



A STAR-STudded EVENT!

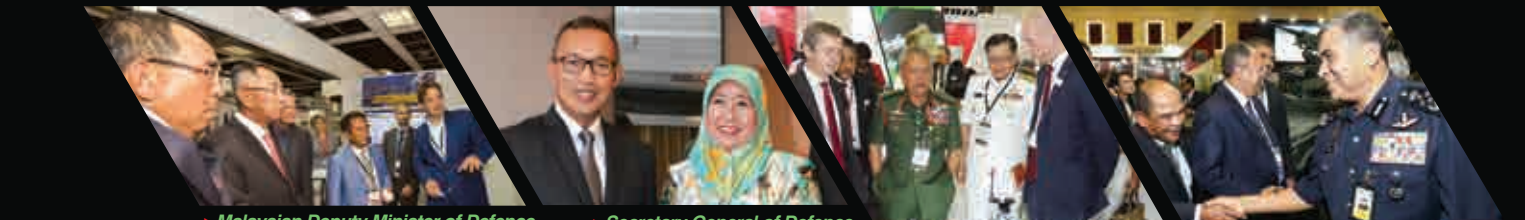
DSA Was Graced With The Presence of VVIP Delegations
Made Up of Top Military Officials From Around The Globe:
Once Again Fulfilling The Reputation of Having One of
The Most Successful VVIP Delegations Programme.



► Minister of Defence, Sri Lanka during courtesy call

► Minister of Defence, Timor-Leste during his courtesy call with Malaysian Minister of Defence

► Minister for Defence Procurement, United Kingdom



► Malaysian Deputy Minister of Defence and Deputy Secretary General of Defence witnessing a product demonstration

► Secretary General of Defence Malaysia with his guest at the Opening Ceremony

► Chief of Defence Force, Malaysia

► Inspector-General of Police, Malaysia



► Major General Peter T.A.E Kelly, New Zealand's Chief of Army

► Brigadier General Arne Heden, Special Advisor to the Minister of Defence, Sweden

► Secretary General, Ministry of Defence Sudan

► Malaysian Chief of Army with Admiral Harry B. Harris Jr., U.S Navy, Commander, U.S Pacific Command



► Sweden's Chief of Defence Logistic and ACOS Chief of Armed Forces Training & Development visiting exhibitor's booth

► Malaysian Chief of Navy with his counterpart from Indonesia

► Brigadier General Khamphath Phimmahasay, Laos Chief of Air Force

► Director General of Medical Services, Bangladesh



► Malaysian Tri-Services Chiefs

► Deputy Commander-in-Chief of Vietnam People's Navy

► Malaysian Chief of Air Force

► Director General Air Intelligence, Pakistan

SPECTACULAR VIP PRESENCE



► Deputy Chief of Army, Malaysia at an exhibitors' booth

► Malaysian Army Field Command West trying on a product display

► VIP Delegation from Pakistan



► Delegates from China

► Turkish Land Forces Chief of Staff & Entourage

► Vice Commander, Philippines Air Force

► VIP from South Korea

324 VIPS FROM 43 COUNTRIES/REGIONS WERE AT THE SHOW!

THE DELEGATIONS COMPRISED OF:

9 Ministers of Defence and Representatives

4 Deputy Ministers of Defence and Representatives

18 Secretary Generals and Representatives

20 Chiefs of Defence Force and Representatives

10 Inspector Generals of Police and Representatives

5 Director Generals of Customs and Representatives

23 Chiefs of Army and Representatives

13 Chiefs of Navy and Representatives

14 Chiefs of Air Force and Representatives

2 Chiefs of Staff and Representatives

9 Director Generals of Defence Intelligence and Representatives

9 Director Generals of Health Services and Representatives

6 Director Generals of Immigrations and Representatives

9 Guests of Chairmen of DSA

AS WELL AS ALL THEIR HIGH PROFILED ACCOMPANYING OFFICERS AND ENTOURAGE!



► VIPs from UAE visiting Korean pavilion

► Saudi Arabian VIPs were present at the show

► Sri Lankan Commandant Volunteer Naval Force

► Philippines VIP meeting exhibitor from Turkey



► Deputy Chief of Army, India visiting the UK pavilion

► Korean VIP delegate testing the exhibit at DSA

► VIP representatives from Oman

► Deputy Secretary Generals from MINDEF top level management at the MoU and Contract Signing ceremony

ROYAL VIPS



► His Majesty Sultan of Pahang



► His Majesty Sultan of Kelantan



► His Highness The Crown Prince of Perlis



► His Highness Tengku Sri Temenggung Raja of Terengganu



► Her Highness Tengku Puteri Seri Lela Manja of Pahang



► His Excellency The Sixth Speaker of Malacca



► His Excellency The Governor of Penang



► His Excellency The Governor of Sarawak

TOP RANKING MALAYSIAN VIPS



► Y.A.B. Dato' Sri Mohd. Najib Bin Tun Haji Abdul Razak, Prime Minister



► Y.B. Dato' Seri Dr. Ahmad Zahid Bin Hamidi
Deputy Prime Minister, Minister Of Home Affairs



► Y.B. Dato' Seri Shahidan Bin Kassim
Minister In The Prime Minister's Department

► Business to Business (B2B) Meetings



► Chemical Biological Radiological Nuclear Explosion (CBRNe) Forum



► Chief of Army Roundtable Talks (ChART)



► Contracts & MOU Signing



► Cyber Security Conference



DSA INTEGRAL EVENTS

► Humanitarian Assistance & Disaster Relief (HADR) Conference



► Live Army Demonstration



► Malaysian Defence & Security Hall (MDaS Hall)



► Combat Medicine



► Putrajaya Forum



► Youth Programme



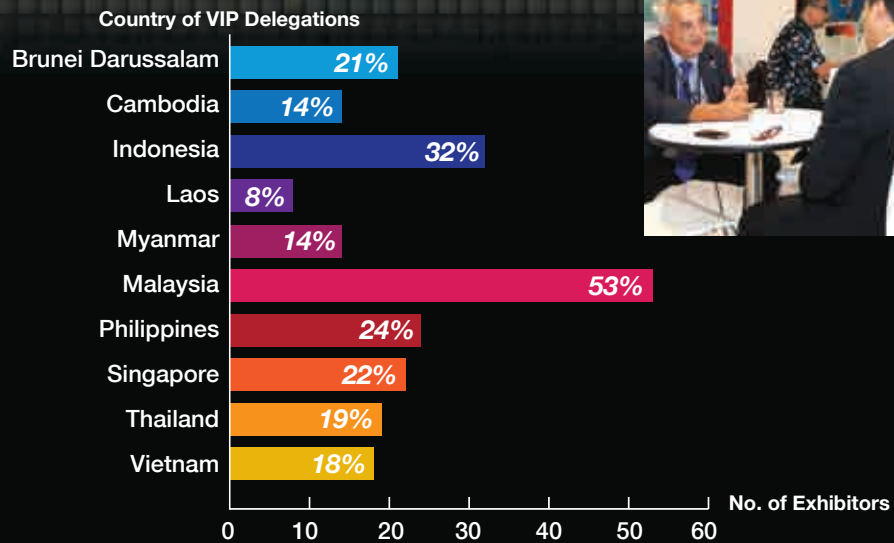
EXHIBITORS WERE OVERWHELMED WITH THE SHOW

BELOW ARE THE PERCENTAGE OF EXHIBITORS WHO RECEIVED DELEGATIONS FROM AROUND THE GLOBE:

OVERSEAS COUNTRIES

Afghanistan	5%
Australia	11%
Azerbaijan	8%
Bangladesh	12%
Belarus	6%
Bosnia & Herzegovina	6%
China	15%
Czech Republic	7%
East Timor (Timor Leste)	5%
Egypt	5%
France	6%
India	7%
Jordan	7%
Maldives	3%
Nepal	3%
New Zealand	5%
Nigeria	3%
Norway	4%
Oman	5%
Pakistan	16%
Qatar	5%
Republic of Korea	13%
Russian Federation	5%
Saudi Arabia	13%
South Africa	10%
Sri Lanka	8%
Sudan	4%
Sweden	13%
Turkey	12%
UAE	11%
United Kingdom	9%
USA	11%
Zimbabwe	6%

ASEAN COUNTRIES



94% MET THEIR OBJECTIVES OF PARTICIPATION AT DSA 2016!



“I think DSA provides a very good avenue and platform for us to market and introduce ourselves as a defence industry player. Through DSA over the years, we’ve managed to achieve our target to export our products. DSA 2016 is far larger compared to the last DSA, despite the economic slowdown. It is growing from year to year.”

TAN SRI DR. SYED AZMAN BIN SYED IBRAHIM
GROUP MANAGING DIRECTOR
WESTSTAR GROUP

“We attended DSA for the first time this year and all of our participation objectives were met.”

PAUL FORD
VICE PRESIDENT OF
SALES & MARKETING
COMBINED SYSTEMS



“DSA for South Africa is a regional exhibition. We chose it because of the level of VIP delegates we see and the representation of all the countries in the Asian region.

For us, it is not just a Malaysian exhibition, it is a big regional exhibition.”

WESSIE VAN DER WESTHUIZEN
SENIOR EXECUTIVE,
BUSINESS DEVELOPMENT
DENEL SOC LTD

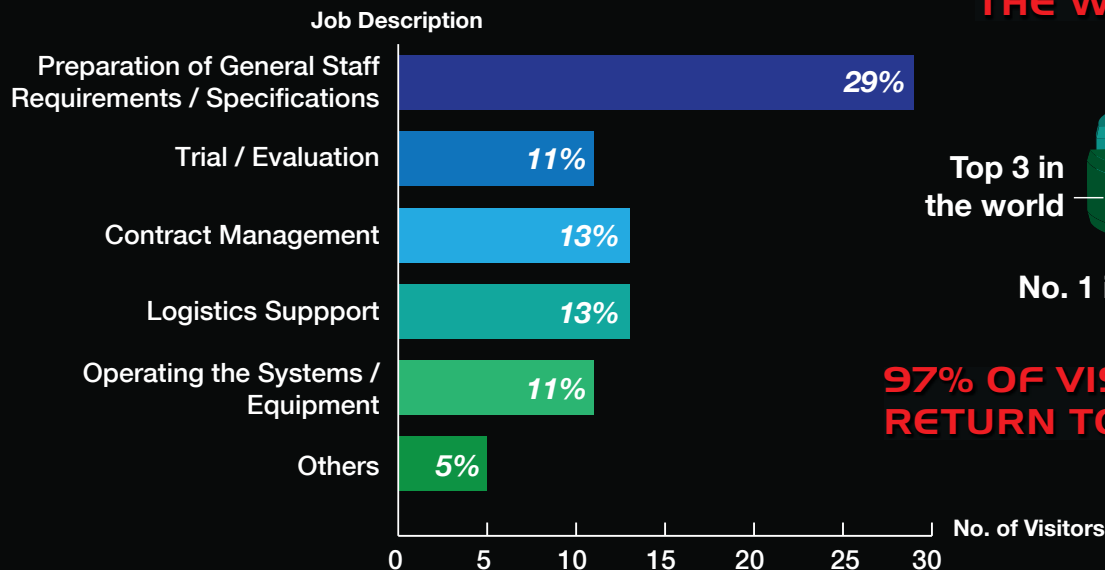


42,456 ATTENDEES WERE RECORDED

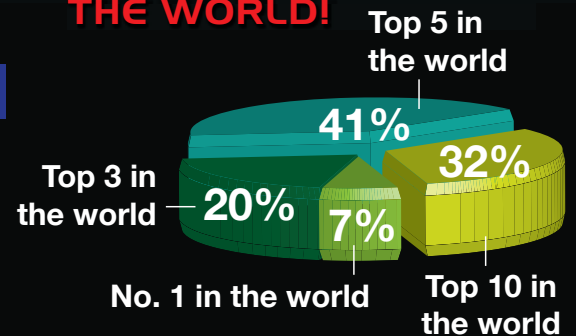
27% More Than Previous Show,

This Is The Highest Recorded Number In The History Of DSA

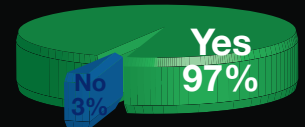
**VISITORS OF THE SHOW ARE INVOLVED
IN THESE PROCUREMENT PROCESS**



**THEY RANKED DSA AS
ONE OF THE TOP 5 IN
THE WORLD!**



**97% OF VISITORS WILL
RETURN TO THE NEXT SHOW**



**96% OF VISITORS WERE ECSTATIC
WITH THE OVERALL PRESENTATION AND
CONTENTS OF THE EXHIBITION!**

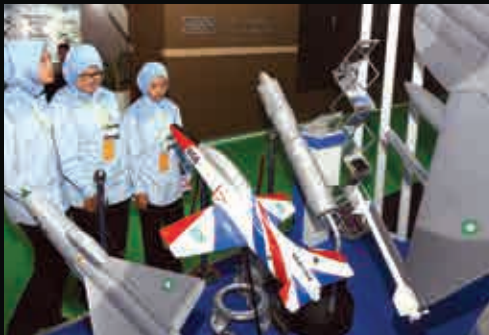
**“Very good show!
Well done and great job
by the event organiser.”**

MAJ. (RTD.) AMIRUL TARIP
CHIEF OPERATION OFFICER
GHORIZON SDN BHD



**“Overall it is very well
planned and I enjoyed
everything DSA has
to offer.”**

ISKANDAR ZULKARNAIN
BIN MUHAMAD HISYAM
MINISTRY OF DEFENCE MALAYSIA



**“Good exhibition on all
defence technology.”**

IR. YAAKUB ARSAD
PROGRAM MANAGER
SAPURA THALES
ELECTRONICS SDN BHD



**“Good coverage of booths
from various countries.”**

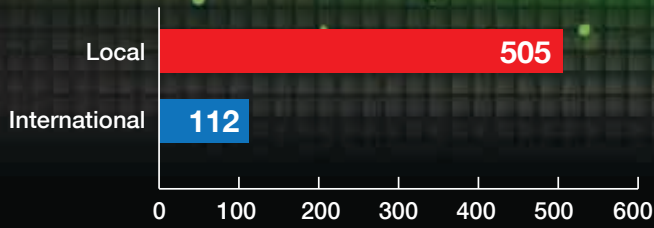
RAKESH NAIDU K
DIRECTOR
VSTREAM REVOLUTION



**“Overall DSA is in
international standard.
Keep it up!”**

ABG MOHAMMAD ASHRAF
BIN ABG AZHARI
LEGAL & SECRETARIAL MANAGER
WESTSTAR AVIATION
SERVICES SDN BHD

617 MEMBERS OF PRESS ATTENDED AND EXTENSIVELY COVERED THE SHOW



DSA 2016 MEDIA PARTNERS

Official Media Partner:



Official Online Media Partner:



Official Online Show Daily News and Official Web TV:



DSA 2016 FACTSHEET

41,500

square metres (gross)



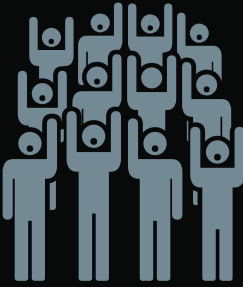
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Country Group Pavilions

- Australia ► Austria
- Azerbaijan ► Belarus ► Bosnia
- Brazil ► Canada ► China
- Czech Republic ► Finland
- France ► Germany ► Indonesia
- Italy ► Malaysia ► Pakistan
- Poland ► Russia ► Slovakia
- South Korea ► South Africa
- Spain ► Switzerland
- The Netherlands ► Turkey
- UAE ► UK ► Ukraine ► USA

42,456

Trade Visitors from 77 countries/regions



1,200

Companies from 60 countries/regions



324

Foreign VVIP Delegations from 43 countries/regions



WE WOULD LIKE TO THANK ALL OF OUR BRANDING PARTNERS



16TH DEFENCE SERVICES ASIA
EXHIBITION & CONFERENCE

SINCE 1988

16 - 19 APRIL 2018

KUALA LUMPUR, MALAYSIA

www.dsaexhibition.com

30 YEARS

IN THE DEFENCE SHOW BUSINESS



Hosted, Supported & Co-organised By:



MINISTRY OF DEFENCE
MALAYSIA



MALAYSIAN
ARMED FORCES



ROYAL MALAYSIA
POLICE



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DSA
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