

# THE GLOBAL DEFENCE SERVICES AND GOVERNMENT SECURITY EVENT



**14<sup>TH</sup> DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE

SINCE 1988

**14 - 17 APRIL 2014**  
PWTC, KUALA LUMPUR, MALAYSIA

Featuring:

- > Humanitarian And Disaster Relief (HADR) <
- > CBRNe <
- > Cyber Security <
- > Chief of Army Roundtable Talks <
- > Army Live Demonstration <

[www.dsaexhibition.com](http://www.dsaexhibition.com)

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DEFENCE SERVICES ASIA  
EXHIBITION & CONFERENCE  
DSA EXHIBITION AND  
CONFERENCE SDN BHD  
(42338-H)



# DSA - ONE OF THE TOP 5 DEFENCE SHOWS IN THE WORLD

## DSA 2014 OFF TO A GREAT START!

60% of Space for DSA 2014 has been re-booked after the Minister of Defence Malaysia Announced the dates 14 - 17 April 2014



Denel signed their participation contract witnessed by the Malaysian Chief of Defence Force, General Tan Sri Dato' Sri Zulkifeli Bin Mohd Zin in Africa in September 2012

DSA is a major defence and security event targeted for all three services; Army, Navy, Air Force and the Police and other security agencies



The Prime Minister of Malaysia, Dato' Sri Mohd Najib Tun Abdul Razak accompanied by the Minister of Defence, Dato' Seri Dr. Ahmad Zahid Hamidi and the Malaysian Chief of Army, General Tan Sri Dato' Seri Panglima Haji Zulkifli being briefed by Dato' Harith of Deftech, DSA's single largest exhibitor

### Companies and International Pavilions who re-booked space for DSA 2014 were:

- |  |                       |
|--|-----------------------|
| ▶ ADS Group (UK Pavilion)                                  | United Kingdom        |
| ▶ AMDAC (M) Sdn Bhd  | Malaysia              |
| ▶ Amor US/China  | China                 |
| ▶ ARMSCOR (South African Pavilion)                         | South Africa          |
| ▶ Avibras  | Brazil                |
| ▶ Boustead Heavy Industries Corporation (BHIC)             | Malaysia              |
| ▶ Castellana Business Development GmbH (Austrian Pavilion) | Austria               |
| ▶ CCO Creative Consulting GmbH (German Pavilion)           | Germany               |
| ▶ Denel  | South Africa          |
| ▶ Destini Berhad   | Malaysia              |
| ▶ DRB-HICOM Defence Technologies Sdn Bhd (DEFTECH)         | Malaysia              |
| ▶ Ediconsult Internazionale (Italian Pavilion)             | Italy                 |
| ▶ EID  | Portugal              |
| ▶ Fair Management Ltd (Swiss Pavilion)                     | Switzerland           |
| ▶ Gican (French Pavilion)                                  | France                |
| ▶ Global Branding (Norwegian Pavilion)                     | Norway                |
| ▶ MTU Services Malaysia Sdn Bhd                            | Malaysia              |
| ▶ Navantia   | Spain                 |
| ▶ Omni International Ltd (Turkish Pavilion)                | Turkey                |
| ▶ Omnipol AS (Czechs Pavilion)                             | Czech Republic        |
| ▶ Pyzer-SGI  | Singapore             |
| ▶ SAAB   | Sweden                |
| ▶ Sapura Group   | Malaysia              |
| ▶ SME Ordnance Sdn Bhd                                     | Malaysia              |
| ▶ System Consultancy Services Sdn Bhd                      | Malaysia              |
| ▶ Team Australia (Australian Pavilion)                     | Australia             |
| ▶ Thales   | France                |
| ▶ Weststar Group Of Companies                              | Malaysia              |
| ▶ Yugoimport   | Serbia and Montenegro |
| ▶ Zetro Aerospace  | Malaysia              |



VVIP Delegations at DSA 2012

The DSA Series of exhibitions and conferences have indeed come a long way and is now recognised by the world defence and security industry as the world's top five defence and security event. One of the primary reasons for this is due to DSA's successful VVIP Delegation programme.

DSA 2012 closed with 324 VVIP Delegations from 41 nations delivered to the 850 participating companies from 48 nations. This was a record breaker indeed labelling DSA 2012 as the best DSA ever!



Tan Sri Abdul Aziz Jafar, The Malaysian Chief of Navy visiting exhibitors' at DSA 2012



Dato' Seri Ahmad Kamarulzaman bin Haji Ahmad Badruddin, Malaysia's Joint Force Commander at DSA 2012



Tan Sri Dato' Muhyiddin Yassin, Deputy Prime Minister of Malaysia also took time to visit DSA 2012



Dato' Seri Panglima Ahmad Hasbullah, Deputy Chief of Army Malaysia accompanied by key Army officials in serious discussions at one of DSA's exhibitors' booths



# HOSTED, SUPPORTED AND CO-ORGANISED BY THE MALAYSIAN GOVERNMENT



Message From

**YB DATO' SERI DR. AHMAD ZAHID HAMIDI**  
Minister of Defence, Malaysia

The Ministry of Defence Malaysia (MINDEF) is pleased to welcome exhibitors and visitors to the 14th Defence Services Asia Exhibition and Conference or DSA 2014. MINDEF is looking forward to an exciting and enlightening experience in the coming DSA 2014. Over the years, the DSA series of exhibitions has proven themselves to be the ideal platform for players in the defence and security industry to promote their products, exchange ideas and opinions and forge partnerships based on synergistic and mutual co-operation.

Malaysia maintains a sizable defence industry. Inspired by our Five-Year Plans, Industrial Master Plan and guided by the National Policy on Science and Technology, this industry was developed over the years to be an important contributor to the Malaysian GDP and our indigenous self-defence capabilities. One hallmark of the Malaysian defence and security industry is the level of collaboration with other players in the said industry, as exemplified in the number of exhibitions and expositions held in this country, of which DSA is a premier example.

I commend the Organisers of DSA 2014 for successfully executing this event and anticipate the forging of many new alliances and networking opportunities between participating members of the event.



Dato' Seri Dr. Ahmad Zahid Hamidi spent a considerable amount of time throughout DSA 2012 visiting exhibitors' booths



Message From

**Y. BHG DATO' SRI DR. HAJI ISMAIL BIN HAJI AHMAD**  
Secretary General, Malaysian Ministry of Defence and  
Organising Chairman of DSA 2014

On behalf of the Malaysian Government and the Ministry of Defence (MINDEF), we are once again proud and honored to host the latest installment in the Defence Services Asia series of exhibitions and conferences, taking place from 14-17 April, 2014. To all VIPs, exhibitors, delegations and visitors, welcome to the 14th Defence Service Asia (DSA) Exhibition and Conference or DSA 2014.

It is with no small measure of pride with which I say that the DSA series has grown from strength to strength. In fact, DSA is one of the more anticipated exhibitions in the region. Some 1,000 exhibitors, representing over 40 countries, will be making their presence felt at DSA 2014, with some 200 from Malaysia. Approximately 27,000 visitors are also expected. Even as the last DSA 2012 was drawing to a successful close, exhibitors from many countries including the US, UK, Germany, China, Italy, Czech Republic, South Korea, Russia, Australia and of course Malaysia were already committing themselves to DSA 2014.

With the strong synergy between the Malaysian Government and the event Organiser, DSA Exhibition and Conference Sdn Bhd, we look forward to another successful collaboration for a spectacular and eventful DSA in 2014.

Welcome once again to DSA 2014.



Dato' Sri Dr. Haji Ismail, Secretary General, Dato' Dr. Ismail Haji Bakar, Deputy Secretary General for Policy and Dato' Dr. Abdul Hadi, Director General for National Service at DSA 2012

# A RECORD BREAKING 324 VVIP DELEGATIONS FROM 41 COUNTRIES/NATIONS VISITED DSA 2012



## VVIP DELEGATIONS WERE SUCCESSFULLY DELIVERED TO EXHIBITORS' BOOTHS

- ▶ 1,790 deliveries of the 324 VVIP delegations to exhibitors' booths via the Organisers' VVIP delegation management system was recorded and acknowledged by exhibitors.
- ▶ Of this figure, a staggering 787 deliveries were deliveries of ASEAN delegations to exhibitors' booths which accounts for 44% as follows:
  - ▶ Delegations from Brunei were delivered to 99 exhibitors' booths
  - ▶ Cambodian delegations were delivered to 59 exhibitors' booths
  - ▶ Indonesian delegations were delivered to 99 exhibitors' booths
  - ▶ Delegations from Laos were delivered to 30 exhibitors' booths
  - ▶ Malaysian delegations were delivered to 171 exhibitors' booths
  - ▶ Delegations from the Philippines were delivered to 66 exhibitors' booths
  - ▶ Singaporean delegations were delivered to 63 exhibitors' booths
  - ▶ The Thai delegations were delivered to 66 exhibitors' booths
  - ▶ Vietnamese delegations were delivered to 78 exhibitors' booths

Note - the above figures were derived from the Exhibitors' Survey conducted during DSA 2012

## THESE HIGH PROFILE VVIPs COMPRISED OF...

- ▶ 17 Ministers of Defence and Representatives
- ▶ 4 Deputy Ministers of Defence and Representatives
- ▶ 16 Secretary Generals and Representatives
- ▶ 15 Chiefs of Defence Forces and Representatives
- ▶ 12 Inspector Generals of Police and Representatives
- ▶ 25 Chiefs of Army and Representatives
- ▶ 12 Chiefs of Navy and Representatives
- ▶ 13 Chiefs of Air Force and Representatives
- ▶ 3 Chiefs of Staff and Representatives
- ▶ 6 Director Generals of Customs and Representatives
- ▶ 7 Director Generals of Immigrations and Representatives
- ▶ 14 Surgeon Generals and Representatives
- ▶ 9 Director Generals of Military Intelligence and Representatives
- ▶ 1 Joint Force Commander

And all their high profile Accompanying Officers and entourage!!!

# A BRIEF OUTLINE OF THE DSA VVIP PROGRAMME

## 1. INVITATIONS

DSA works with the Malaysian Government to ensure all invitation letters are delivered in good time to the invited VVIPs. DSA and the Government represented by an Armed Forces General embark on trips to ASEAN countries to pay courtesy calls to these VVIPs and personally hand deliver the invitation letters.

## 2. SPECIFIED VVIP ROUTINGS

Each VVIP delegation hosted by DSA will be given specific routes or programmes during their visit. The programme will be followed through via the close coordination between the Malaysian Accompanying Officers and DSA's VIP Ambassadors.

## 3. MALAYSIAN TOP RANKING OFFICERS

Malaysia being the host country will undoubtedly have the largest VIP contingent (1-star and above and equivalent) over the 4-day period.



Visiting Ministers joined the Malaysian Minister of Defence and key Malaysian MINDEF officials in officiating DSA 2012

## WHAT THE VVIP'S SAID

“DSA 2012 was very well done and it has been extremely useful to the Defence Industry”, said Gen Tan Sri Dato' Sri Zulkifeli Mohd Zin, Chief of Defence Force, Malaysia.

Lt Gen Datuk Raja Mohamed Affandi Bin Raja Mohamed Noor, the Chief of Staff of Malaysian Armed Forces has ranked DSA 2012 as top 3 defence show, acknowledging it as the best in Asia Pacific.

“DSA 2012 was a successful event that has made us Malaysians proud”, Lt Gen Dato' Seri Panglima Hj Ahmad Hasbullah Bin Hj Mohd Nawawi, Deputy Chief of Army, Malaysia.

Dato' Alias Bin Haji Ahmad, Director General of Immigration Department of Malaysia concluded that the overall management of the event was excellent and we are looking forward to the next DSA show that is sure to be more than expected.

Deputy Secretary General (Policy) Datuk Dr. Ismail bin Haji Bakar, said that, “I visited the show with the objective to see new developments as well as to meet experts in the industry and I am proud to say that the show have been extremely useful. I would personally rank DSA as one of the top 5 shows globally”.

Deputy Director General of Vietnam Customs, Mr Nguyen Van Can, said “The show was well-organised in terms of contents and logistics. DSA 2012 was extremely useful, providing opportunity to update recent advancement in the defence technology as well as being able to meet various service providers”.

Surgeon Captain Dr. Alison Drewry, Director of Defence Health, New Zealand Defence Force said that, “My visit to DSA 2012 was useful and I would rank DSA 2012 one of the top 5 defence shows in the world”.

“Everything at DSA 2012 was perfect and I am all satisfied with the overall presentation and contents of the exhibition”, said Deputy Inspector General of Turkish National Police, Mr. Mustafa Cankal.

“DSA 2012 sums up to a good exhibition for both exhibitors and visitors”, Lieutenant General Jagath Jayasuriya, Commander of the Sri Lankan Army.

“DSA 2012 by far was an impressive show. I personally felt that the show was useful, providing information on the new developments in the industry”, said Lt Gen V.R. Masondo, Chief of the South African Army.

“DSA 2012 exhibition is extremely useful for me and Vietnam Police. We had an opportunity to see advanced development in this industry as well as meeting experts and the defence related companies directly. My overall impression about the exhibition is excellent and I would rank DSA as the Number 1 defence show in the world.” said Senior Colonel Nguyen Tien Trinh, Deputy Director, Department of Logistics and Personnel - Police General Department on Crime Prevention and Suppression of Vietnam.

Senior Executive (Ops Development) of Immigration & Checkpoints Authority of Singapore, Ms. Joanne Lin said that, “The show has been very useful and I am very satisfied with the overall presentation and contents of the exhibition. With no doubts, I will rank DSA as one of the top 3 shows globally”.

“I visited the show to meet experts and to see new developments in the industry and I was satisfied with my visit to the show. Visiting many other defence shows worldwide, I would rank DSA 2012 top 5 shows in the world.” said the Permanent Secretary (Administration & Finance), Ministry of Defence, Brunei Darussalam, H.E. Hajah Suriyah binti Haji Umar.

**DSA ranked as one of the World's Top 5!**

Message From

**Y. BHG GENERAL TAN SRI DATO' SRI ZULKIFELI BIN MOHD ZIN**  
Chief of Defence Force, Malaysia

Being the premier defence exhibition and conference event in the region, shift in the global geo-strategic environment are showcased through the display of state of the art hardware and discourses through the various conferences themed at engaging contemporary challenges. DSA has over the years provided the quintessential forum where senior members of the Higher Defence Organizations, policy makers, defence analysts and key industry players engage in vibrant discourses whilst reestablishing strong networks.

In its 14th series, DSA which will be held in Kuala Lumpur from the 14 until 17 April 2014 will among others highlight the emergence of non-traditional security issues namely in the areas of Humanitarian Assistance and Disaster Relier (HADR), and Battlefield Healthcare. Needless to mention that the expansion of the military's responsibilities reflected in the Military Operations Other Than War (MOOTW) realm will provide boundless opportunities to assimilate the experiences of key players and showcase the latest hardware within this domain. Both HADR and Battlefield Healthcare form crucial capacities within the competencies of Armed Forces worldwide today.

For that, I look forward to DSA 2014 and the opportunity to engage defence professionals and captains of the industry during this prestigious event. My best wishes are extended to all guests, visitors and participating of DSA 2014.



Message From

**Y. BHG GENERAL TAN SRI DATO' SERI PANGLIMA HAJI ZULKIFLI BIN HAJI ZAINAL ABIDIN**  
Chief of Army, Malaysia

I believe that DSA 2014 will once again provide invaluable opportunities for all of us to analyse and consider numerous issues, specific defence related factors and cost effective solutions that countries have to deal with in addressing their defence acquisition priorities and requirements. Moreover, the series will once again include the Chief of Army Roundtable Talks (CART) which was successfully inaugurated at DSA 2012. I am pleased to note that the Talks has now become a permanent feature of the series and looking forward to hosting the 2nd CART during DSA 2014.

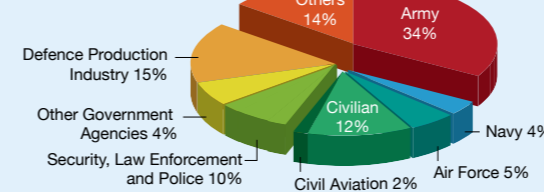
The Malaysian Army wishes to extend its congratulations to the Organiser for another successful chapter in the DSA series. We are indeed looking forward to meeting our counterparts and establishing as well as renewing ties for the exchange of ideas and future mutual engagements. I look forward to seeing all of you at DSA 2014.

Thank you and sincere greetings!

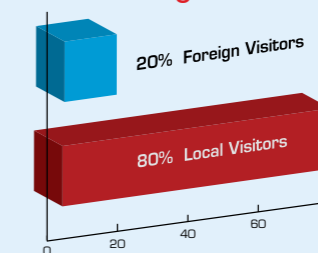


## VISITORS FACTS & FIGURES

The 26,980 Trade Visitors were made up of Defence and Security Officers and Personnel



DSA was attended by 20% Foreign Visitors



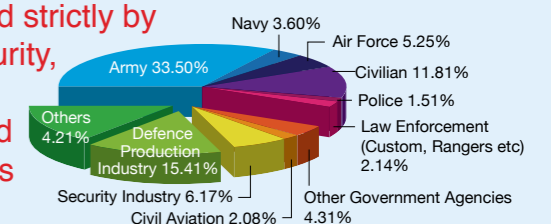
Malaysian Navy Fleet Commander, Dato' Hadi visiting exhibitors during DSA 2012

General Tan Sri Dato' Seri Panglima Haji Zulkifli Bin Haji Zainal Abidin having a light moment with his counterpart from South Africa during DSA 2012

These Visitors were Involved in the Procurement Process of their Respective Organisations

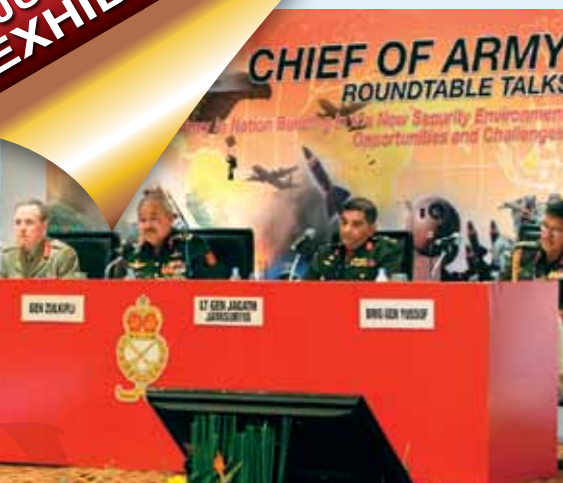


DSA is visited strictly by Military, Security, Government Agencies and Trade Visitors only



**MORE THAN JUST AN EXHIBITION!**

# DSA 2014 VITAL FEATURES



## CHIEF OF ARMY ROUNDTABLE TALKS (CART)

This highly important feature introduced for the first time at DSA 2012 was a huge and effective success whereby pertinent issues were presented and deliberated by a host of Chiefs of Army from around the region. This major feature which was organised by the Malaysian Army will return in 2014.



## DEFENCE PROCUREMENT CENTRE (DPC)

Defence procurement procedures from the following 9 countries were made available at DSA 2012: Brunei, Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand. A similar feature will again be available during DSA 2014.



## BUSINESS TO BUSINESS MEETINGS (B2B)

By popular demand, Exhibitors will once again be offered the opportunity to participate in the Business to Business (B2B) Meetings during DSA 2014. 119 effective B2B meetings took place during DSA 2012.



## BATTLEFIELD HEALTHCARE

### Chemical Biological Radiological Nuclear Explosives (CBRNe) & Humanitarian And Disaster Relief (HADR)

DSA was the first global defence and security event to introduce a specific sector and feature on Battlefield Healthcare. Since its inception at DSA 2008, this feature has grown from strength to strength which is reflected by the impressive number of Surgeon Generals from around the world who now have DSA firmly marked in their calendars as a must attend event. But DSA must continue to evolve and reflect what is happening in the defence community and so DSA will continue to feature the CBRNe seminar and is also delighted to introduce a brand new feature on HADR which will make its debut at DSA 2014.



## ASEAN DEFENCE INDUSTRY COLLABORATION (ADIC) WORKSHOP



A one-day workshop on ASEAN Defence Industry Collaboration will be coordinated by the Defence Industry division, Malaysian MINDEF. This workshop will gather relevant ASEAN industry players with a view of promoting defence industry growth within the ASEAN countries.

## POLICE & NATIONAL SECURITY FEATURE - CYBER SECURITY



This exclusive sector which has always been part of the DSA series will once again have a strong presence of companies who wish to focus specifically on Police and National Security. Cyber Security will be the theme for DSA 2014.

## INNOVATION CENTRE

A purpose build presentation platform within the exhibition hall specifically for Exhibitors to present technical or product presentations to highlight their services and product upgrades or added features.



## CONTRACTS & MOU SIGNING

At DSA 2012, the Malaysian Ministry of Defence signed and announced a total of 5 Contracts and 5 MOUs valued at MYR357.2 million whilst Defence/Security companies signed 1 contract and 6 MOUs valued at MYR4.41 billion making it a grand total of MYR4.76 billion signed. A similar feature is expected to be held during DSA 2014.



## ARMY STATIC DISPLAY AND DEMONSTRATION SHOWCASE



Once again, The Malaysian Army will showcase various dynamic demonstrations during the 4 days of the show.



# POLICE & NATIONAL SECURITY @ DSA

## YDH TAN SRI ISMAIL OMAR

### Inspector-General of Police, Royal Malaysia Police

On behalf of the Royal Malaysia Police, I welcome all VIPs, delegations, exhibitors and visitors to DSA 2014, extending a special welcome to our peers in foreign police forces who will be participating.

With the ever-evolving security environment and changing nature of warfare demands, DSA will continue to provide a sourcing area for the latest defence-related and security technology, especially in this day and age when cyber security is an area of concern that needs to be urgently addressed. It is vital that we are able to respond speedily to unpredictable security challenges with flexibility and innovation.

I expect DSA 2014 will showcase some of the world's most sophisticated crime prevention technology within the Police and National Security feature and provide all of us with valuable updates.

I am confident that DSA Exhibition & Conference Sdn Bhd will do another sterling job in hosting DSA 2014 and I extend the appreciation of the Royal Malaysia Police to them.



A strong presence of Police and National Security was seen during DSA 2012 as sophisticated security technology and peripherals are on high demand by Governments worldwide to support their efforts to thwart criminal activities and crime prevention.



DSA 2012 welcomed and hosted the following Security related VVIPs who were taken to all the relevant exhibiting companies to view what's the latest in security innovation:

- ▶ 12 Inspector Generals of Police and Representatives from Bangladesh, Cambodia, Egypt, India, Indonesia, Pakistan, Philippines, Republic of Korea, Saudi Arabia, Singapore, Turkey and Vietnam.
- ▶ 6 Director Generals of Customs and Representatives from Egypt, Laos, Myanmar, Philippines, Thailand and Vietnam.
- ▶ 7 Director Generals of Immigrations and Representatives from Bangladesh, Cambodia, India, Laos, Myanmar, Philippines and Singapore.
- ▶ 9 Director of Military Intelligence and Representatives from Brunei, Laos, Indonesia, Philippines, Singapore, Thailand, Nigeria, South Africa and Ukraine.

Cyber Security will be the theme for DSA 2014's security sector whereby a seminar on this topic is being planned.

## EXHIBIT / EXHIBITORS' PROFILE FOR POLICE & NATIONAL SECURITY

Companies and Organisations involved in the manufacture, production or distribution of the following technologies or equipment are invited to participate in the Police and National Security Feature:

- ▶ Special Forces Equipment & Vehicles ▶ UAVs, USVs and UUVs ▶ Sensors - IR and EOD ▶ Surveillance ▶ Simulation and Training ▶ Small Calibre / Non Lethal Weapons ▶ Area Protection via Dedicated Sensors ▶ Computing & IT Security ▶ Law Enforcement Equipment ▶ Crisis Response ▶ Communications Monitoring Systems ▶ Land, Air and Seaport Security ▶ Maritime and Coastal Security ▶ Chemical, Biological, Radiation and Nuclear (CBRN) Detection and Protection Equipment ▶ System Integrators ▶ Biometrics ▶ Civil Defence ▶ Fire Service

## VISITORS' PROFILE FOR POLICE & NATIONAL SECURITY

Trade and Professional visitors from the following relevant sectors will be invited to visit the Police and National Security sector:

- ▶ Police Forces ▶ Coast Guard and Border Patrol ▶ Customs & Immigration Officials ▶ National / Internal Security ▶ Armed Forces Personnel ▶ Special Forces for the Tri-Services ▶ Security Surveillance Specialists and Professionals ▶ Anti-Terrorist Forces and Experts ▶ Civil Defence Personnel ▶ Government Security Procurement and Integrators ▶ First Responders ▶ Fire & Rescue Forces ▶ Analysts, Academics & Researchers ▶ Security Institutions ▶ Military Intelligence

# DSA 2014 EFFECTIVE BRANDING OPPORTUNITIES

DSA has some 1,000 Exhibitors all vying for the visitors attention over only 4 days. However, we have numerous branding opportunities to help you stand out from the crowd and help you drive home your marketing message to this highly specialised audience.

Some of the effective branding packages sold at DSA includes:

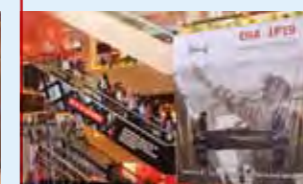
**DSA OPENING AND RECEPTION AT ROYAL CHULAN HOTEL KUALA LUMPUR BY EADS**



**VIP PLATINIUM LOUNGE BY UKTI**



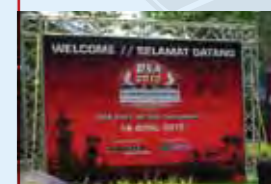
**LARGE HANGING BANNER BY RECONROBOTICS**



**ROAD BUNTINGS BANNER BY BOUSTEAD**



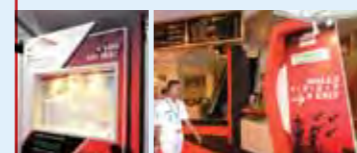
**GOLF SPONSORSHIP BY MBDA & DEFTECH**



**DIRECTIONAL SIGNAGE BY THE SOUTH AFRICAN PAVILION**



**DIRECTIONAL SIGNAGE BY ROBOTS**



**VIP DAILY LUNCHEONS AT MAWAR SUITE BY DENEL**



**DIRECTIONAL LAYOUT PLAN BY UK PAVILION**



**DIRECTIONAL BANNER BY THE GERMAN PAVILION**



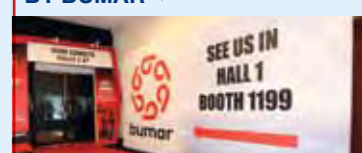
**DIRECTIONAL BANNER BY THE GERMAN PAVILION**



**CBRNe FORUM & POX OUT-BREAK TABLE TOP EXERCISE BY BAVARIAN NORDIC**



**DIRECTIONAL BANNER BY BUMAR**



To book your DSA 2014 Branding package, kindly contact Mr Peter McKenna @ [info@official-events.net](mailto:info@official-events.net)

## DSA-MARKETED INTERNATIONALLY

DSA 2014 has lined up a very comprehensive and multi-level marketing and sales campaign to ensure only top quality visitors attend the four-day event. This includes:

### E-BULLETINS

A series of electronic bulletins will be broadcasted to a highly targeted audience totalling to some 50,000 visitors.

### TECHNICAL TRADE JOURNALS & ON-LINE MEDIA

Extensive advertising as well as editorials carefully planned in all major defence and security publications and on-line media.

### PROMOTIONS AT INTERNATIONAL DEFENCE & SECURITY EXHIBITIONS

A two-year plan has been drawn up for DSA personnel to visit and also exhibit at related Defence & Security shows all around the world.

### DIRECT MAIL

Two rounds of mail shots including the much sought after Show Preview containing product highlights of Exhibitors will be mailed to some 50,000 potential visitors comprising armed forces, police, immigrations, customs and all other related individuals from all over the region.

### SOCIAL MEDIA



DSA utilises social media to reach relevant audiences whereby Facebook and LinkedIn accounts have been set up.

### PRE-REGISTRATION & WEBSITE

The DSA 2014 website will be highly interactive and will contain all progressive information about the show and all its related events. This will also include pre-registration facilities on-line.

### PRESS & INTERNATIONAL MEDIA

A total of 566 members of the press and media attended and covered DSA 2012. Press Registration facilities on-line will also be made available via the DSA 2014 website to encourage more press to attend hence increasing the show's publicity.

### PRESENTATIONS

Presentations will be conducted to military camps / police branches and all related quarters encouraging top ranking officers to attend. To support this, a Transport Programme will also be lined-up whereby transportation will be sponsored to shuttle in Officers from all over Malaysia.

### ASEAN OFFICERS VISITS

DSA via the Government will again invite Officers from all ASEAN countries to visit DSA 2014 through a fly-in programme.

# DSA 2014 WORLDWIDE NETWORK OF SALES AGENTS

## AUSTRIA

Castellana Business  
Development GmbH  
Kramergasse 9/5, Vienna A-1010  
AUSTRIA

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Fax : +43 1 533 6505 50  
Contact : Dr Gerhard Eisenhut/  
StefanAlexanderKreuzer  
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skreuzer@castellana.at  
Website : www.castellana.at

## BOSNIA AND HERZEGOVINA

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E-mail : dinop@unis-promex.ba

## CHINA

Beijing Bunch Exhibition  
Services Ltd (BBES)  
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# DSA 2014 FORECAST

Number of Participating Companies : 1,000 companies from 50 countries/nations

Size of Exhibition : 41,000 square metres (gross)

Number of Trade Visitors : More than 25,000 trade visitors from 50 countries/nations

Number of Foreign VVIP Delegations : Over 300 delegations from more than 40 countries/nations

International Group Pavilions : 26 from Australia, Austria, Bosnia, Brazil, Bulgaria, Canada, China, Czech Republic, Finland, France, Germany, Indonesia, Italy, Norway, Pakistan, Poland, Russia, Slovakia, South Korea, South Africa, Sweden, Switzerland, Turkey, UK, Ukraine and USA

International Companies : ADS - The Advancing UK Aerospace Defence & Security Industries, Aimpont, Armscor, Avibras, BAE Systems, Brahmos, Bumar, Carl Zeiss, CETC, CPMIEC, CSTS/CSSC, Denel, DSME, EADS, EID, Expal, Finmeccanica, General Dynamics, GIDS, Glock, iRobot, KADDB, Kongsberg, Korea Defense Industry Association (KDIA), L-3 TRL Technology, MBDA, Meggitt, Mowag, Nammo, Navantia, Newcon Optic, Nexter, Omnipol, Raytheon, Reconrobotics, Renault, RheinMetall AG, Rosoboronexport, Ruag, Russian Technologies, SAAB, SASTIND, SSM (Turkish Industry Association), Team Australia, Telerob, Thales, UKTI-Defence and Security Organisation and Victorinox

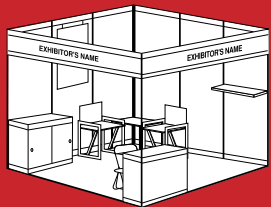
## COST OF PARTICIPATION

### SPACE ONLY

Rent a space to build and design your own stand.  
**USD640 per sqm / RM2,000 per sqm**

### WALK-ON PACKAGE

Space, modular stand structure consisting of rear and side walls, carpeting, fascia with Exhibitor's name and stand number, fluorescent tube(s) lighting, 13Amp socket(s), reception desk(s), display board or wall shelving.  
**USD705 per sqm / RM2,300 per sqm**



\*A Walk-On Stand is not necessarily a corner stand



## THE VENUE

Putra World Trade Centre (PWTC) which is strategically located in the heart of KL, provides easy access to and from KTM Railway Station, KLIA Airport, major financial and business institutions and entertainment centres. Download map from [www.dsaexhibition.com](http://www.dsaexhibition.com)



## THE ORGANISER

DSA Exhibition And Conference Sdn Bhd (DSA EC Sdn Bhd), a 100% Bumiputra - owned company was established with one objective: To successfully organise the Defence Services Asia series of exhibitions and conferences hand-in-hand with the Malaysian Government and the Ministry of Defence, Malaysia.

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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# DSA'S TRACK RECORD



**13th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
SINCE 1988  
Companies : 850  
Size : 40,000sq.m



**1st DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 394  
Size : 6,000sq.m.



**2nd DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 419  
Size : 7,200sq.m.



**12th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
SINCE 1988  
Companies : 830  
Size : 38,000sq.m



**3rd DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 483  
Size : 9,600sq.m.



**11th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
SINCE 1988  
Companies : 718  
Size : 42,000sq.m.



**14th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
SINCE 1988



**4th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 520  
Size : 11,600sq.m.



**10th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
10th ANNIVERSARY  
Companies : 590  
Size : 33,800sq.m.

**14 - 17 APRIL 2014**  
PWTC, KUALA LUMPUR, MALAYSIA  
Companies (forecast) : 1,000  
Size (forecast) : 41,000sq.m.



**5th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 614  
Size : 22,000sq.m.



**9th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 550  
Size : 27,000sq.m.



**6th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 593  
Size : 18,000sq.m.



**8th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 500  
Size : 21,000sq.m.



**7th DEFENCE SERVICES ASIA**  
EXHIBITION & CONFERENCE  
Companies : 420  
Size : 15,200sq.m.

Successfully Run For Almost 3 Decades,  
The DSA Brand Has Cemented Its Position In The  
World Defence & Security Calendar As The Top Five