

LAAD

DEFENCE & SECURITY

2013

POST SHOW REPORT



W W W . L A A D E X P O . C O M

Official Sponsor



Organized by





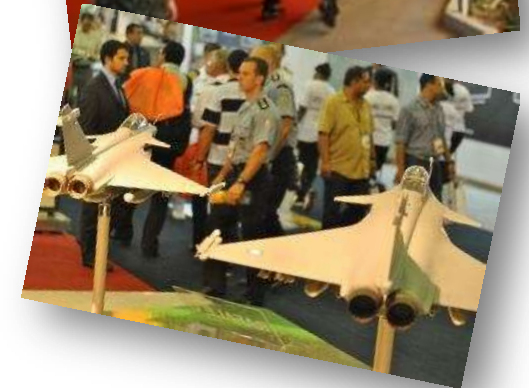
POST-SHOW REPORT – EXECUTIVE SUMMARY

- ▶ LAAD Defence & Security 2013
- ▶ Increased exhibition space
- ▶ Ninth edition in numbers
- ▶ Official opening ceremony
- ▶ Institutional support – Defence Ministry
- ▶ Institutional support – Justice Ministry
- ▶ 693 exhibitors from 42 countries
- ▶ National pavilions and new countries
- ▶ Official delegations – growth
- ▶ Official delegations – 61 countries
- ▶ Public safety authorities in attendance
- ▶ Annual general meetings held during the event
- ▶ Visitors – growth
- ▶ Visitors – 75 countries
- ▶ Support from industry associations
- ▶ Media support
- ▶ Media exposure
- ▶ Statistics – www.laadexpo.com.br



LAAD DEFENCE & SECURITY 2013

- ▶ Latin America's leading defence and security trade show
- ▶ Ninth edition of the show in 2013
- ▶ Record number of qualified attendees





INCREASED EXHIBITION SPACE

2013

- Hall 2, 3, 4 + Outdoor Area
- Hall 5 – International Symposium on Military Logistics and Official Opening Ceremony

2011

- Hall 3 and 4 + Outdoor Area

2009

- Hall 3 + Outdoor Area







FACTS & FIGURES



- ▶ **693** exhibitors from **42** countries – **24** national pavilions
- ▶ **128** official delegations from **61** countries – **319** official delegates
- ▶ **15** foreign ministers and **12** deputy foreign ministers
- ▶ **1,414** pre-scheduled meetings between delegations and exhibitors
- ▶ **337** Brazilian public safety authorities attend AGMs
- ▶ **23** secretaries of public safety from Brazilian states
- ▶ **34,600** visitors from **75** countries
- ▶ **25,122** pre-registered visitors
- ▶ **70,000** sq.m. of gross exhibition area



Michel Temer, Vice-President of the Federative Republic of Brazil, at the Official Opening Ceremony of LAAD Defence & Security 2013, alongside Defence Minister Celso Amorim.



OFFICIAL OPENING CEREMONY

Presiding Officers:

- ▶ Michel Temer – Vice-President of the Federative Republic of Brazil
- ▶ Celso Amorim – Defence Minister
- ▶ Fleet Admiral Júlio Soares de Moura Neto – Commander-in-Chief of the Brazilian Navy
- ▶ General Enzo Martins Peri – Commander-in-Chief of the Brazilian Army
- ▶ General Juniti Saito – Commander-in-Chief of the Brazilian Air Force
- ▶ General José Carlos De Nardi – Chairman of the Joint Chiefs of Staff
- ▶ Leandro Coimbra – Director-General of the Federal Police
- ▶ Luiz Fernando Pezão – Vice-Governor of Rio de Janeiro State
- ▶ Congressman Nelson Pellegrino – Chairman of the House Foreign Affairs & Defence Committee
- ▶ Senator Ricardo Ferraço – Chairman of the Senate Foreign Affairs & Defence Committee
- ▶ Sergio Jardim, Managing Director of Clarion Events Brazil



INSTITUTIONAL SUPPORT – DEFENCE MINISTRY



MINISTÉRIO DA DEFESA
Brazilian Ministry of Defence



COMANDO DA MARINHA
Brazilian Navy



COMANDO DO EXÉRCITO
Brazilian Army



COMANDO DA AERONÁUTICA
Brazilian Air Force



INSTITUTIONAL SUPPORT – JUSTICE MINISTRY

**Secretaria Nacional de
Segurança Pública**
*National Secretariat of
Public Security*

**Ministério da
Justiça**
*Brazilian Minister
of Justice*

GOVERNO FEDERAL
BRASIL
PAÍS RICO É PAÍS SEM POBREZA



DEPEN
Departamento
Penitenciário Nacional
*National Penitentiary
Department*



PF
Polícia Federal
Brazilian Federal Police



PRF
Polícia Rodoviária Federal
Federal Highway Police



FNSP
Força Nacional de Segurança Pública
Brazilian National Force of Public Security



CONSESP
Colégio Nacional de Secretários
de Segurança Pública
*National College of Secretaries of
Public Security*



CNGM
Conselho Nacional das
Guardas Municipais
*National Council of
Municipal Guards*



CONPC
Conselho Nacional de
Chefes de Polícia Civil
*National Council of Heads of
Civilian Police Forces*



CNCG-PM/CBM
Conselho Nacional de Comandantes
Gerais das Polícias Militares e
Corpos de Bombeiros Militares
*National Council of Heads of Military
Police and Military Fire Corps*



CONSEJ
Conselho Nacional dos
Secretários de Estado de Justiça,
Cidadania, Direitos Humanos e
Administração Penitenciária
*National Council of State
Secretaries of Justice, Human
Rights & Prison Administration*



CONSEMS
Conselho Nacional de
Secretários e Gestores
Municipais de Segurança
*National Council of Municipal
Secretaries and Managers of
Public Security*



ENCHOI
Encontro Nacional de Chefes dos
Organismos de Inteligência de
Segurança Pública
*National Meeting of Heads of
Intelligence Organizations of Public
Security*

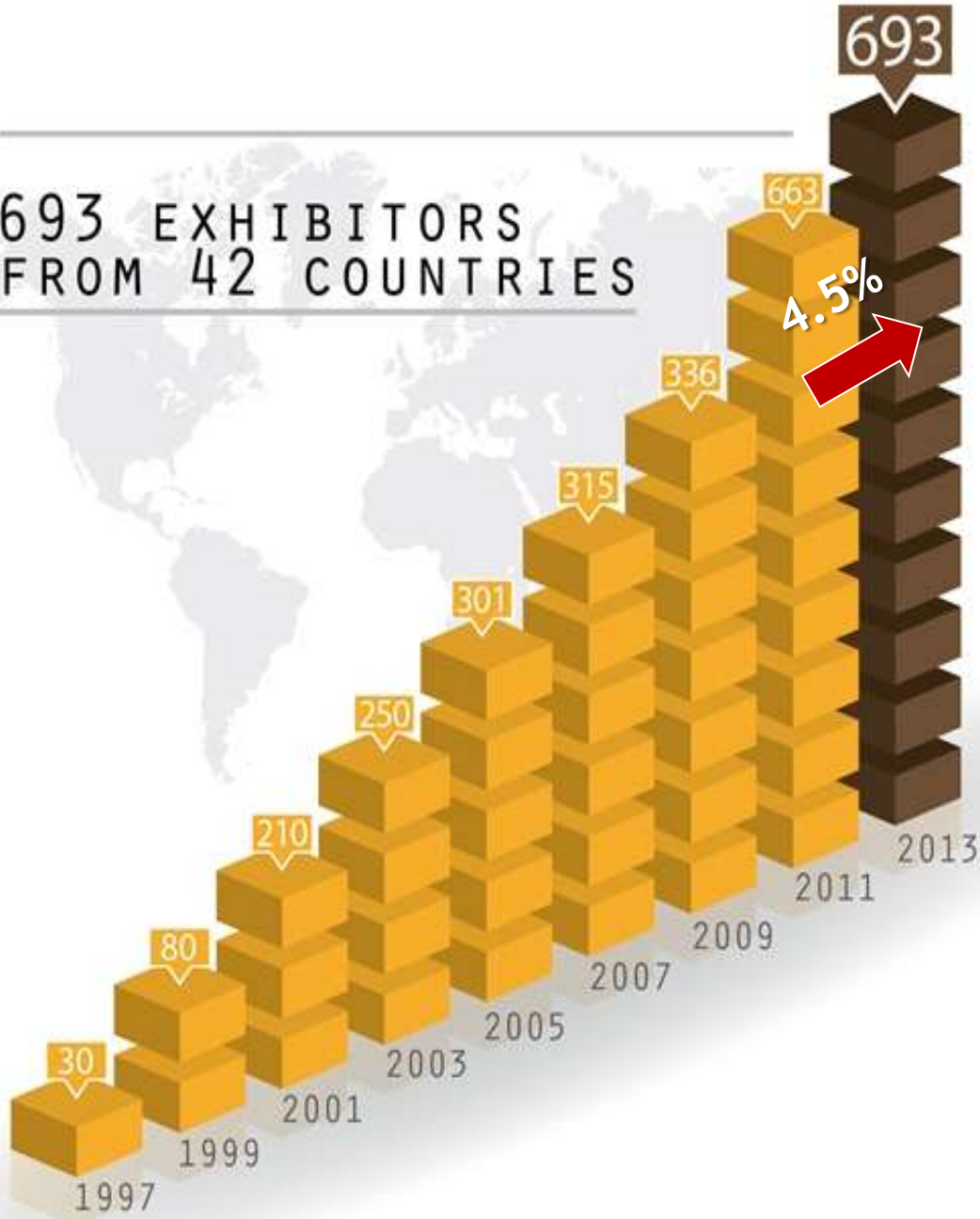


LIGABOM
Liga Nacional dos Corpos de
Bombeiros Militares do Brasil
*National League of the Military
Firefighters from Brazil*



PERITOS
Conselho dos Dirigentes de
Órgãos Periciais Forenses
do Brasil
*National Council of Heads
of Forensic Science Services
Organizations*

693 EXHIBITORS FROM 42 COUNTRIES



- | | |
|----------------|----------------------|
| ARGENTINA | MEXICO |
| AUSTRALIA | NORWAY |
| AUSTRIA | PAKISTAN |
| BELGIUM | POLAND |
| BRAZIL | PORTUGAL |
| BULGARIA | RUSSIA |
| CANADA | SERBIA |
| CHILE | SINGAPORE |
| CHINA | SLOVAKIA |
| COLOMBIA | SOUTH AFRICA |
| CZECH REPUBLIC | SOUTH KOREA |
| DENMARK | SPAIN |
| FINLAND | SWEDEN |
| FRANCE | SWITZERLAND |
| GERMANY | THAILAND |
| GREECE | THE NETHERLANDS |
| INDIA | TURKEY |
| IRELAND | UKRAINE |
| ISRAEL | UNITED ARAB EMIRATES |
| ITALY | UNITED KINGDOM |
| LUXEMBOURG | UNITED STATES |



NATIONAL PAVILIONS AND NEW COUNTRIES

24 National Pavilions:

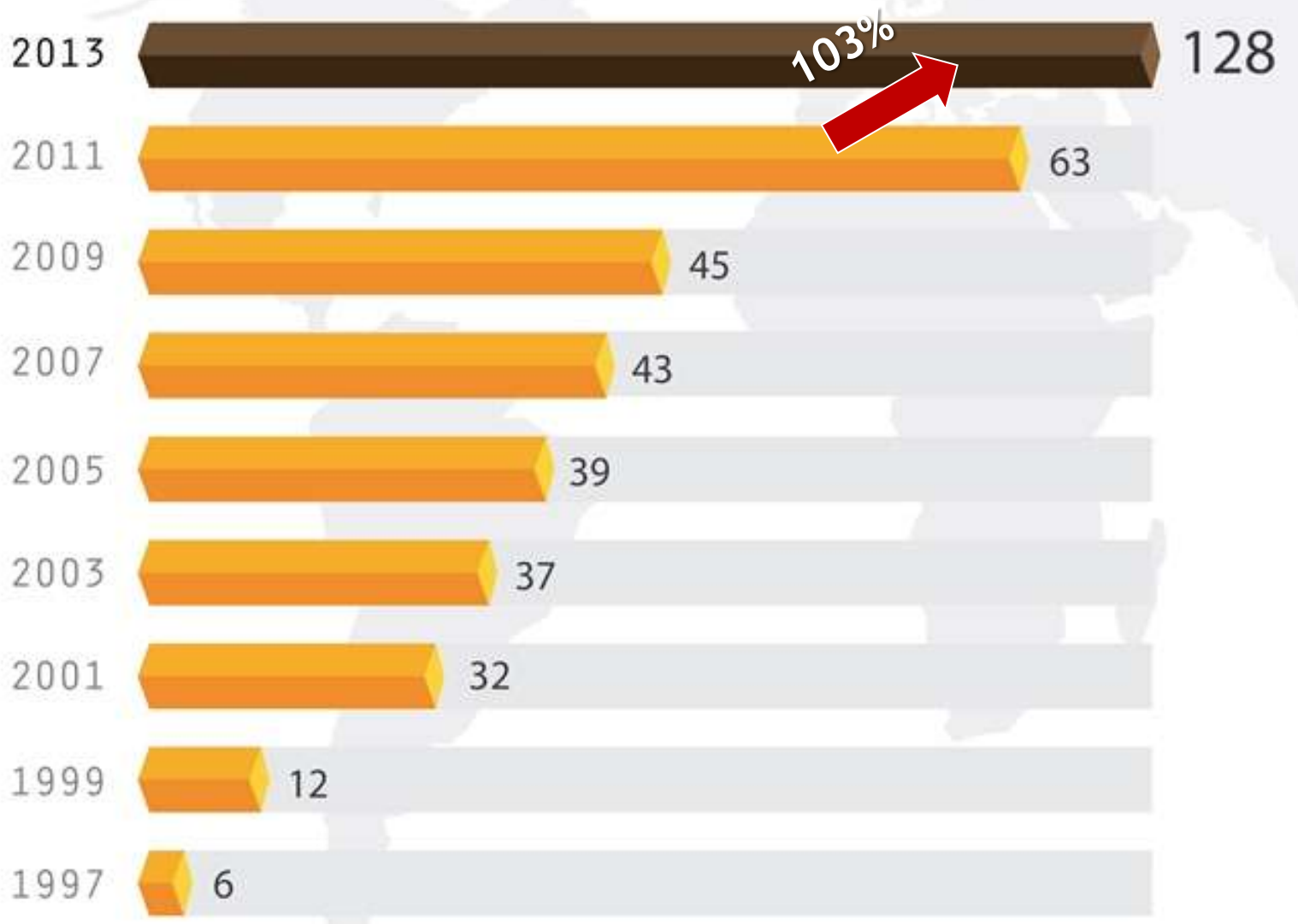
Argentina	Colombia - New!	Slovakia - New!
Australia - New!	France	South Africa
Austria	Germany	Spain
Belgium	India	Swiss
Bulgaria	Israel	Turkey
Canada - New!	Italy	UAE - New!
Chile	Norway	United Kingdom
China	Russia	United States

New countries exhibiting at LAAD Defence & Security:

- Australia
- Colombia
- Mexico
- Serbia
- Thailand
- UAE



OFFICIAL DELEGATIONS GROWTH





OFFICIAL DELEGATIONS – 61 COUNTRIES

Angola	France	Mexico	Slovakia
Argentina	Gabon	Namibia	South Africa
Australia	Georgia	Nigeria	South Korea
Azerbaijan	Germany	Norway	Spain
Belgium	Greece	Pakistan	Suriname
Bolivia	Guatemala	Panama	Sweden
Brazil	Guyana	Peru	The Netherlands
Cameroon	Haiti	Philippines	Turkey
Chile	Honduras	Poland	Ukraine
China	India	Portugal	United Arab Emirates
Colombia	Indonesia	Qatar	United Kingdom
Dominican Republic	Israel	Russia	United States
Ecuador	Italy	Sao Tome and Principe	Uruguay
El Salvador	Mauritania	Senegal	Venezuela
Equatorial Guinea		Singapore	Vietnam
Ethiopia			Zambia



PUBLIC SAFETY & LAW ENFORCEMENT AUTHORITIES IN ATTENDANCE

	AUTHORITY	ORIGIN	REPRESENTATIVE	ORIGIN	ASSISTANTS	TOTAL
	JUSTICE MINISTER	JUSTICE MINISTRY		DF	2	3
	DIRECTOR-GENERAL	FEDERAL POLICE DEPARTMENT		DF	2	3
	DIRECTOR-GENERAL	NATIONAL DEPARTMENT OF PRISONS		DF	2	3
CONSESP	18	AC-AL-AM-AP-DF-ES-MA-MG-MS-MT-PA-PE-PR-RN-RO-RR-SC-TO	5	CE-GO-PB-PI-RJ	6	29
CONCPC	23	AM-AP-BA-CE-DF-ES-GO-MA-MG-MS-MT-PA-PB-PR-RJ-RN-RO-RR-RS-SC-SE-SP-TO	2	AL-PE	20	45
CNCG-PM	4	DF-MT-RR-SC	5	BA-MG-PB-RO-RS	8	17
CNGM	12	PAULISTA (PE)-FEIRA DE SANTANA (BA)-MOSSORO (RN)-VARGEM GRANDE PAULISTA (SP)-JUAZEIRO (BA)-RECIFE (PE)-JUNDIAI (SP)-DOURADOS (MS)-ITATIBA (SP)-SANTO AGOSTINHO (SP)-BOA VISTA (RR)-CURITIBA (PR)			6	18
PERITOS	21	AM-AL-AP-BA-CE-DF-ES-GO-MA-MG-MS-MT-PE-RN-RO-RR-RS-SE-SC-SP-TO	2	PI-PR		14
ENCHOI	76	AC (3)-AP (3)-AM (2)-AL (3)-BA (3)-CE (2)-DF (4)-ES (3)-GO (3)-MA (3)-MS (3)-MT (3)-PA(3)-PB (2)-PE(3)-PI (3)-PR (2)-RJ (9)-RN(3)-RO(3)-RR(2)-RS(4)-SC(3)-SE(3)-SP(2)-TO (2)			9	85
LIGABOM	23	AC-AL-BA-DF-GO-MG-MS-MT-PA-PB-PR-PE-PI-RJ-RN-RS-RO-RR-SP-SC-SE-TO-MA	2	CE-ES	41	66
PRF	25	AP-AM-BA-CE-DF-ES-GO-MA-MG-MS-MT-PA-PB-PE-PI-PR-RJ-RN-RO-RR- RS-SC-SE-SP-TO			15	40
CONSEJ	9	AL-AM-AP-ES-MA-PA-RS	2	BA-DF	3	14

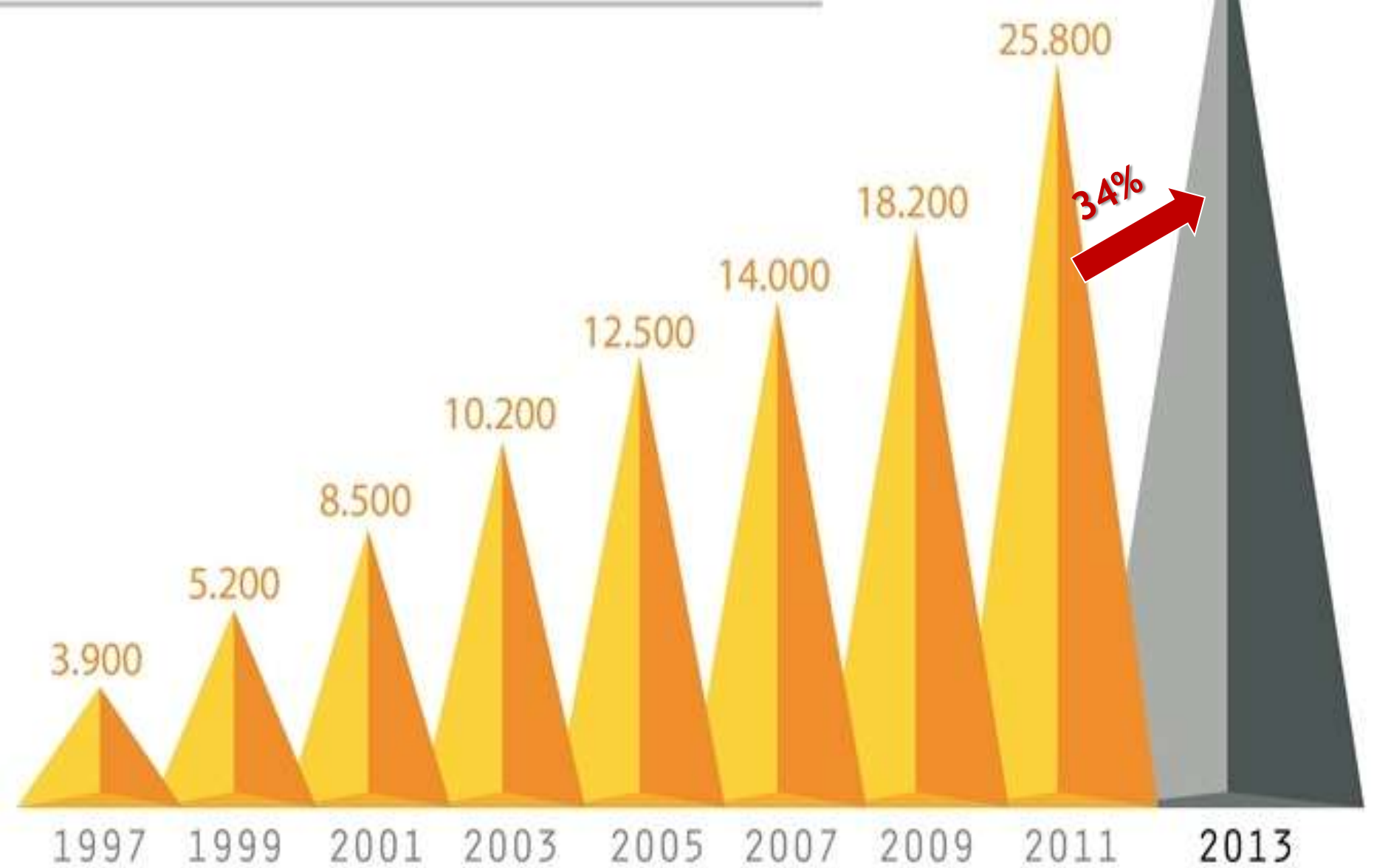
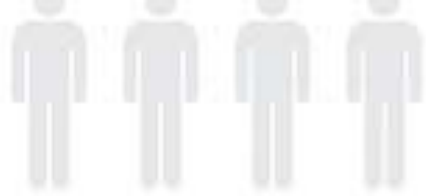


ANNUAL GENERAL MEETINGS HELD AT THE EVENT

	8th National Meeting of Public Safety Intelligence Heads
	49th Annual General Meeting of the National College of State Secretaries of Public Safety
	1st Annual General Meeting of the National League of Firefighters
	2nd Meeting of Commanding Officers, Executive Committee, National Council of Municipal Guards
	39th Annual General Meeting of the National Council of Heads of Civilian Police Forces
	Meeting of Federal Highway Police Chiefs
	19th Meeting of the National Council of Heads of Forensic Science Institutes
	National Council of State Secretaries of Justice, Human Rights & Prison Administration



VISITORS GROWTH





VISITORS – 75 COUNTRIES

Angola	Czech Republic	India	Paraguay	Sweden
Argentina	Denmark	Indonesia	Peru	Switzerland
Australia	Dominican Republic	Ireland	Philippines	Taiwan
Austria	Ecuador	Israel	Poland	Thailand
Bahrain	Egypt	Italy	Portugal	The Netherlands
Belgium	El Salvador	Japan	Qatar	Trinidad & Tobago
Bolivia	Finland	Luxembourg	Russia	Turkey
Brazil	France	Mauritania	Saudi Arabia	Ukraine
Bulgaria	Gabon	Mexico	Serbia	United Arab Emirates
Cameroon	Georgia	Monaco	Singapore	United Kingdom
Canada	Germany	Montenegro	Slovakia	United States
Chile	Greece	Namibia	South Africa	Uruguay
China	Guatemala	Norway	South Korea	Venezuela
Colombia	Honduras	Pakistan	Spain	Zambia
Costa Rica	Hong Kong	Panama	Suriname	



SUPPORT FROM INDUSTRY ASSOCIATIONS





MEDIA SUPPORT

Official Publications



Tecnologia
& Defesa

T&D
Official Show Daily

Media Partners

ALAS

ASIAN
MILITARY REVIEW

AVIAO REVUE

AVION REVUE

THE
BASE
MILITAR

DEFENCE
GLOBAL

DEFENCE
HELICOPTER

DEFENCE
PROCUREMENT
INTERNATIONAL

defesonet

DIGITAL
BATTLESPACE

EURONAVAL 2014

EUROSATORY
16 - 20 JUNE 2014 / PARIS

2014 FIDAE

TERRES VIVES

Força Aérea

FORÇA AÉREA
BRASILEIRA
"Assim se protege o País"

Forças Armadas

FORÇAS DE
Defesa
www.forcedefesa.com.br

FDS

Edefa

infodefensa.com

LAND WARFARE
INTERNATIONAL

Latinaero

MILITARY
LOGISTICS

Military Power Review

MILITARY
TECHNOLOGY

NAVAL
FORCES

OPERACIONAL

OPERACIONAL

OPERACIONAL

SEGURANÇA
DEFESA
A Revista de Defesa

SegNEWS

ROTORHUB

SHEPHARD

SDA
موقع الأمن والسياسة العربي
Security & Defense Arabica
www.sdaraab.com

SMALL ARMS
DEFENSE
JOURNAL

TECNOLOGIA
MILITAR

UNMANNED!



MEDIA EXPOSURE – PART 1/2

O Globo

ento em Defesa precisa ser per

Revista Época

Uma inaugura a primeira fase do escudo brasileiro

Terra

RJ: veja os destaques da Feira Internacional de Defesa e Segurança

Exame Online

Valor Online

SÃO PAULO - A Feira Internacional de Defesa e Segurança de 2013, que acontece de 9 a 12 de abril no Rio de Janeiro, vai reunir mais de 25 mil pessoas...

Veja Online

Força aérea dos EUA confirma envio de Super Tucano

Isto É Online

G1 Notícias

como alvo aéreo no Rio



MEDIA EXPOSURE – PART 2/2 *

Correio Brasiliense

Estadão Online

...oferecer o caça Gripen:

UOL

Zero Hora

Folha de São Paulo

Ig Online

...'selo de qualidade' a Embraer

Info Corporate

Yahoo Brasil

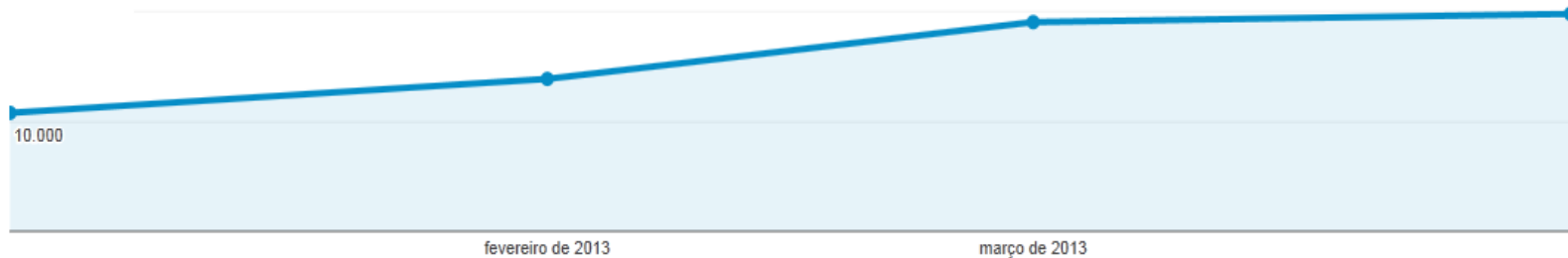
AREZZO

* Advance clippings – updated on April 12, 2013

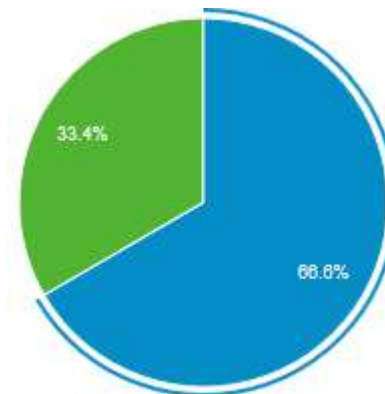


STATISTICS – WWW.LAADEXPO.COM

Between January and April 2013,
39,258 people visited the website:



- ▶ Total visitors in period: **63,391**
- ▶ Unique visitors: **39,258**
- ▶ Page views: **129,523**
- ▶ Average visit duration: **00:02:17**
- ▶ Pages visited: **2.04**

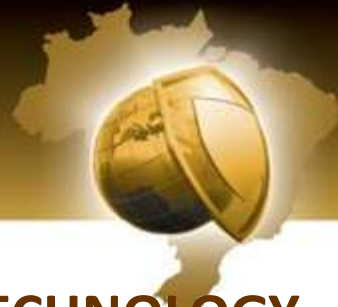


- 59.5% - New visitors
- 40.4% - Returning visitors



LAAD
DEFENCE & SECURITY
2013

APRIL 09 - 12, 2013
RIOCENTRO | RIO DE JANEIRO | BRAZIL



**THE LEADING SUPPLIERS OF EQUIPMENT, SERVICES AND TECHNOLOGY
FOR DEFENCE AND SECURITY.**

NEXT SHOWS:

LAAD
SECURITY
2014

APRIL 8-10, 2014 | RIOCENTRO | RIO DE JANEIRO, BRAZIL

WWW.LAADSECURITY.COM.BR

LAAD
DEFENCE & SECURITY
2015

APRIL 14-17, 2015 | RIOCENTRO | RIO DE JANEIRO, BRAZIL

WWW.LAADEXPO.COM.BR

Contact

info@laadexpo.com.br | +55 11 3893-1300

W W W . L A A D E X P O . C O M