

AIR + UNMANNED + MEDICAL + SECURITY + LAND + NAVAL

DSEI

15 - 18 September 2015
The World Leading
Defence & Security Event
ExCeL, London www.DSEI.co.uk

Access the **global market** at the world leading defence & security event



IMAGES COURTESY OF: Supercat, Peter Harlsson SAAB, Richard Seymour and THALES

www.DSEI.co.uk

ORGANISED BY



Access the global market

The global defence and security industry gathers in London every two years for the world's largest showcase of pioneering capabilities, technology and innovative products.

Exhibiting at DSEI enables you to access the entire international defence and security supply chain from land, naval, air and security over four days in a cost-effective way.

In 2013, nearly 1,500 exhibitors presented their innovative defence and security equipment throughout land, maritime and air operations, as well as the most up-to-date advancements in the security, unmanned, medical & disaster relief sectors. DSEI 2013 was the largest and most diverse event to date.

Global Industry Networking Opportunities

With **40 national pavilions** representing growing markets around the world, DSEI offers an unrivalled opportunity to network with exhibitors and visitors from the central community in an accessible international destination.



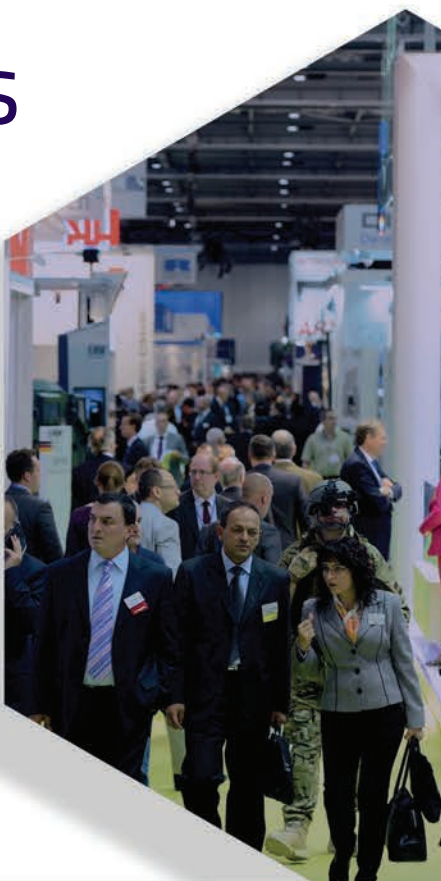
MINISTRY OF DEFENCE



UK Trade & Investment

Defence & Security Organisation

Supported by the UK MOD and UKTI DSO, DSEI attracts the highest calibre of visitors and delegations globally, enabling you to achieve your international business goals.



121

countries represented

32,169

visitors, up by 13% on 2011

97

Official Delegations

2,867

Global VIPs

1,034

Senior MOD and Government, up by 20% on 2011

1,489

exhibitors from all regions of the world

40

national pavilions

6

dedicated zones for land, air, naval, security & special forces, unmanned systems and medical & disaster relief

8

warships from Sweden, Germany, South Korea, the Netherlands and UK



Waterborne demonstrations

This highly popular feature creates an opportunity for exhibitors to actively showcase their products and equipment, using the dockside area on the Royal Victoria Dock, adjacent to the ExCeL exhibition hall.

Programmed Delegations

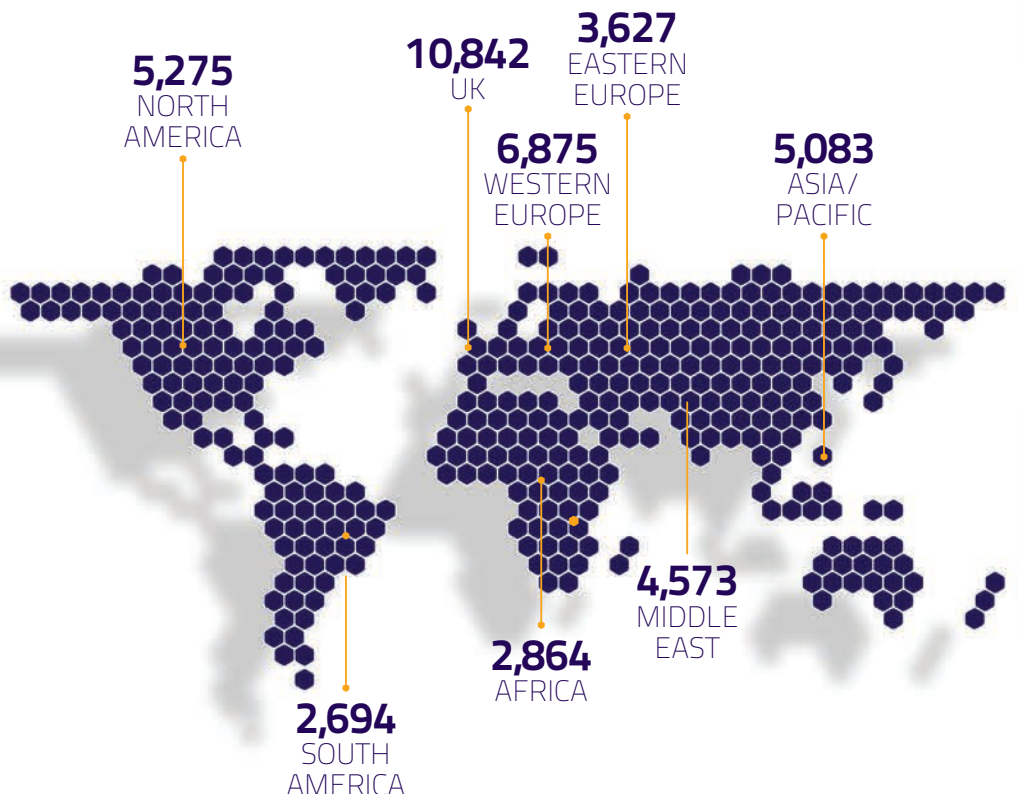
DSEI is renowned for the quality and strength of attending International Military & Government Delegations. The organisers have put into place a number of new initiatives which will increase the number of programmed delegations at DSEI 2015.



Visiting organisations active in every region of the world

High Level Keynote Briefings

The six zones host dedicated seminar programmes to facilitate knowledge sharing and networking around key topics and technical areas. These feature strategic presentations, thought-provoking panel debates and informative product reviews. Speakers include Ministers, Senior Defence Staff and leading industry figures.



DSEI in 2015

With new areas of conflict emerging and others threatening, 2015 will be a crossroads year for global defence and security. While some militaries seek to redefine their role following the withdrawal from Afghanistan, others are gearing up to protect their national interests in crucial areas such as territorial integrity and security of energy supplies.

Partnership and co-operation between nations of goodwill is assuming increasing importance. DSEI provides a valuable arena for bilateral and multilateral talks, while for visitors generally it is a rare opportunity to see the equipment, systems and technologies that enable joint land, sea and air operations all showcased under one roof.

DSEI in 2015 will be a vitally important catalyst in the formation and further development of co-operation at global, national and industry-specific levels.



“ Our feet hardly touched the ground both on the stand demonstrating our products, and off the stand meeting with important industry contacts.”

Claire Aplin, Marketing Officer, Chemring Technology Solutions

“ DSEI is clearly the place to be if we want to do business worldwide. It's made of customers meeting and incredible new contacts that would not be possible without it! ”

Ludovic Le Toquin, European Marketing Manager, Antycip Simulation

81.9%

of 2013 exhibitors rated DSEI **excellent or good**

Top 5 reasons why companies exhibit at DSEI*:

- Reputation of the event in the industry
- The international buyers visiting the event
- The overall quality of visitors at the event
- Accessible international destination
- The quality of other companies exhibiting

* Source: DSEI 2013 Post Event Survey

Who you will meet

- Top international delegations
- International defence ministers
- Senior procurement staff
- Prime contractors/OEMs
- Defence media
- Pre-qualified defence trade visitors

76%

of visitors have
**purchasing power or
influence** on
purchasing
decisions



Where the entire supply chain gets together

- Prime contractors
- Second tier suppliers
- Small & medium enterprises
- System integrators
- Subcontractors
- Major manufacturers
- Service providers

LAND ZONE

DSEI hosts the largest display area for the land system sector, featuring 25 military OEMs.

AIR ZONE

The air component is becoming increasingly prominent at DSEI, building on the outstanding support from the Royal Air Force (RAF) in 2013.

NAVAL ZONE

The 2013 Naval Zone featured a record number of visiting warships from Sweden, Germany, South Korea, the Netherlands and UK.

SECURITY & SPECIAL FORCES ZONE

This now fully established zone focuses on security equipment and systems to counter priority threats including cyber attacks and terrorism.

UNMANNED SYSTEMS ZONE

An increasingly emerging market, the Unmanned Systems Zone is held in association with AUVSI and offers a programme of UGV and UAV demonstrations.

MEDICAL & DISASTER RELIEF ZONE

This zone brings the rising requirements of medical personnel within the armed forces into DSEI.

“ This was the right venue for us. My particular company covers every single product area and I couldn't be happier exhibiting here.”

**Len Rizzo,
Exhibit Manager,
Lockheed Martin**

“ DSEI was the perfect platform to showcase our business. We were pleased to have the opportunity to expand on the activities on the stand with both the waterborne demonstration and use of the Swedish MCMV.”

**Sam West, marketing
Manager, Atlas
Elektronik**

IN ASSOCIATION WITH



Defence & Security
Organisation

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