

CELEBRATING 30 YEARS WITH THE BIGGEST SUCCESS YET IN A GRAND VENUE



Dato' Halimi bin Abd Manaf, Secretary General, Ministry of Defence Malaysia (left)

The recent 16th edition superseded previous numbers of Visitors, VIP attendance and Exhibitors participation.

Larger exhibits were featured at the new venue and the exhibition floors were packed on all 4 days.

10%

More VIPs
Attended The
Show

15%

Expansion of
Total Exhibition
Space Increased

18%

More Visitors
Compared To
Previous Edition

25%

More Exhibitors
Participated



General Tan Sri Dato' Seri Panglima Haji Zulkifli bin Haji Zainal Abidin, Malaysian Chief of Defence Force (left) during his courtesy call



Malaysian Chief of Army (right)

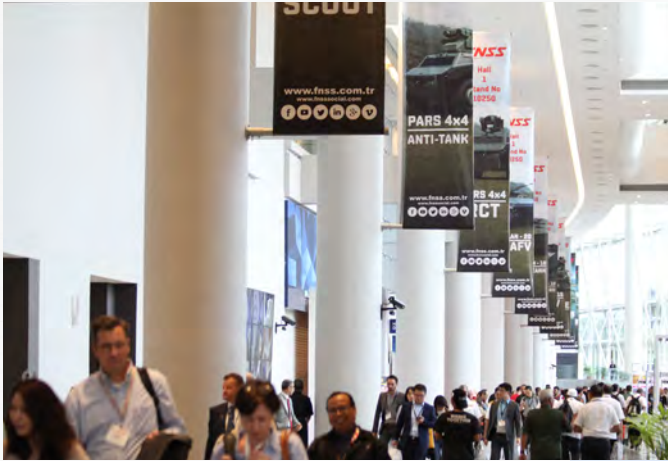


Malaysian Chief of Navy (left)



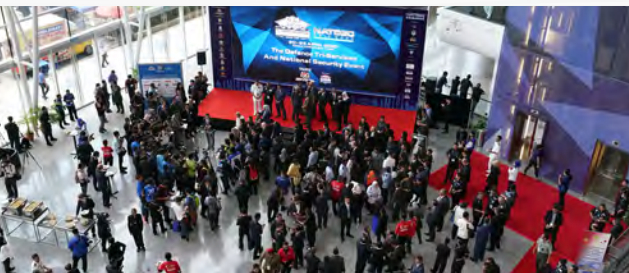
Chief of Air Force, Malaysia (right)

BIGGER VENUE TO ACCOMMODATE THE EXPANDING DSA & NATSEC



The shift to a new location to house DSA & NATSEC presented a better experience for Exhibitors and Visitors.

Many have conveyed their excitement to be attending the show at a bigger and modern venue which offered a more organised layout and flow.



A TRI-SERVICES SHOW

MALAYSIAN ARMY PAVILION

Featuring Network Centric Operations (NCO) Demonstrations



MALAYSIAN NAVY PAVILION



MALAYSIAN AIR FORCE PAVILION



True to its tri-services element, DSA introduced segmentation for land, maritime & aerospace. Though the presence of all sections have been long running, this year, each of the component was designated to zones and anchored by the Malaysian Armed Forces.

The Malaysian Army, Royal Malaysian Navy & Royal Malaysian Air Force each had their own pavilion featuring demonstrations of their assets, expertise and capabilities. The maritime & aerospace zones are among the areas the Organisers have plans for expansion in the next edition of DSA.

THE MUST VISIT SHOW FOR DEFENCE VIPS FROM AROUND THE WORLD

350 VIP Delegations From 44 Countries Attended And
Were Delivered To Exhibitors' Booths

Ministers & Deputy
Ministers of Defence
and representatives

25

Secretary Generals of
Ministry of Defence
and representatives

14

19

Chiefs of Defence Force/Chiefs of
Staff/Joint Force Commanders
and representatives

Chiefs of Army
and representatives

25

19

Chiefs of Navy
and representatives

Chiefs of Air Force
and representatives

17

8

Director Generals
of Health Services
and representatives

4

Guests of Chairman of
DSA & NATSEC Asia
and representatives

Refer full list on our
website (Link - <http://www.dsaexhibition.com/Exhibitors/VVIP-Programme>)

For NATSEC VIPs, please refer to page 9.



**Commanding General
of US Army Pacific (right)**



**Deputy Chief of Staff,
Royal Thai Armed Forces (right)**



Delegation from UAE (right)



VIP delegations from China



**Director General Perspective
Planning representing Indian
Chief of Army Staff (middle)**



**Nigerian Chief of Training And Operations,
Air Force (second from left)**

ON THE SHOW FLOORS OF DSA & NATSEC

MOU & CONTRACT SIGNING

A combined total of MYR18 billion worth of contracts were signed by both the Ministry of Defence & Ministry of Home Affairs, Malaysia.



INNOTALKS

Pocket talks presented by exhibitors for free to the audience.



INTERNATIONAL SOURCING PROGRAMME (INSP)

Coordinated by MATRADE, the International Sourcing Programme (INSP) matched 28 foreign buyers & 35 Malaysian companies.



YOUTH AWARENESS & EDUCATION

500 cadets from various defence & security groups were also brought around the exhibition halls to understand more about the technology and industry direct from exhibitors.



7 HIGH POWERED CONFERENCES



CBRN Conference

To reflect what is happening in the defence community, DSA continues to feature the CBRN element and expanded the topic of discussion to include advancement in Military Medicine.

Chief of Army Roundtable Talks (ChArt)

The event was hosted by the Malaysian Chief of Army for his counterparts from 25 countries. His Highness The Crown Prince of Perlis was the Guest-of-Honour in attendance.



Cyber Security & Defence Seminar

Cyber Security & Defence Seminar presented views from industry, government and academia on what measures could be taken to mitigate and manage cyber threats for a better and safer defence & security environment.



Drones Forum

Themed 'Artificial Intelligence + Network + UAV' the conference had over 100 local and international audience from the UAV industry made up of organisations, global experts, entrepreneurs, well-known advisory bodies and financial institutions participating in the forum.

Empowering Women in Defence & Security Forum



Organised for the first time ever to discuss the involvement and achievement of Women in Defence & Security.

International Conference On Security and Strategic Cooperation (ICSSC)

Conference discussed pertinent issues relating to internal security and featured top rank foreign panelist from Immigration & Border Security organisations.



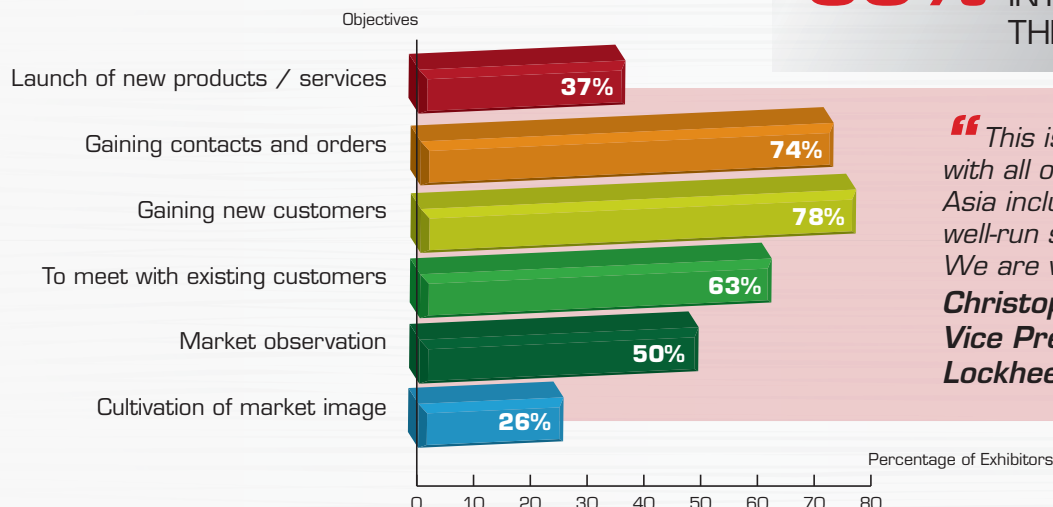
Putrajaya Forum

The 5th Putrajaya Forum organised by The Malaysian Institute of Defence and Security (MiDAS), carried the theme Recalibrating Regional Security Architecture. This forum enabled many experts in the field of defence and security to exchange opinions, experiences, and best practices with all the participants.



EXHIBITORS ARE SATISFIED WITH THEIR EXPERIENCE AT DSA & NATSEC ASIA 2018

99.5% EXHIBITOR'S DECLARED THEIR OBJECTIVES WERE MET



89% HAVE ALREADY INDICATED INTEREST TO RETURN TO THE NEXT EDITION

“This is a great opportunity to engage with all of our clients from Southeast Asia including Malaysia as well. This is a well-run show and they're well attended. We are very happy to be here.”

Christopher A. Nurit
Vice President, Asia Pacific
Lockheed Martin Global Inc

“We are one of the biggest countries exhibiting, we have been receiving huge interests. With this new venue, it looks like DSA will be the only show in the area, in the near future. And we will be proud to participate.”

Serdar Demirel
Deputy Undersecretary
Undersecretariat for Defence Industries,
Turkey (SSM)



AS WELL AS THE FOLLOWING ASEAN COUNTRIES

VIPs From	Percentage of Exhibitors Receiving Them
Brunei Darussalam	13%
Cambodia	16%
Indonesia	35%
Laos	1%
Myanmar	13%
Malaysia	70%
Philippines	24%
Singapore	24%
Thailand	24%
Vietnam	27%

THE PERCENTAGE OF EXHIBITORS WHO RECEIVED VIP DELEGATIONS FROM THE FOLLOWING COUNTRIES

VIPs From	Percentage of Exhibitors Receiving Them	VIPs From	Percentage of Exhibitors Receiving Them
Australia	20%	Norway	3%
Azerbaijan	1%	Oman	19%
Bangladesh	21%	Pakistan	26%
Belarus	2%	Poland	3%
Bosnia & Herzegovina	1%	Qatar	5%
China	15%	Republic of Korea	11%
East Timor (Timor Leste)	5%	Russian Federation	6%
Fiji	2%	Saudi Arabia	21%
France	16%	South Africa	12%
India	11%	Sri Lanka	19%
Italy	7%	Sudan	7%
Kazakhstan	5%	The Netherlands	3%
Kuwait	9%	Turkey	20%
Maldives	3%	UAE	21%
Morocco	4%	United Kingdom	7%
Nepal	6%	USA	9%
New Zealand	3%	Zimbabwe	11%
Nigeria	6%		

“We got a lot of footsteps into our UAE pavilion. It's a good opportunity for us to showcase UAE military industries and where we have reached.”

H.E. Tariq Al Hosani
Chief Executive Officer
Tawazun Economic
Council

“DSA has been a great platform for us, enabled us to showcase our latest products not just to the Malaysian Government but also to the world. We always put DSA as a benchmark for us to come up with new products.”

Lt. Col. (H) Dato' Haji Amril Samsudin
Group Chief Executive Officer,
DEFTECH

50,000 VISITORS, OLD & NEW WERE PRESENT AT THE SHOW!

THEY ARE INVOLVED IN THE FOLLOWING PROCUREMENT ACTIVITIES:

26% Preparation of General Staff Requirements / Specifications

25% Trial / Evaluation

28% Contract Management

37% Logistics Support

3% Operating the System / Equipment

97% ATTENDEES WERE SATISFIED WITH THE
OVERALL PRESENTATION AND CONTENTS OF
THE EXHIBITIONS

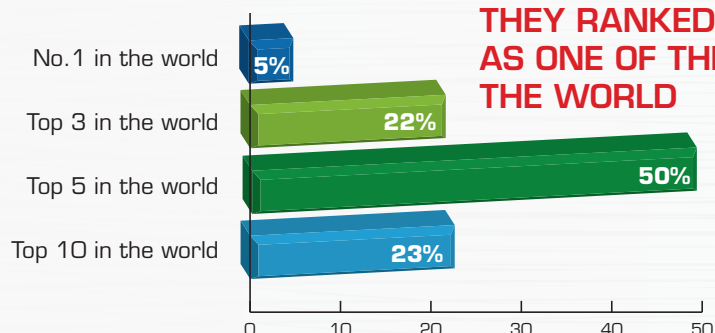


“The exhibition have been excellent and I've met many international exhibitors. I saw many new companies showcasing a lot of new technological solutions.”

HE Beibut Atamkulov

Minister of Defence & Aerospace Industry, Kazakhstan

THEY RANKED THE SHOW AS ONE OF THE TOP 5 IN THE WORLD



“This exhibition is very impressive and has a very international dimension. It is the most important event for the region and the industry. A lot of large French companies and SMEs are participating. They are here for long term partnerships with both industrial and Armed Forces as well as with the government.”

Jean-Jacques Bridey

Chairman of the Defence and Armed Forces Committee, France



“There's no doubt that the DSA is one of the most significant trade show of its kind in the world, among the most significant in Europe, Australia and the Middle East. It's a critical opportunity in fact for people like myself as a Minister from Australia to come together with other Ministers in the region around the world for industry to be able to catch up and see what technological advancements that have occurred would have strengthen the militaries of friends and allies and for that reason, these expos are very important.”

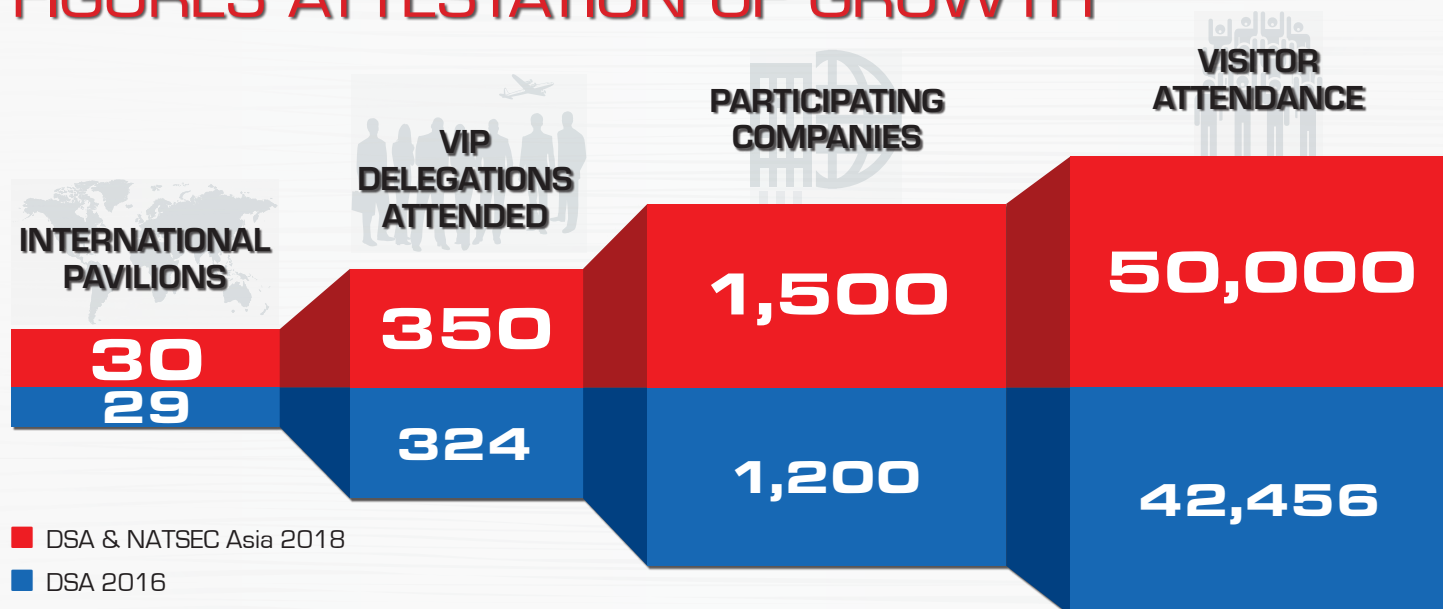
The Honourable Christopher Pyne, MP
Minister for Defence Industry, Australia

“I think it's a great forum, gaining importance as a security platform for the region overtime. They're always good for confidence building and collaboration, so congratulations to the Organisers.”

Dr. Ng Eng Hen
Minister for Defence Singapore

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FIGURES ATTESTATION OF GROWTH



DSA & NATSEC ASIA 2018 SPONSORS & BRANDING PARTNERS



20 - 23 APRIL 2020
KUALA LUMPUR, MALAYSIA

The Defence Tri-Services And National Security Event

Hosted, Supported,
Co-Organised By:



MINISTRY OF DEFENCE &
MINISTRY OF HOME AFFAIRS

Organised By:



VIPS FROM ASEAN COUNTRIES WERE FLOWN IN AND SPECIFICALLY BROUGHT TO NATSEC ASIA 2018

Ministers of Home Affairs and representatives

2

Inspector Generals of Police and representatives

9

Director Generals of Maritime Enforcement Agencies and representatives

5

Director Generals of Customs and representatives

2

Director Generals of Defence Intelligence and representatives

10

Director Generals of Immigrations and representatives

7

Director Generals of Prisons and representatives

4

3

Director Generals of Fire & Rescue and representatives

Refer full list at <http://www.natsecasia.com/exhibitions/wip-programme>

For DSA VIPs, please refer to page 3.

Malaysian Royalties & Head of States Were Also Amongst The High Level Attendees



His Royal Highness Sultan of Selangor



His Royal Highness The Regent of Pahang



His Highness The Crown Prince of Perak



His Highness The Crown Prince of Perlis



His Highness The Regent of Kelantan



His Royal Highness The Crown Prince of Selangor



His Excellency The Governor of Malacca



His Excellency The Governor of Penang



His Excellency The Governor of Sabah



His Excellency The Governor of Sarawak

INAUGURAL NATSEC ASIA SHOWCASE FINEST SECURITY EQUIPMENT

The first time show presented and array of state-of-the art exhibits available in the security sector covering solutions & technology catered for police forces, immigrations, customs, border safety, prisons, fire & rescue departments.



Director General, Malaysian Maritime Enforcement Agency (middle)



Inspector General of Police, Royal Malaysia Police accompanied by Chief of Police Kuala Lumpur (middle)



Secretary General, Ministry of Home Affairs (middle)



Director of Internal Security and Public Order Department in the Royal Malaysia Police (middle)



Director General of Malaysian Prisons Department (middle)



Director General of Royal Malaysia Customs Department (left)



Chief of Police for the state of Johore (left)



Director of Strategic Resources and Technology (StaRT) Department, Royal Malaysia Police (right)



A dedicated Cyber Security section at NATSEC unveil another dimension of 'gatekeeping' to the audience. A cyber range real time monitoring was presented live

DRONES DEMO @ NATSEC ASIA

Featured at NATSEC Asia, the demonstration sessions were very popular and always had huge turnout. His Royal Highness The Crown Prince of Selangor also took interest and attended one of the sessions.

