

ISRAEL'S **LARGEST** HLS, DEFENCE & CYBER **EXHIBITION**



MARCH 21-23
2022
TEL-AVIV **ISRAEL**
www.isdefexpo.com



P&C
INTERNATIONAL
INTERNATIONAL DEFENSE & SECURITY EVENTS





ABOUT ISDEF

ISRAEL HLS, DEFENCE & CYBER EXPO

With rapid globalization and the advancement of new technologies, countries are facing increasing challenges to public safety and critical infrastructures.

Established in 2007, ISDEF has grown into Israel's most significant international Defense, HLS & Cyber exhibition showcasing the latest technologies and solutions for Military, Police, Special Forces, Security Agencies, First Responders, Homeland Security Organizations and the Cyber Community.

HOLISTIC APPROACH

At ISDEF we believe that defense and homeland security are intrinsically connected with countries requiring a holistic approach for mitigating threats. ISDEF facilitates a unique platform, attracting exhibitors from more than 24 countries and visitors from more than 90 countries.

GLOBAL APPEAL

ISDEF draws a broad audience from both Israel and abroad, bringing the industry's leading defense, HLS and cyber companies together with government and military officials, industry members, end users and decision makers from Israel and around the world. 85% of the attendees have buying power making ISDEF a highly effective platform for rapid business growth.

BOARD OF ADVISORS



**Chief Superintendent (Ret.)
Asher Ben Artzi**
Former Director of INTERPOL
at Israel National Police



Col. (Res.) Arik Davidi
Honorary Consul of Guinea



Dr. Gabi Siboni
Director of the Military and
Strategic Affairs Program and
Cyber Security Program at
INSS



**Commissioner (Ret.) Yohanan
Danino**
Former Chief of the Israel
Police



Lt. Gen (Ret.) Orit Adato
Former Commissioner of
Israel Prison Service



Buky Carmeli
Former Director General of
the Israeli National Cyber
Security Authority



Moshe Amiel
Former Head of Information
Technology and Cyber
Security Division at the Israeli
Prime Minister's office



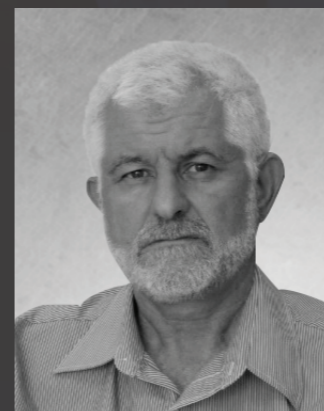
Dr. Anat Hochberg-Marom
Expert on global terrorism
and radicalization



**Chief Superintendent (Ret.)
Ytzik Cohen**
Former Head of R&D at Israel
National Police Bomb disposal
Division



**Commander (Ret.) Dakar
Eilat**
CEO of initiative defense
solutions



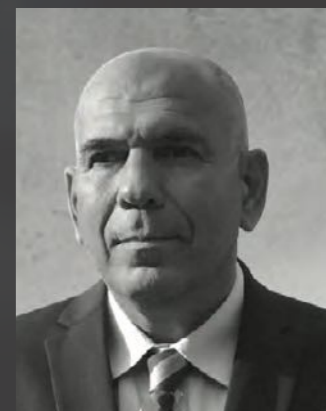
**Brigadier General (Ret.)
Danny Hadad**
Owner & CEO of HD360
group



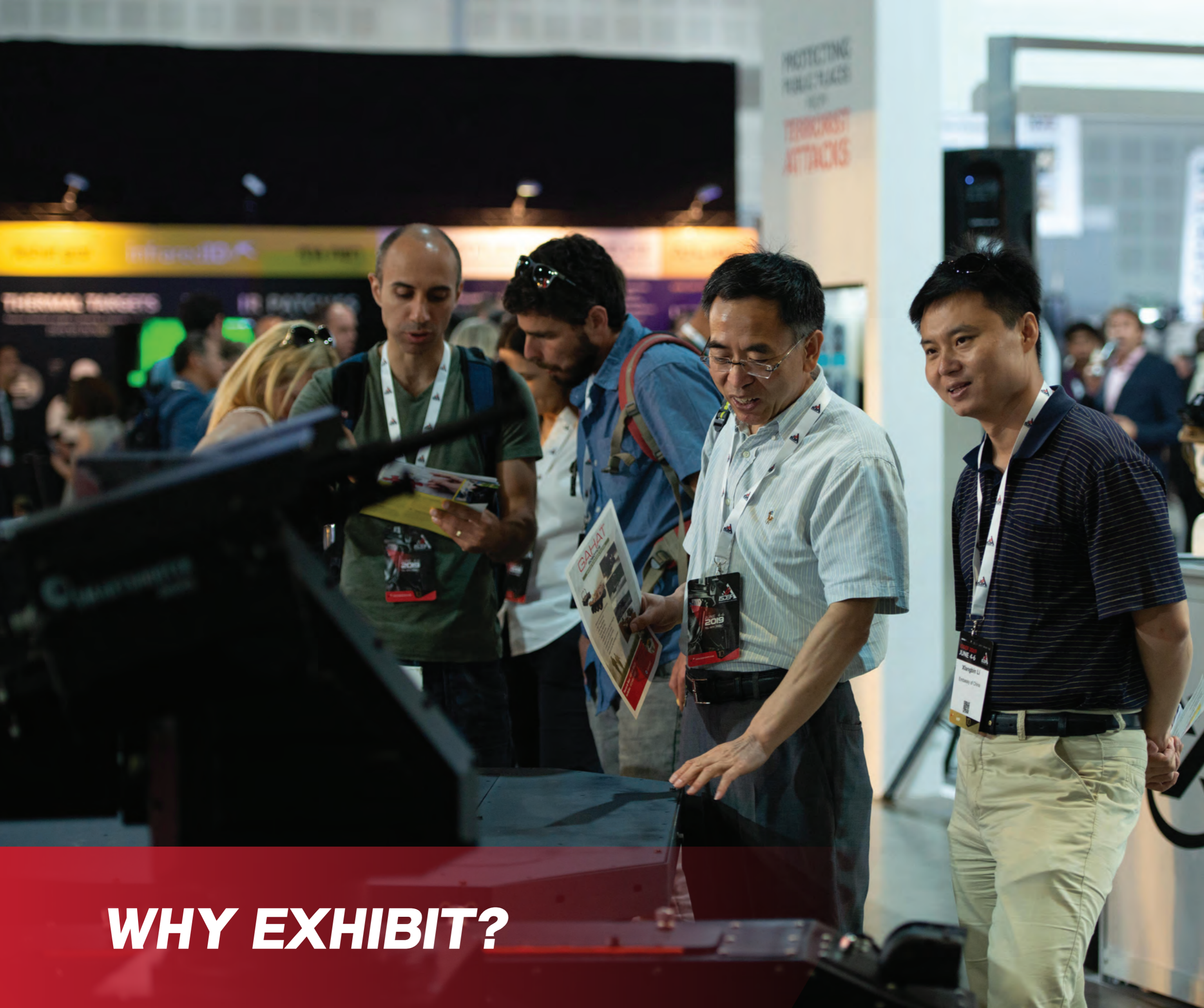
**Brigadier General (Ret.)
Sharon Nir**
Former Head of the Cyber
and Teleprocessing School of
the IDF



**Brigadier General (res.) Ilan
Bitton**
Former Commander of the Air
Defense Forces, IDF



**Brigadier General (Res.)
Nitzan Nuriel**
Former Head of the Counter-
Terrorism Bureau in the Israeli
National Security Council, Israel
Prime Minister's Office



WHY EXHIBIT?

THE RIGHT TIME

Optimal conditions for ROI! Meet your target audience

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

ISDEF'S UNIQUE PLATFORM

ISDEF gives you a unique opportunity to interact directly with the Israeli and International Defense, Homeland Security, and Cyber markets on a grand scale

- ▶ Significant opportunities for manufacturers to interact with potential clients, generate business, and form relationships.
- ▶ Interact directly with the relevant contacts you seek.
- ▶ Communication with national and international media outlets.
- ▶ Participation in conferences, seminars and workshops parallel to the exhibition.

3rd PARTY MARKET OPPORTUNITIES

ISDEF provides an ideal platform for foreign companies to penetrate the Israeli market

- ▶ Form alliances defined by joint ventures and industrial cooperation that will meet the requirements of end users in Israel.
- ▶ ISDEF facilitates 3rd party market opportunities for foreign companies and increased exports for SME's.

WHY VISIT?

THE RIGHT PLACE

ISDEF provides maximum exposure to both the domestic and international markets.

In addition, ISDEF provides a very unique opportunity to interact directly with high ranking delegations and key industry players from around the world in an optimal setting.

EXPOSURE, NETWORKING, ROI

- ▶ Meet with your Israeli counterparts; end-users and decision makers from the IDF, MOD, Police, Prison Service, Fire Department, SAR, Defense Industries, Civil Security Agencies, Government Offices as well as the Cyber Security Community.
- ▶ Conduct market research and sales meetings during the exhibition
- ▶ Participate in conferences, seminars and workshops held throughout the exhibition.
- ▶ Our Live Demonstration Area is an ideal platform for exhibitors to showcase their latest technologies and products to end users. The area also includes a drone-cage, an excellent place to demonstrate small UAVs.
- ▶ Mingle with other visitors and guests ranging from official delegations, industry professionals, government officials, decision makers from the Military, Special Forces, SAR, MOD, and Law Enforcement Agencies, to the Cyber Community, Security and Intelligence Agencies from Israel and abroad.



CYBER

PROTECTING YOUR ASSETS

Cyber-attacks pose some of the fastest-growing threats to national, international and economic security. We believe cyber-security is an integral part of HLS and as such ISDEF places emphasis on cyber defence and security with a cyber pavilion and conference dedicated to showcasing new cyber technologies and solutions.

With an estimated 3.77 Billion users- 50% of the global population, the growing use of the internet, social networks and IoT connected devices, there is an increasing threat of cyber attacks to national critical infrastructure from state actors, terrorist groups and organised crime.

Mr. Buky Carmeli former Director General of Israel's National Cyber Security Authority, and current member of ISDEF's Board of Advisors, contributes significantly to ISDEF's success in the cyber realm.



"ISDEF has proven itself time and time again as the ultimate platform for Israeli and International cyber companies to receive exposure from select decision-makers from domestic and international delegations. ISDEF's B2B and B2G platforms have made it possible for cyber firms to greatly enlarge both their customer base and their profits, as well as expanding brand awareness."

AMONG OUR PREVIOUS EXHIBITORS & SPONSORS IN THE CYBER REALM



CONFERENCES & WORKSHOPS

At 2019 ISDEF event, a variety of interactive workshops and conferences were held throughout the duration of the exhibition. This is a great forum for exhibitors as well as government officials to present and discuss product development, modernization, and integration to an audience that includes end users, key industry figures, and buyers.

- ▶ Cyber Security in the civil sectors: Implementation and regulation
- ▶ Border control challenges in the 21st century
- ▶ Countering tomorrow's UAV threats without harming public interest
- ▶ Mega Event Protection: What to focus on and how to overcome challenges
- ▶ Critical infrastructure protection 3.0: Land, Maritime, Cyberspace
- ▶ Mitigating CBRN threats: Analysis, prediction, prevention
- ▶ The weaponization of social media and its use and influence in conflict





OFFICIAL DELEGATIONS & VIP'S

THE RIGHT PEOPLE

One of the key advantages of ISDEF is the qualification of the visitors. Among those participating in the official delegations include Heads of State, Defense Ministers, Ministers of Public Security, Heads of Homeland Security and Law Enforcement agencies, Heads of Police & Prison Authorities, Heads of Cyber Agencies, Senior Intelligence Officials, Emergency Response organizations, Counter-Terrorism specialists and high-ranking representatives from Army, Navy and the Air Force.

AS AN OFFICIAL DELEGATE AT ISDEF YOU WILL RECEIVE ACCESS TO THE FOLLOWING:

- ▶ VIP access to the exhibition
- ▶ VIP Greeting and transportation from the airport to hotel destination
- ▶ Special rates and VIP treatment at all of ISDEF's recommended hotel accommodation providers
- ▶ Daily transportation to the ISDEF exhibition
- ▶ Invitation and reserved seating to the Opening Ceremony
- ▶ A dedicated Host/Hostess to escort the delegation from the opening up to the completion of the event
- ▶ During the event you will have access to the VIP Room, various refreshments, cocktails and an intimate space to conduct meetings
- ▶ Organized tour of the exhibition
- ▶ B2B meetings organized by ISDEF and personalized to fit your agenda
- ▶ Invitation to the ISDEF Cocktail Gala- an exclusive event for officials, decision makers and business executives
- ▶ Participation and attendance at ISDEF workshops



ISDEF 2019 POST SHOW REVIEW

The 10th anniversary edition of ISDEF took place on June 4-6, 2019 and was successful in solidifying the exhibition's reputation as the premier defense and security event in Israel. ISDEF 2019 was the largest international defense, homeland security and cyber exhibition in Israel thus far. ISDEF 2019 gathered nearly 300 exhibitors offering a variety of products and solutions to successfully cope with today's various challenges and needs within the defense, security and cyber fields. In addition to exhibitors from nearly 30 countries, ISDEF 2019 also featured National Pavilions from India, Czech Republic, the United States and China.

The opening remarks of ISDEF 2019 were delivered by Maj. Gen. (Ret.) Danny Yatom, former Director of the Mossad, Maj. Gen. (Ret.) Yair Golan, former Deputy Chief of the General Staff of the IDF and Brig. Gen. Ziv Avtalion, the Commander of the Technological Brigade of the IDF. During the Opening Ceremony, 2019 year's ISDEF Award were presented to the founders of SpaceIL – the creators of the "Beresheet" spacecraft and lunar lander – for its tremendous contribution to the establishment of the State of Israel as one of only four countries that have managed to reach the moon.

In addition to the strong emphasis on interoperability and business development, ISDEF 2019 also dedicated a great deal of resources to promoting and sharing professional knowledge among manufacturers, distributors and end users. This manifested in the form of dedicated workshops that took place alongside the exhibition and featured world renowned industry leaders and specialists from various sectors of the counter-terrorism, homeland security and cyber realm. Professional lectures took place alongside the workshops and discussed pressing issues ranging from global migration issues to homegrown terrorism and large scale cyber-attacks. In addition, attendees had the opportunity to learn about the latest developments in defense technology and cyber technology, see products in action during live demonstrations, and to find the optimal solutions for their needs.

For the first time in Israel, ISDEF 2019 hosted an official Range and Live Demonstration Day one day prior to the exhibition. The event provided members of the Special Operations Community, Procurement Officers as well as foreign delegations a unique opportunity to inspect, try out and compare a large variety of firearms and related training equipment from both Israeli as well as International exhibitors.

ISDEF 2019 also had the pleasure of hosting the 4th International Conference on Intelligence, organized by the Israel Intelligence Heritage & Commemoration Center. The conference dealt with select issues regarding Israel's intelligence and strategic agenda, in which senior Israeli and international speakers, current and former members of the Israeli intelligence community, government ministries and the defense industries took part. Among the keynote speakers were Dr. Olli Heinonen, former Deputy Director General of the International Atomic Energy Agency and Major General Tamir Heiman, the current IDF Intelligence Directorate Head.

Overall, the exhibition exceeded the expectations of the event organizers, exhibitors and visitors alike. With unprecedented media exposure, diplomatic engagement and attendance, ISDEF 2019 has yet again set the bar even higher for future defense and security exhibitions in Israel; and we are confident that these expectations will be exceeded at ISDEF's next event.



ISDEF 2019 HIGHLIGHTS

PLATINUM SPONSOR PITAGONE - THREAT MANAGEMENT

PITAGONE-Threat Management, the European leader in counter terror mobile solutions was ISDEF 2019 platinum sponsor. PITAGONE mainly serves Federal & Governmental agencies, Armed Forces, Police, airports as well as major private corporations. PITAGONE brought their entire product line including their world famous flagship barrier the “F18” most recently seen deployed at a high profile royal residence in the UK and protecting the recent Tour de France.

PARTICIPATION BY BELL HELICOPTER AT ISDEF 2019

For the first time at ISDEF, the world renowned manufacturer of high-end helicopters, Bell Helicopter, exhibited at ISDEF. The Bell team was comprised of a number of Senior VP's and C-level executives, and a large scale detailed model of the premier rotary aircraft of Special Forces units worldwide, the Bell Boeing V-22 Osprey.

THE ISDEF AWARD FOR OUTSTANDING INNOVATION AND ACHIEVEMENTS IN DEFENSE & HLS APPLICATIONS

This year's ISDEF Award for outstanding innovation and achievements were presented to the founders of Spacell – the creators of the "Beresheet" spacecraft and lunar lander – for their tremendous contribution of establishing Israel as one of only four countries that have managed to reach the moon.

K-9 DEMONSTRATION

Visitors to ISDEF 2019 could see dogs and their operators walking around the expo hall, as well as starring in several live demonstrations. This special participation of military trained canines in a defense expo was a great compliment to the technological aspects of the exhibition.

VIP GALA

ISDEF also mixed business and pleasure with the ISDEF 2019 VIP Cocktail Gala, which took place on June 5th at the Arca Exclusive Hall located in the famous Tel-Aviv port. This celebration is an ISDEF tradition, and was enjoyed by more than 400 invited guests, among them; exhibitors, delegates, diplomats, Israeli officials and VIP attendees. The evening included dinner, dancing, and musical entertainment.



STRATEGIC PARTNERS 2019

ISDEF'S DEFENSE, HOMELAND SECURITY & CYBER PARTNERSHIP NETWORK

The success of ISDEF is due, in part, to an extensive partnership network that we develop and maintain with various government, media and business entities both in Israel and abroad. We always welcome new partners who have a genuine interest in promoting safety and security in their native countries; and we invite you to join our network of partners if defense and homeland security are topics that you feel passionate about.

ISRAELI



INTERNATIONAL

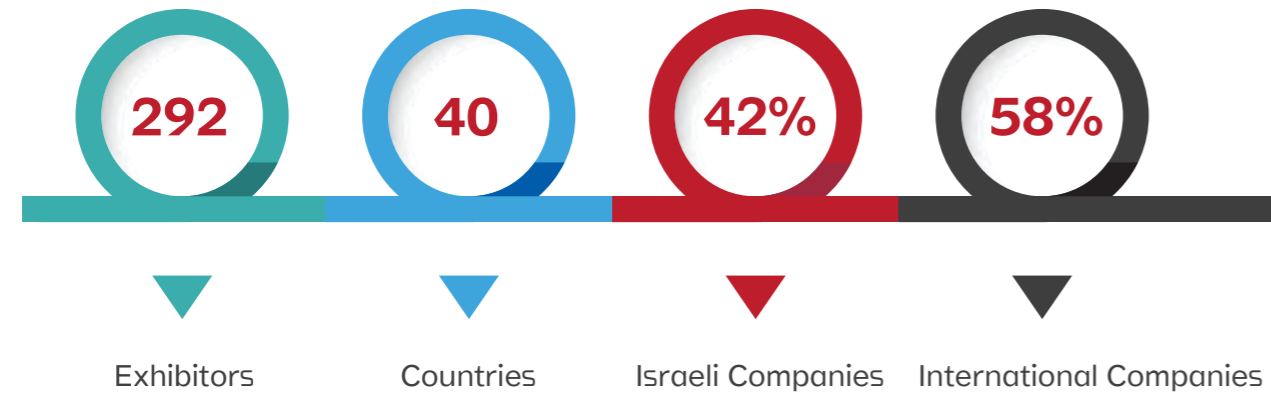


MEDIA

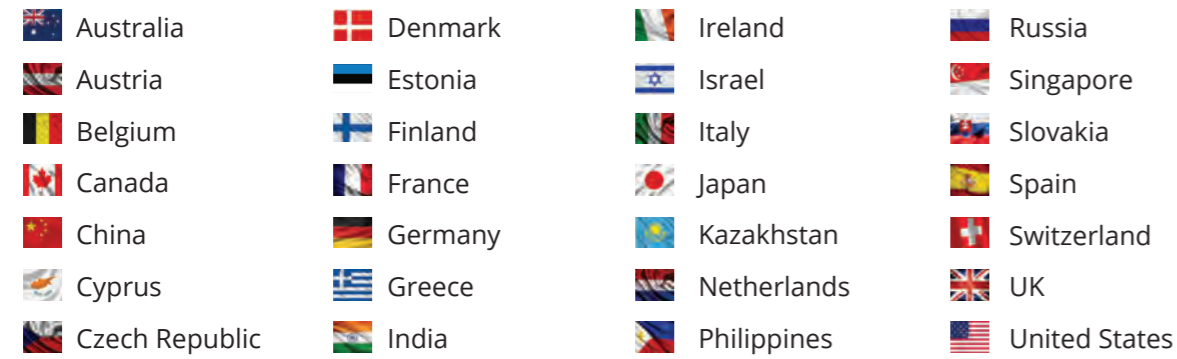


EXHIBITORS BREAKDOWN

EXHIBITORS HIGHLIGHTS



EXHIBITORS BREAKDOWN BY COUNTRY



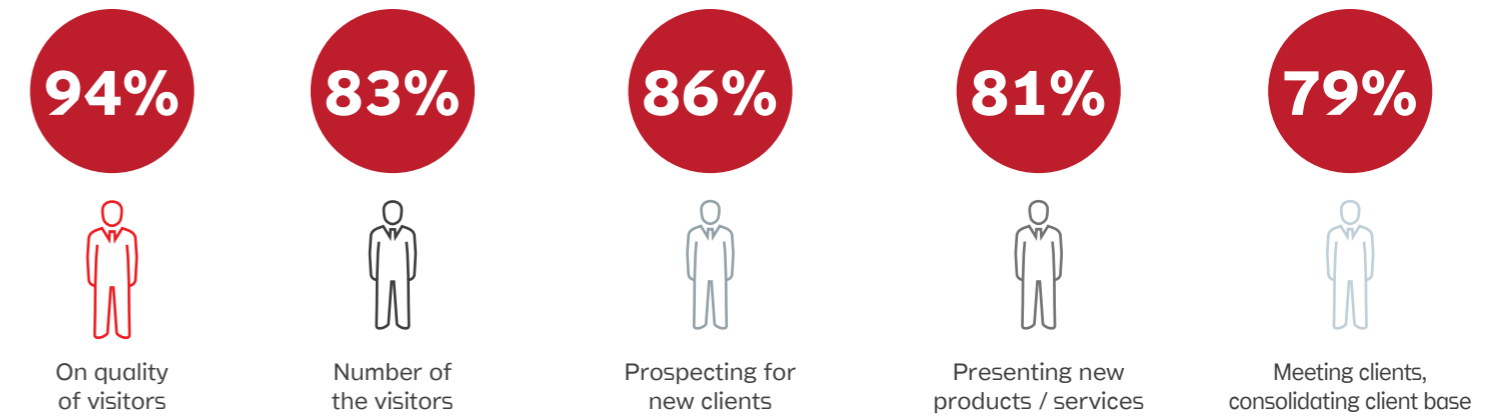
EXHIBITOR BREAKDOWN BY SECTOR

> Defense: 52% > HLS: 14% > C4I: 18% > Cyber & Intelligence: 16%

TOP INDUSTRY SECTORS AT ISDEF

> Aerospace > Armaments > CBRN & EOD > Counter UAV > Counter-Terrorism > Cyber Security & Cyber Intelligence > C4ISR > Force Modernization > Homeland Security > Law Enforcement > Maritime > Optics & Electro-Optics > Special Operations > Special purpose & Armored vehicles > Tactical Equipment > Training & Simulation > Unmanned Systems & Robotics

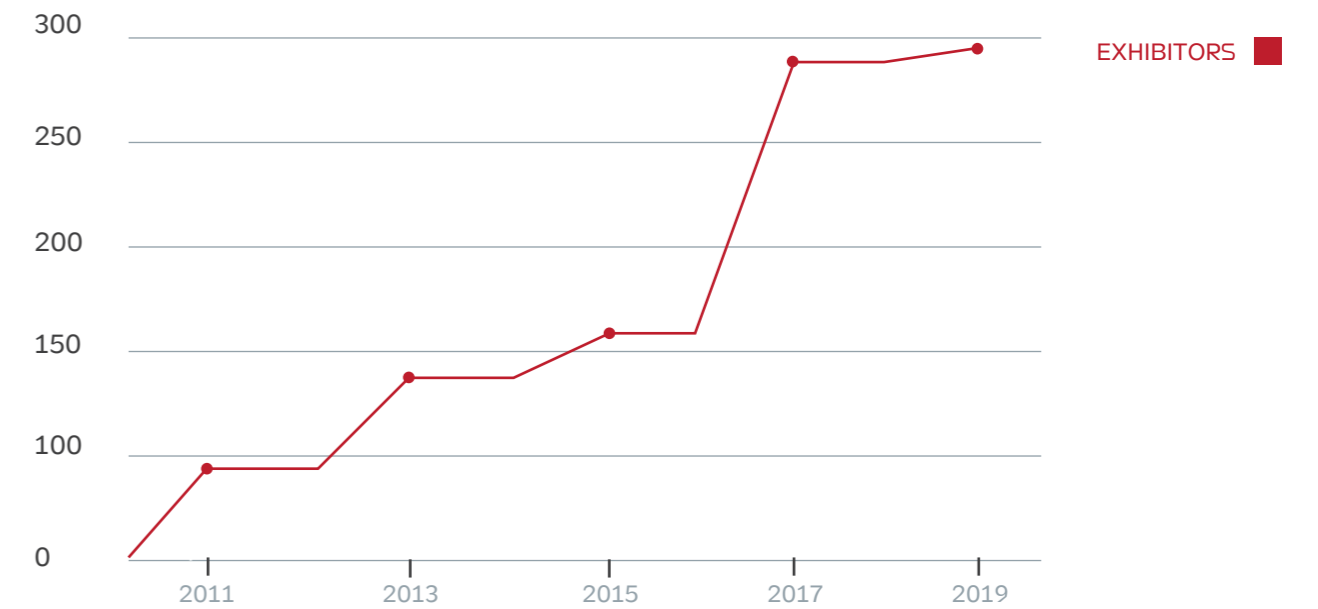
EXHIBITORS SATISFACTION*



*Exhibitor Survey 2019

EXHIBITORS GROWTH

ISDEF 2019 included exhibitors from 40 countries.





NATIONAL PAVILIONS



INDIA PAVILION

The India National Pavilion was organized by the Ministry of Defense of India and showcased a wide range of defense and military equipment in the fields of Air, Land and Navy at ISDEF 2019. The Indian pavilion was the largest pavilion organized in square meters at ISDEF this year. The premier Indian companies in the maritime sector; Bharat Electronics Limited, a PSU under Ministry of Defense, GoI, BEML Limited, GRSE - Garden Reach Shipbuilders & Engineers Ltd, Goa Shipyard, and Mazagon Dock Shipbuilders Ltd. all took part in ISDEF.



USA PAVILION

The U.S. national pavilion was organized and supported by the U.S Commercial Service at the Embassy of the United States, Jerusalem. The pavilion consisted of 15 companies from the defense, aerospace, HLS and cyber sectors in addition to representatives from the Arizona Commerce Authority. Among the exhibiting companies were industry leaders such as Bell Flight, Barret Firearms and Silver Ships.



CZECH REPUBLIC PAVILION

The Embassy of the Czech Republic in Israel and CzechTrade, with support from the Czech Ministry of Defense and Ministry of Foreign Affairs, organized the 3rd Czech National pavilion at ISDEF. The pavilion was comprised of 11 companies from the defense, aerospace, C4ISR and cyber sectors, among them industry leaders TATRA Trucks, EVPU Defense and CZ. The Czech pavilion was led by the Czech deputy Minister of Defense, Mr. Jakub Landovsky.



CHINA PAVILION

The China pavilion was organized by Bayern Messe and consisted of 14 exhibitors from across the defense, HLS and critical infrastructure sectors.



MERKAVA PAVILION

For the first time ever, ISDEF featured a pavilion dedicated to the manufacturers and suppliers of the Israeli main battle tank, The 'Merkava'. The pavilion was co-organized and supported by the Manufacture Association of Israel and was comprised of 4 key companies which are stakeholders in the Merkava' project: Urdan Metal and Casting Industries Ltd. , Redler Technologies, ELTAM-EH Ltd. and MER Group.



ISRAELI DELEGATIONS

The exhibition provided an extensive array of solutions for Defense, Homeland Security and Cyber needs, including a phenomenal platform for the display of technological developments in the areas of Security, Law Enforcement, Cyber, Intelligence, Counter-Terrorism, Critical Infrastructure and Search & Rescue.

Our goal at ISDEF is to continue to operate at the highest and most professional standards, without compromise, in order to position the Israeli defense industry in the centrum of the international market.

2019 year's delegates included Director Generals, Ministers, Department Heads and CISO's from various Israeli Ministries, Knesset Members, members of the General Staff or the IDF, Senior Officers from the Israeli Police, the Commissioner of the Israeli Fire & Rescue Authority, high ranking officials from the Israeli Prison Service, ISA (Shin Bet), The Mossad, Israel Railways, Israel Airport Authority, Crossing Points Authority, Mine Action Authority, Israel National Cyber Directorate, Israeli Electric Corporation, Manufacturers Association and Hi-Tech Association.





INTERNATIONAL DELEGATIONS

One of ISDEF's key advantages are the quality and unique demographic of our visitors. Official delegations to ISDEF 2019 included Heads of State, Chiefs of Staff, governmental ministers, and high-ranking Army, Navy and Air Force representatives from around the globe. In addition, ISDEF hosted delegations from various security related organizations such as police, intelligence agencies, cyber, homeland security and the energy sector. The exhibition successfully gathered all the key players from those fields and brought them together in order to provide a beneficial and fruitful platform.

170



Delegates

71



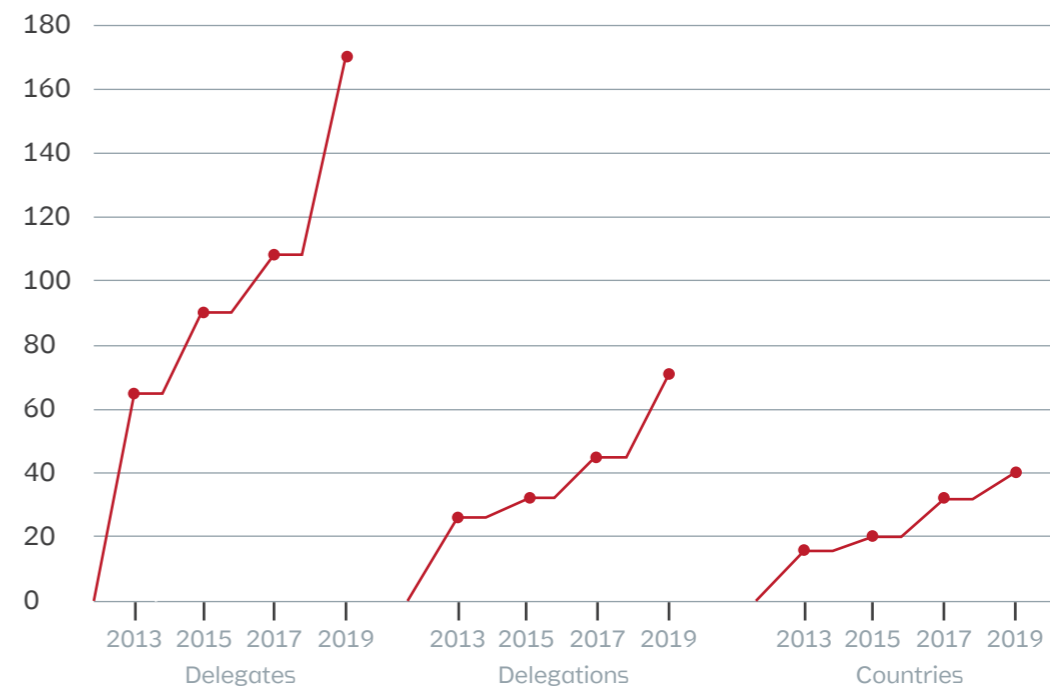
Delegations

40



Countries

DELEGATION GROWTH





INTELLIGENCE CONFERENCE

ISDEF had the honour to host the Israel Intelligence Heritage & Commemoration Center's 4th Intelligence International Conference at ISDEF 2019.

The conference focused on the methods used by the Israeli Intelligence community to overcome challenges such as Big Data, Fake News and its mass dissemination, new technologies and Iraq. Dr Olli Heinonen, the former Deputy of the International Atomic Energy Agency & Major General Tamir Heiman, the Israel Defense Forces Intelligence Directorate Head gave a unique, presentation on the findings from the Iran nuclear archive.

The conference attracted former members of the worldwide intelligence community, journalists, distinguished members of academia and representatives from the private sector.

The event was the largest and most comprehensive of its kind since its establishment in 2015 and was a welcome addition to the exhibition.

4TH ICC EVENT



WORKSHOPS & LIVE DEMONSTRATIONS

In addition to the presentations within the booths, exhibitors also had the opportunity to both demonstrate their products and share professional insights as part of the ISDEF 2019 workshop and demonstration area. Demonstrations and workshops included both theoretical and practical scenarios which took place in two dedicated areas within the expo hall.

Noteworthy demonstrations and workshops included the demonstration of injured persons extraction, canine operation and capabilities, UAV applications for ISTAR missions and combat missions, unique Search & Rescue tactics, hand-to-hand combat and more.



VISITORS BREAKDOWN

ATTENDEES HIGHLIGHTS

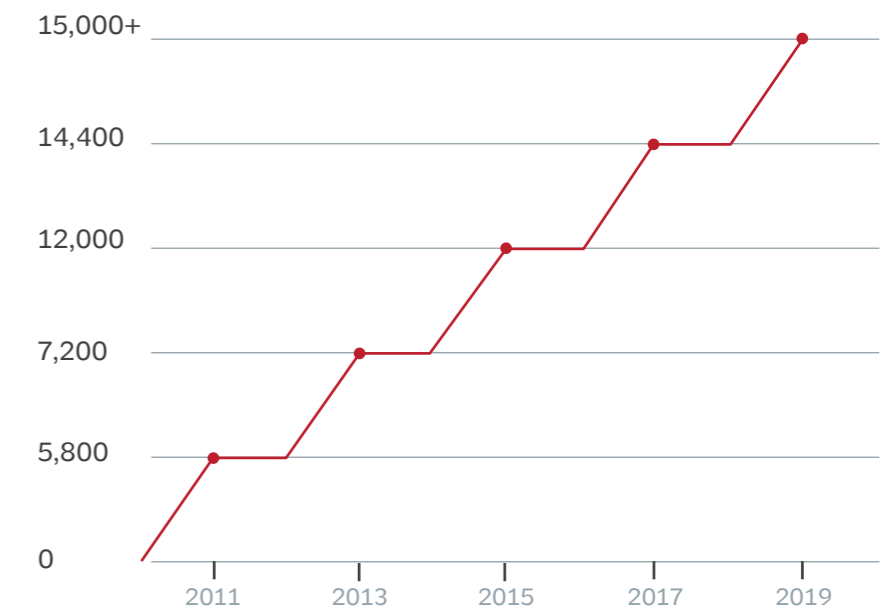


Attendees



International
Visitors

VISITOR GROWTH



VISITORS ■



IDEX ABU DHABI

Israeli Pavilion Organised
exclusively by **ISDEF**



2022
TEL-AVIV ISRAEL
www.isdefexpo.com

State of Israel & UAE established peace agreement. The same year, ISDEF become exclusive agent for Israel of IDEX Exhibition.



INVEST IN A SAFER FUTURE.



Established by leading executives, entrepreneurs and experts with proven execution capabilities. Invesys is a VC fund Investing in established start-ups developing phenomenal technologies in the Smart Economy and Public Safety arenas.

We leverage our entrepreneurial talents and diverse network of resource partners, combined with our experience, validation process and access to governments and enterprises across the globe to turbo-charge the growth of start-ups.

Join us at the forefront of security by investing in innovative initiatives and technologies, forming a thriving, safer & smarter global ecosystem.

Visit our website - invesys.capital

BY AVNON GROUP & CAPITAL NATURE



TAILOR-MADE HOSTING SERVICES

For International Delegations In Israel



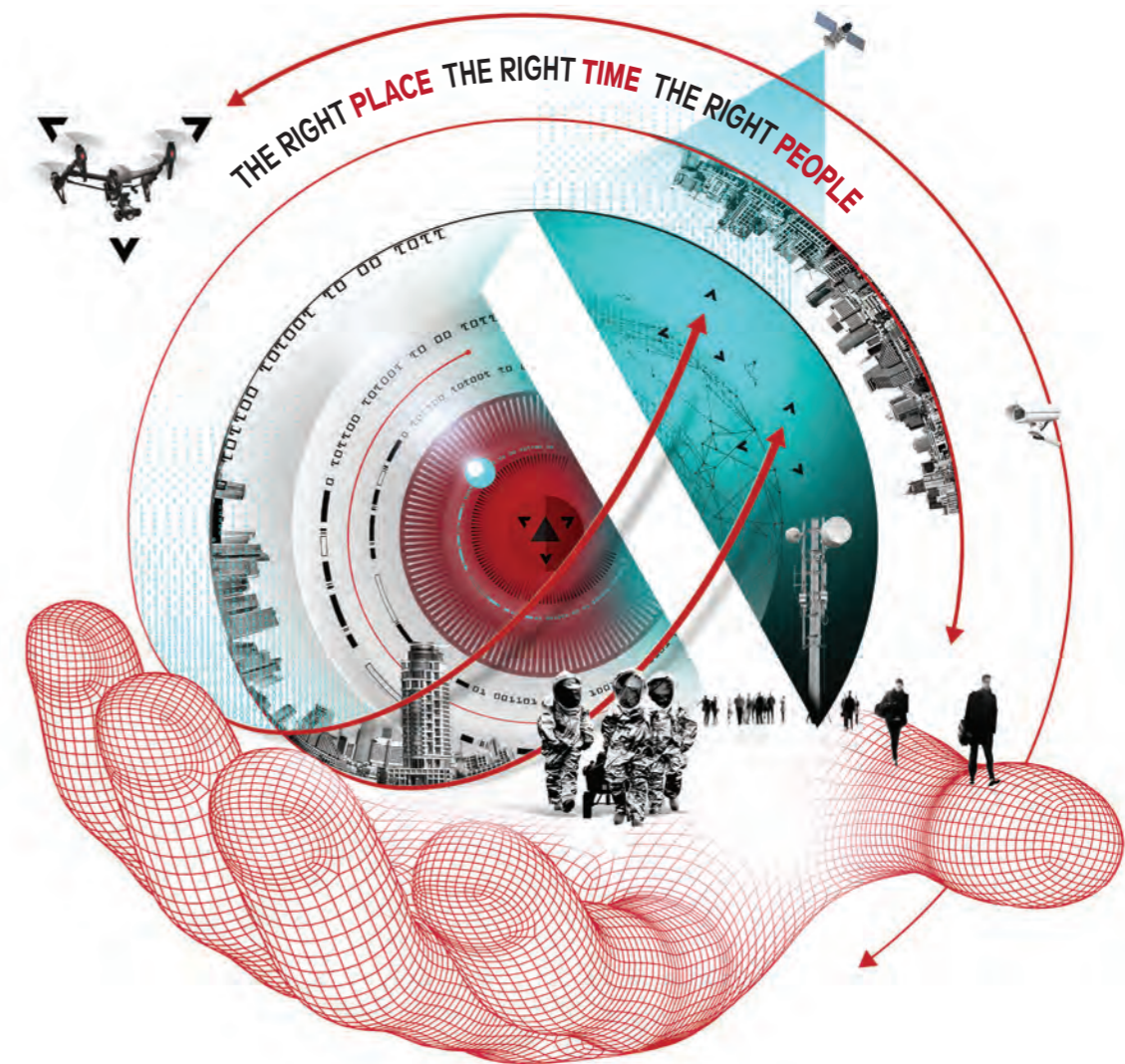
GAIN MORE FROM YOUR VISIT

Facilitating our connections in the Israeli market, ISDEF creates new business connections and opportunities by bringing together decision makers from the private & public sectors, to support the grow of your business network while getting to know one of the most unique places on earth.

Visit our website - isdefexpo.com



ISRAEL'S LARGEST HLS, DEFENCE & CYBER EXHIBITION



In light of the global COVID-19 pandemic, that has brought many economical and public safety challenges to the world at large, ISDEF 2022, Tel Aviv, will be focused on Crisis and Disaster Management.

ISDEF will be hosting an international conference with participating and attending leading experts and authorities sharing lessons learnt for the management of future disasters.

HIGHLIGHTS: Conferences, Workshops, Cyber Pavilion, Live Demonstration Area, Start-up pavilion and competition.

2022

BOOK YOUR BOOTH

TEL-AVIV **ISRAEL**
www.isdefexpo.com



CONTACT US

PAULINE PILTANT
Managing Director

+33 [0] 1 78 90 37 98 ext 3
p.piltant@pandci.com

KIM DAO
International Sales Manager

+33 [0] 1 78 90 37 98 ext 1
kim@pandci.com

OFFICE
c/o Cabinet Bismuth
5 rue de Bassano
75016 Paris, France
contact@pandci.com

MARCH 21-23
2022
TEL-AVIV **ISRAEL**
www.isdefexpo.com

