

**THE RIGHT PLACE
THE RIGHT TIME
THE RIGHT PEOPLE**



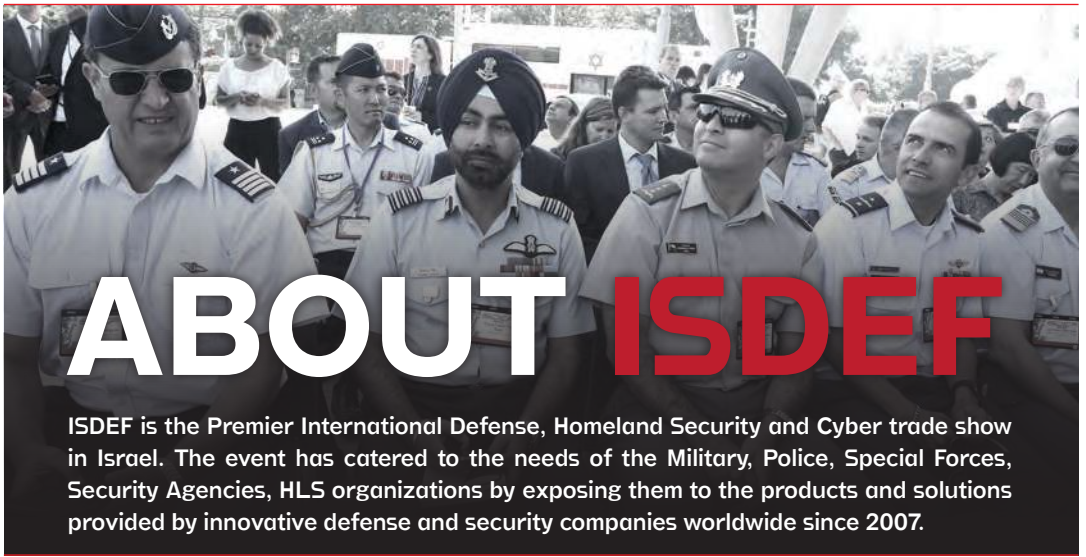
ISRAEL DEFENSE & HLS EXPO
PART OF THE AVNON GROUP



DEFENSE ♦ HOMELAND SECURITY ♦ CYBER
INTELLIGENCE ♦ COUNTER TERRORISM
LAW ENFORCEMENT ♦ CRITICAL INFRASTRUCTURE

WWW.ISDEFEXPO.COM

JUNE 4-6
2019
TEL-AVIV **ISRAEL**



ISDEF is the Premier International Defense, Homeland Security and Cyber trade show in Israel. The event has catered to the needs of the Military, Police, Special Forces, Security Agencies, HLS organizations by exposing them to the products and solutions provided by innovative defense and security companies worldwide since 2007.

AT ISDEF YOU WILL MEET

- ▶ Decision makers from the IDF, MOD, Cyber Community, Police, Prison Service, Fire Department, SAR, Defense Industries, Civil Security Agencies and Government Offices
- ▶ Senior Israeli defense procurement and defense capability staff
- ▶ Top level international delegations
- ▶ CEO's, business development and R&D executives
- ▶ Buyers and distributors
- ▶ National and International Media
- ▶ 85% of attendees have buying power

AS AN EXHIBITOR YOU WILL HAVE ACCESS TO

DECISION MAKERS & END USERS

- ▶ ISDEF is a rare opportunity to meet and mingle with high ranking defense and security officials
- ▶ Significant opportunities for manufacturers to interact with potential clients, generate business, and form relationships
- ▶ Interact directly with the relevant contacts you seek

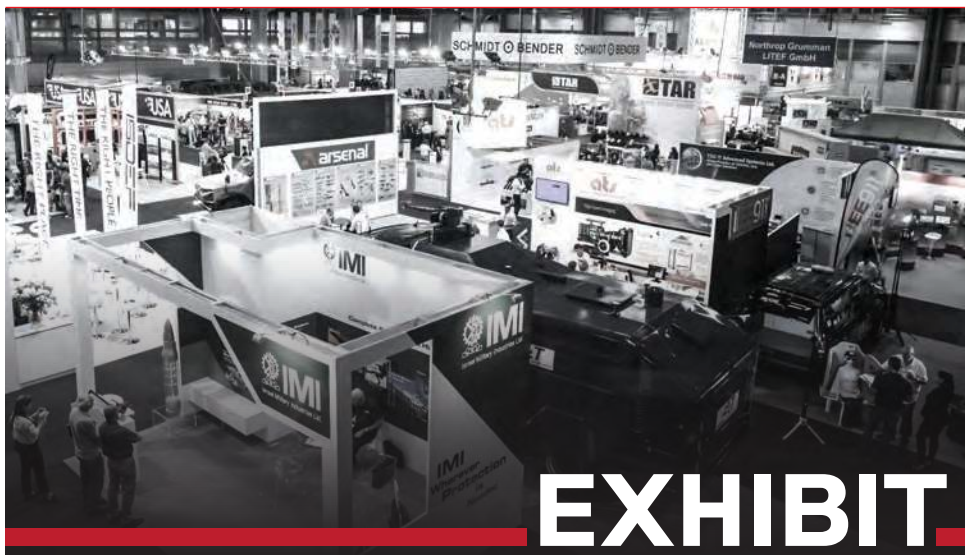
THE ISRAELI MARKET

- ▶ Meet directly with Israeli manufacturers to maximize business potential
- ▶ Meet decision makers from the IDF, MOD, Cyber Community, Police, Security agencies
- ▶ Exclusive interaction with senior Israeli defense procurement and defense capability staff

3rd PARTY MARKET OPPORTUNITIES

- ▶ Access a platform for foreign companies to enter the Israeli market and form alliances defined by joint ventures and industrial cooperation that fulfill the demands of end users in Israel
- ▶ ISDEF enables 3rd party market opportunities for foreign companies and increased exports for SME's
- ▶ Meet with officials and industry professionals from over 90 countries





WHY EXHIBIT AT ISDEF?

If your business depends on any of the following, ISDEF can deliver an audience to match your needs: _____

- ▶ Unique opportunity to interact directly with the Israeli and International Defense, Homeland Security, and Cyber markets on a grand scale
- ▶ Take advantage of the best conditions to increase your Return on Investment
- ▶ Reach your target audience and increase sales internationally
- ▶ Demonstrate your new innovations in our Live Demonstration Area
- ▶ Network with Delegations and the International industry from over 90 countries
- ▶ Guarantee for SMEs to position themselves among world-ranked players
- ▶ Conduct market research and sales meetings in conjunction with the Exhibition
- ▶ Participate in Conferences, Seminars and Workshops parallel to the Exhibition
- ▶ Communicate with national and international media outlets



OFFICIAL DELEGATIONS AND VIP VISITORS

One of the key advantages of ISDEF is the qualification of the visitors. The Official Delegations Program brings together defense and security authorities from all over the world.

The Official Delegations include individuals and representatives from Defense Ministers, Chiefs of Staff and Army, Navy and Air force Commanders. Also attending ISDEF are local, regional and international high profile visitors and officials from Government, industry and the Armed Forces.

ISRAELI AND INTERNATIONAL DELEGATIONS AT ISDEF

- ▶ Deputy Minister of Defense
- ▶ Minister of Intelligence & Transportation
- ▶ Minister of Science & Technology
- ▶ Director of National Emergency Authority
- ▶ Chief of Israel National Police
- ▶ Commissioner of National Fire and Rescue Services
- ▶ Head of Home Front Command
- ▶ Head of Ground Forces Command
- ▶ Head of Armament Division
- ▶ Head of Technological and Logistics Directorate
- ▶ 7 Ministers of Defense
- ▶ Commander of the Bulgarian Land Forces
- ▶ Commander of the Czech Republic Air Force
- ▶ Commander of the German Armed Forces
- ▶ Commander of the GSG9 (Germany)
- ▶ Commander of the Italian Armed Forces
- ▶ Commander of the Polish Armed Forces
- ▶ Commander of the Royal Netherlands Air Force
- ▶ Armaments Director of the Hellenic Navy (Greece)
- ▶ Inspector General of the Ghana Police
- ▶ Commander of Singapore Police Special Operations
- ▶ Ministry of Emergency Situations of Azerbaijan

WORKSHOPS AND LECTURES

The workshops are a forum for companies to present and discuss product development, modernization, and integration to an audience that includes end users, key industry figures, and buyers.



LIVE DEMONSTRATIONS

A unique opportunity for companies to demonstrate products and systems to a wide audience comprising of key figures from the defense and security industry, decision makers and procurement capability staff.



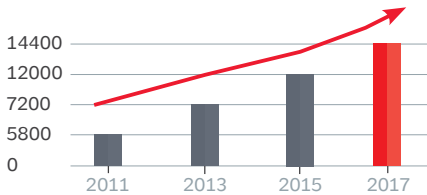


STATISTICS 2017

ATTENDEES BREAKDOWN

14,400 Attendees
 3,242 International Visitors
 4,982 Officials

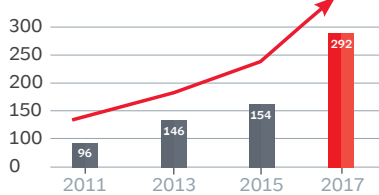
VISITORS



EXHIBITORS BREAKDOWN

292 Exhibitors from 24 Countries
 Israeli Companies: 42%
 International Companies: 58%

EXHIBITORS



EXHIBITORS BREAKDOWN BY COUNTRY

- | | | | |
|----------------|-----------|-----------|-----------------|
| Austria | Germany | Japan | Slovakia |
| Belgium | Hong Kong | Lithuania | Thailand |
| Canada | India | Poland | The Netherlands |
| China | Ireland | Singapore | Turkey |
| Czech Republic | Israel | Spain | United Kingdom |
| France | Italy | Sweden | USA |

SUPPORTED BY



משרד המדע
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 Ministry of Science & Technology



INVEST
 IN ISRAEL
 MINISTRY OF ECONOMY
 AND INDUSTRY OF ISRAEL

Ministry of Economy and Industry



Ministry of Foreign Affairs
 Israel



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WHAT TO EXPECT?

3 DAYS

15,000 VISITORS

300 EXHIBITORS

100 DELEGATIONS

120 MEDIA OUTLETS

6,500 SQM OF SPACE

"We were very impressed by the number and quality of the visitors"
(Metravib, France)

"The show has been excellent, we can't wait to come back to Tel Aviv again for the next ISDEF"
(JBryant Enterprises, United States)

"We were exposed to delegations from all over the world. We're very happy with ISDEF and hope to be here again next time"
(Opgal, Israel)

"It was a great pleasure to attend ISDEF 2017 – definitely a wonderful and fruitful event"
(High-ranking official, China)

"This exhibition is an expression of the fact that Israel is a superpower of science, technology and cyber"
(Ofir Akunis, Minister of Science & Technology, Israel)

GET IN TOUCH

EXHIBITION & SPONSORSHIP
OPPORTUNITIES
SALES@ISDEFEXPO.COM

REGISTRATION, MARKETING
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EXPOAFFAIRS@ISDEFEXPO.COM

TEL: +972 3 691 4564
FAX: +972 3 691 4567

WWW.ISDEFEXPO.COM