one of the very best I've ever been to.”

STEVE WOOD
First Secretary Defence & Security,
British High Commission, Kuala Lumpur

Overwhelming Support Received from 729 Members of The Media

621 local and 108 foreign presses attended and covered the show.

The Media Centre was jointly set-up and coordinated by MINDEF Corporate Communications Unit and DSA appointed PR Consultant - Go Communications.



TERIMA KASIH to all our sponsors, branding partners and contributors for DSA 2014





DSA 2014 Surpassed All Expectations

THE FINAL DSA 2014 STATISTICS

The total number of participating companies	: 1,057 from 59 countries (increase of 19.6% compared to DSA 2012 which had 850 participating companies)
Total number of pavilions	: 28 comprising of Australia, Austria, Brazil, Bulgaria, China, Czech Republic, France, Germany, Indonesia, Italy, Malaysia, Norway, Pakistan, Poland, Romania, Russia, Slovakia, South Korea, South Africa, Sweden, Switzerland, Turkey, UK, Ukraine, USA and including 3 new additions - Azerbaijan, Hungary and ASEAN countries
Total number of Foreign delegations	: 344 from 45 countries (5.81% more compared to DSA 2012 foreign VIP attendance of 324 delegates)
Total number of Trade Visitors	: 33,544 from 96 countries/nations (a significant jump of 19.6% visitors with 6,564 differences of DSA 2012 head count)
Total number of media / press	: 729 comprising 621 local and 108 foreign press (22% more attendance recorded compared to previous DSA)
Total number of Malaysian Royalties	: 6 Royalties
Total number of Malaysian VIPs	: some 800 VIPs

Our utmost gratitude and appreciation to Dato' Seri Hishammuddin Tun Hussein, Minister of Defence, for his full support and also taking time to host, visit and attend all events during DSA 2014.

We also would like to express a big TERIMA KASIH to the Chairman of all committees and sub-committees and all its members from Malaysian Ministry of Defence, Malaysian Armed Forces and Royal Malaysia Police who were involved directly and indirectly.



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 PWTC, Kuala Lumpur, Malaysia

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