



P&C
INTERNATIONAL
INTERNATIONAL DEFENCE & SECURITY EVENTS



28 - 31 MARCH 2022
MITEC, KUALA LUMPUR

Hosted, Supported & Co-organised by :



MINISTRY OF DEFENCE & MINISTRY OF HOME AFFAIRS

ADVANCING INTO A NEW ERA OF DEFENCE AND SECURITY



FULLY SUPPORTED BY :



PRIME MINISTER'S OFFICE



MINISTRY OF FINANCE



MINISTRY OF TOURISM, ART AND CULTURE



MALAYSIAN ARMED FORCES



ROYAL MALAYSIA POLICE



NATIONAL SECURITY COUNCIL



ROYAL MALAYSIAN CUSTOMS DEPARTMENT



IMMIGRATION DEPARTMENT OF MALAYSIA



MALAYSIAN MARITIME ENFORCEMENT AGENCY



MALAYSIAN PRISON DEPARTMENT

A MEMBER OF:



ENDORSED BY:



OFFICIAL PUBLICATION:



OFFICIAL ONLINE MEDIA PARTNER:



OFFICIAL E-SHOW DAILY NEWS & WEB TV:



OFFICIAL NAVAL MEDIA:



STRATEGIC PARTNER:



ORGANISED BY:



www.dsaexhibition.com



Defence Services Asia | @DSAMalaysia | Defence Services Asia | dsamalaysia

TOP 5 DEFENCE SHOW IN THE WORLD



The biggest and most efficiently organised Defence and Homeland Security show in Asia is back to mark its 17th edition. Defence Services Asia Exhibition And Conference (DSA 2022) will take place from 28 - 31 March 2022 at Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. With more than 30 years experience in Defence and Homeland Security showcase, this event will bring some of the world's most advanced technologies, systems, hardware and electronic warfare that the market has to offer



THE REGION'S MUST ATTEND EVENT FOR THE NATIONAL SECURITY COMMUNITY

National Security (NATSEC) 2022 exhibition which spearheads the Homeland Security segment in the Asia region, will again be held alongside DSA 2022, after its inaugural showcase and resounding success in 2018. The exhibition covers Law Enforcement, Citizen Security, Border Security, Critical Infrastructure Security and Cyber Security. The NATSEC-DSA collaboration encompasses everything for the Defence and Homeland Security Agencies to source its requirement in a single venue, that will also allow both elements to converge and create effective synergies.



**45,000 sqm
(Gross)**
Expected Size of Exhibition



1,500
Participating Companies
From 60 Countries/Nations



33
International Group Pavilions



350
Foreign Delegation from
45 Countries



50,000
Trade Visitors from
68 Countries



380
Expected Media Personnel
Across The World

SPECTACULAR VVIP ATTENDANCE

- Royal Guests
- Prime Ministers
- Defence Ministers
- Secretary Generals
- Chiefs of Defence Force
- Chiefs of Army
- Chiefs of Navy
- Chiefs of Air Force
- Chiefs of Staff
- Joint Force Commanders
- Director Generals of Health Services
- Director Generals Defence Intelligence
- Heads of National Security Council
- Ministers of Home Affairs
- Inspector Generals of Police
- Director Generals of Customs
- Director Generals of Prisons
- Director Generals of Fire & Rescue
- Director Generals of Immigrations
- Director Generals of Maritime Enforcement Agency

Recognised for its first class
VVIP Delegations Program,
DSA & NATSEC Asia 2022
will bring more VVIP's
from many regions to
engage with the
exhibitors



“ DSA continues to attract high-ranking government officials, defence personnel & ministers alongside corporate giants in the field, who come together in the interest of advancing regional security & defence as well as promoting mutually beneficial inter-governmental relationships.

General Tan Sri Dato' Sri Haji Affendi bin Buang RMAF
Chief of Defence Force,
Malaysia

“ It's a great forum, gaining importance as a security platform for the region over time. They're always good for confidence building and collaboration, so congratulations to the Organisers.

H.E. Dr. Ng Eng Hen
Minister for Defence, Singapore

“ Until now, we've seen a very huge interest with the new venue selection and it looks like DSA will be the only show in the area in the near future and we are proud to be here.”

Serdar Demiral
Deputy Undersecretary
Presidency Of The Republic
Of Turkey

“ A great networking event! Well organised I might say and the event is a fantastic place to visit. I'm really impressed by the number of senior Malaysian officers who've been here, Ministers and others who come to talk to us and that is the way to do business. And we think, if the show continues like this it can only get more joint ventures and benefits versus both for the UK and Malaysia as well.”

Adam Thomas
Senior Press Officer, Defence
& Security Organisation, UK

SPECIAL FEATURES



CHIEF OF ARMY ROUNDTABLE TALKS (ChART)

Organised by the Malaysian Army, ChART will be hosted by Malaysian Army Chief and attended by invited Army Chiefs around the world to have a dialogue and discuss on pertinent issues.



LIVE DEMONSTRATIONS

Throughout the 4-day show, attendees will experience exciting demos by numerous exhibitors showcasing their technological advanced products.



BUSINESS TO BUSINESS (B2B) MEETINGS

DSA 2020 through its B2B programme will facilitate exhibitors and buyers to source and identify potential business partners to reach out and expand their market globally. It looks for the right international and local business partners by connecting the top tier buyers and exhibiting companies.



CONTRACTS & MOU SIGNING

The much anticipated feature is the contract and MOU signing. DSA 2018 saw a total of MYR18 billion worth of contracts signed by both Ministry of Defence and Ministry of Home Affairs.



INNOTALKS

Pocket talks presented by exhibitors on current issues or products for free to the attendees.



NATIONAL SECURITY ASIA

NATSEC Asia is set to become a truly dedicated homeland security show which will ride on the well-established DSA platform as the most effective launch pad. This unique and niche collaboration will surely expand DSA's portfolio of serving both the defence and homeland security markets for the region.

"This is a great opportunity to engage with all of our clients from Southeast Asia including Malaysia as well. This is a well-run show and they're well attended. We are very happy to be here."

Christopher A. Nurit
Director Integrated Campaigns
Lockheed Martin

"We got a lot of footsteps into our UAE pavilion. It's a good opportunity for us to showcase UAE military industries and where we have reached."

H.E. Tariq Al Hosani
Chief Executive Officer
Tawazun Economic Council

A REMARKABLE FOCUS SEGMENT

CYBER DEFENCE & SECURITY CONFERENCE & EVENTS

SHOWCASING ASIA'S LARGEST IOT & CYBERSECURITY
EXHIBITION FOR THE DEFENCE & SECURITY INDUSTRY

CYBER DEFENCE CONFERENCE

The conference aims to provide visitors with the latest threats, insights and vulnerabilities by renowned international speakers in the industry.

CYBER DEFENCE PAVILION

DSA & NATSEC ASIA 2022 is thrilled to showcase top IT security vendors and highly experienced cyber defence companies engaged in designing, developing and delivering IOT and information security products and services to both government and private sectors.

CYBER RANGE

An international attack-defence Capture The Flag (CTF) competition will be held at the pavilion to illustrate the effects of cyber attacks on critical network infrastructures. This event is special as it poses a series of challenges to hack, decrypt and reverse engineer, using real life cyber weapons to exploit systems.



BATTLEFIELD HEALTHCARE

BATTLEFIELD HEALTHCARE CONFERENCE

With the theme of "Towards Preparedness in Specialised and Global Health", this conference will focus on global health security preparedness against pandemic; Humanitarian Assistance and Disaster Relief (HADR) – reviewing the assistance given in conflict area; and battlefield surgery – specialised in trauma and evacuation care in austere environment.



BATTLEFIELD HEALTHCARE PAVILION

Aligned with the conference theme and the MAF Health Services strategic procurement plan, the MAF Health Services is inviting exhibitors to showcase military or security services-related healthcare hardware and software. These should include, though not limited to, field hospital packages, field ambulances (land, sea and air), mobile ICUs i.e. Life Support for Trauma and Transport (LSTAT), first aid equipment, and digitalisation solutions - health surveillance, patient monitoring, and telehealth/medicine.

DRONE SYMPOSIUM

DRONE FORUM

A synergetic collaboration with agencies to organise the country's biggest drone conference and technology updates. There are plans for UAV precision applications to achieve the objective to enhance competency of human capital in land administration, surveying and mapping, artificial intelligence and information technology through a systematic and planned training.

UNMANNED SYSTEM PAVILION

In addition to the forum segment, a dedicated exhibit zone for Drone will witness a lot of exciting activities including product demonstration, innovation talks, drone show and many more! Some of the industries and specialists that will be showcased in this event are the Original Equipment Manufacturers (OEM), system integrators, sub-system suppliers, component manufacturers and assemblers as well as pilots/ training simulators.



The **Biggest** and **Most Efficiently** Organised Defence and Homeland Security Show in Asia

Be a part of High-level International Conferences, Round-table Talks, B2B Meetings, Forums, Product Live Demonstrations, Dialogue Sessions and many more

A platform for all the **Top Defence, Security Companies** and **Organisations**

WHY DSA & NATSEC 2022 IS A MUST ATTEND SHOW

Opportunity to be visible and to reach major defence contractors, partners, suppliers, agents and customers

Avenue to promote **The Latest Products** and **Technology**

Access to Key Decision Maker for **Government Ministers, Secretary Generals, Chief of Services** and **International Delegations**

EXHIBITORS TESTIMONY

94%

EXHIBITOR'S DECLARED THEIR OBJECTIVE WERE MET

95%

WERE SATISFIED FOR PARTICIPATING

89%

INDICATED INTEREST TO RETURN TO THE NEXT EDITION

MEET SOME 350 VVIPs FLOWN IN FROM ALL AROUND THE WORLD

Figures from DSA 2018



Figures from Natsec 2018





AMONG THE TOP 5 DEFENCE SHOW IN THE WORLD



**EXHIBITORS
ARE SATISFIED
WITH THEIR
EXPERIENCE AT
DSA & NATSEC
ASIA 2018**

**50,000 TRADE VISITORS
WERE PRESENT AT THE SHOW !**

THEY ARE INVOLVED IN THE FOLLOWING
PROCUREMENT ACTIVITIES :



91%
ACKNOWLEDGE
ITS A WELL
ORGANISED
SHOW

97%
ATTENDEES WERE
SATISFIED WITH
THE OVERALL
PRESENTATION AND
CONTENTS



WORLDWIDE MARKETING EFFORTS

We pay thorough attention to bring in the relevant trade visitors through our well-planned and formulated marketing efforts.

ASEAN VISITS BY MINISTRY OF DEFENCE AND MINISTRY OF HOME AFFAIRS SENIOR OFFICERS

VIP from the Ministry of Defence and Ministry of Home Affairs will pay a courtesy call to ASEAN countries Ministry of Defence to personally invite respective officers to attend DSA and NATSEC Exhibition.

EMAIL CAMPAIGN

Periodical email blasts on the progress of the exhibition and major announcements of the DSA and NATSEC show are broadcasted through this channel to our highly targeted trade visitors and VIPs database totalling over 80,000.

INTERNATIONAL AND LOCAL MEDIA ADVERTISING

Strategic placement of advertisements as well as articles and interviews in major Trade Journals & Online Publications of the Defence & Security Industry.

INTERNATIONAL SALES PROMOTIONS

DSA and NATSEC specialists are sent to visit International defence & security shows around the world to meet clients and to keep up-to-date with the current industry trends.

SHOW NEWS AND HIGHLIGHTS NEWSLETTER

DSA and NATSEC Marketing materials with the likes of Show Previews, Newsletters & others are updated from time to time and is broadcasted to VVIPs, Trade Visitors comprising Armed Forces, Police Forces, Immigrations, Customs as well as Exhibitors, to keep them informed.

SOCIAL MEDIA CAMPAIGN

DSA and NATSEC is active on social media creating exposure and impressions to the right people through its interactive website and other social media platforms like Twitter, LinkedIn, Instagram and Facebook.

SPECIAL GROUP VISITS

A transport programme to facilitate group visits from top ranking officers and staff from military camps, police branches and other agencies from all over Malaysia is planned and arranged.

INTERNATIONAL PRESS & MEDIA

Members of the international press and media will have free access through the pre-registration facilities on the DSA and NATSEC website to register and attend the show.

BUSINESS MATCHING AND MEETINGS

A complete online solution for Exhibitors and Trade Visitors are made available to schedule meetings and have business discussions during the exhibition

EXHIBITION HIGHLIGHTS AND ACTIVITIES

A programme line-up of all the current and in demand conferences, talks, forums and also activities ranging from product launches, demos and many more will be a part of the 4-day event.



TRADE VISITORS PROFILE

Trade and Professional Visitors from the following relevant fields will be invited to visit DSA & NATSEC Asia:

- Analysts, Academics & Researchers
- Anti-Terrorist Forces and Experts
- Border Protection Specialists
- Civil Defence Personnel
- Coast Guards Personnel
- Customs Officials
- Cyber Security
- Disaster & Crisis Management
- Defence & Security Industries Professionals
- Unmanned System
- Embassies & High Commissions
- Federal Government Security
- Procurement Officers
- First Responders & Rescue Personnel
- Fire & Rescue Departments
- Immigration Officials
- IT & Cyber Security Professionals
- Logistics & Supply Chains
- Manufacturers of Defence Sectors
- Ministry of Defence Personnel
- Ministry of Home Affairs Personnel
- Malaysian National Security Council Personnel
- Malaysian Anti-Corruption Commission Personnel
- Malaysian Prison Department Personnel
- Malaysian Maritime Enforcement Agency Personnel
- National Anti-Drugs Agency
- Special Forces (Land, Sea & Air)
- Police & Armed Forces
- Prison Officials
- Private Security Agencies
- Public Security & Safety Organisations
- Regulators & Policy Makers
- Risk Analysis and Control
- Security Establishments & Institutes
- Security, Occupational Health and Safety Directors
- System Integrators & Installers
- Training & Simulation



Companies: 1,300
Countries: 60
Size: 42,000sq.m



Expected
Companies: 1,500
Countries: 60
Size: 45,000sq.m

Companies: 1,057
Countries: 60
Size: 41,000sq.m



Companies: 1,200
Countries: 60
Size: 41,500sq.m

Companies: 850
Countries: 48
Size: 40,000sq.m



Companies: 830
Countries: 42
Size: 38,000sq.m

Companies: 590
Countries: 45
Size: 33,800sq.m



Companies: 718
Countries: 40
Size: 42,000sq.m

Companies: 500
Countries: 40
Size: 21,000sq.m



Companies: 550
Countries: 40
Size: 27,000sq.m

Companies: 420
Countries: 40
Size: 15,200sq.m



Companies: 593
Countries: 43
Size: 18,000sq.m

Companies: 520
Countries: 39
Size: 11,600sq.m



Companies: 614
Countries: 43
Size: 22,000sq.m

Companies: 419
Countries: 38
Size: 7,200sq.m



Companies: 483
Countries: 28
Size: 9,600sq.m

Companies: 394
Countries: 27
Size: 6,000sq.m



PARTICIPATION OPTIONS



SPACE ONLY

Rent a space to build your own stand, carpet not included. Minimum area from 12sqm per booth.

SPACE & WALK-ON PACKAGE

A minimum 12sqm shell scheme stand comprises the space, carpet, walls, lighting, electricity sockets, name board and furniture



HOSPITALITY ROOM

Perfect for private meetings, presentations or corporate hospitality

SPONSORSHIP OPPORTUNITIES

Be part of the elite sponsors for DSA 2022 !

CONTACT US FOR DETAILS.



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



P&C

INTERNATIONAL

INTERNATIONAL DEFENSE & SECURITY EVENTS