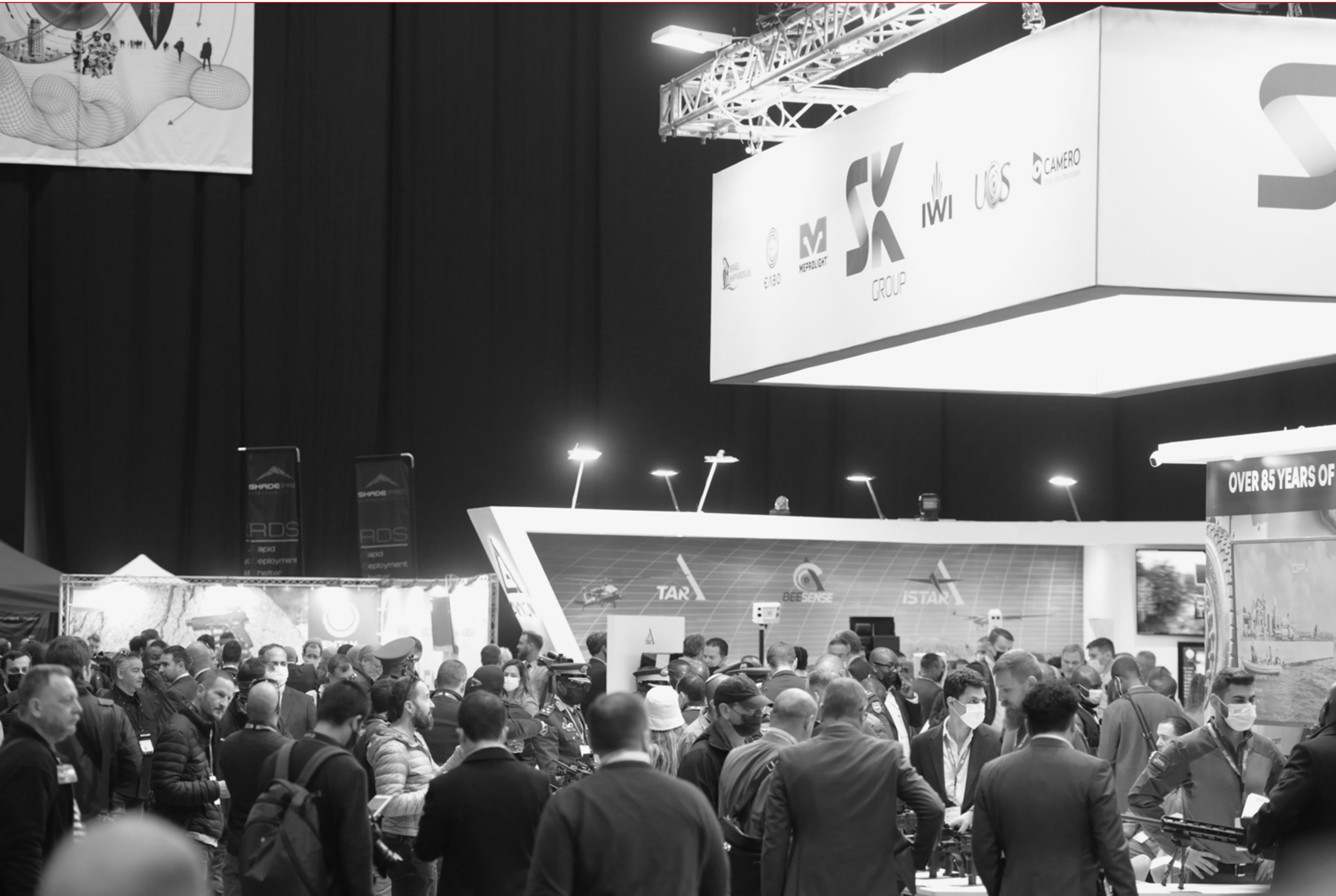


# ISDEF 2022 POST SHOW REVIEW



ISRAEL DEFENSE & HLS EXPO



## ABOUT ISDEF

### ISRAEL'S LARGEST DEFENSE, HLS & CYBER EXHIBITION

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 70 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.



## THE 11TH EDITION OF ISDEF

The 11th anniversary edition of ISDEF took place on March 21-23, 2022 and was successful in solidifying the exhibition's reputation as **the largest international defense, homeland security and cyber exhibition in Israel**. ISDEF2022 was the first face to face international conference to be held on this scale post COVID, and an excellent opportunity for our visitors from **75 countries**, and contacts to be able to get together after a long period in the virtual arena. The Expo gathered nearly **90** 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.

## OPENING CEREMONY

The opening remarks of ISDEF 2022 were delivered by LTC Chris Brouns, Dean of AMAI- Association of Military Attachés in Israel, Mr. Tomer Avnon, founder and owner of Avnon Group and Mr. Mati Weinberg CEO of ISDEF.

## PROFESSIONAL KNOWLEDGE

In addition to the strong emphasis on interoperability and business development, ISDEF 2022 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 the cyber realm. Furthermore, attendees had the opportunity to learn about the latest developments in defense and cyber technology, watch products in action during live demonstrations, and to find the optimal solutions for their needs. We were excited to host first time international partners such as Brazil, South Korea, Zambia and the UAE.



## ISDEF 2022 POST SHOW REVIEW

### OVERALL

The exhibition exceeded the expectations of the event organizers, exhibitors and visitors alike.

**With unprecedented** media exposure, diplomatic engagement and attendance, ISDEF 2022 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.

## DELEGATIONS

ISDEF 2022 managed to invite a record number of official trade and defense delegations from around the globe. We were honored to host Chiefs of Staff from Africa and Asia, Ministers of Defense from Eastern Europe and Africa and many more decision-making level government officials, heads of law enforcement and the intelligence community. ISDEF 2022 served as a unique stage bringing together key players from the Defense and HLS sphere.



31



Delegations

30



Countries



## EXHIBITORS



90



Exhibitors

75



Countries

### Exhibitor Breakdown By Sector

Defense: 52%

HLS: 30%

Cyber & Intelligence: 16%

K9: 2%

## VISITORS

### Top industry sectors at ISDEF

Aerospace | Armaments | CBRNe & 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 | K9 | Search & Rescue

7,500



Visitors

75



Countries

## SURVEY NUMBERS

95%



Satisfied with their participation in ISDEF

79%



Achieved their Marketing Objectives

83%



Generated New Leads

97%



Made new contacts

67%



Were satisfied with the quality of the visitors

89%



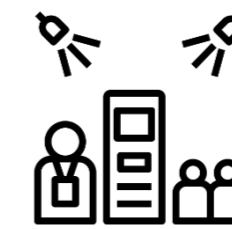
Found the ISDEF team attentive and helpful

77%



Found the Gala reception helpful in expanding their network

90%

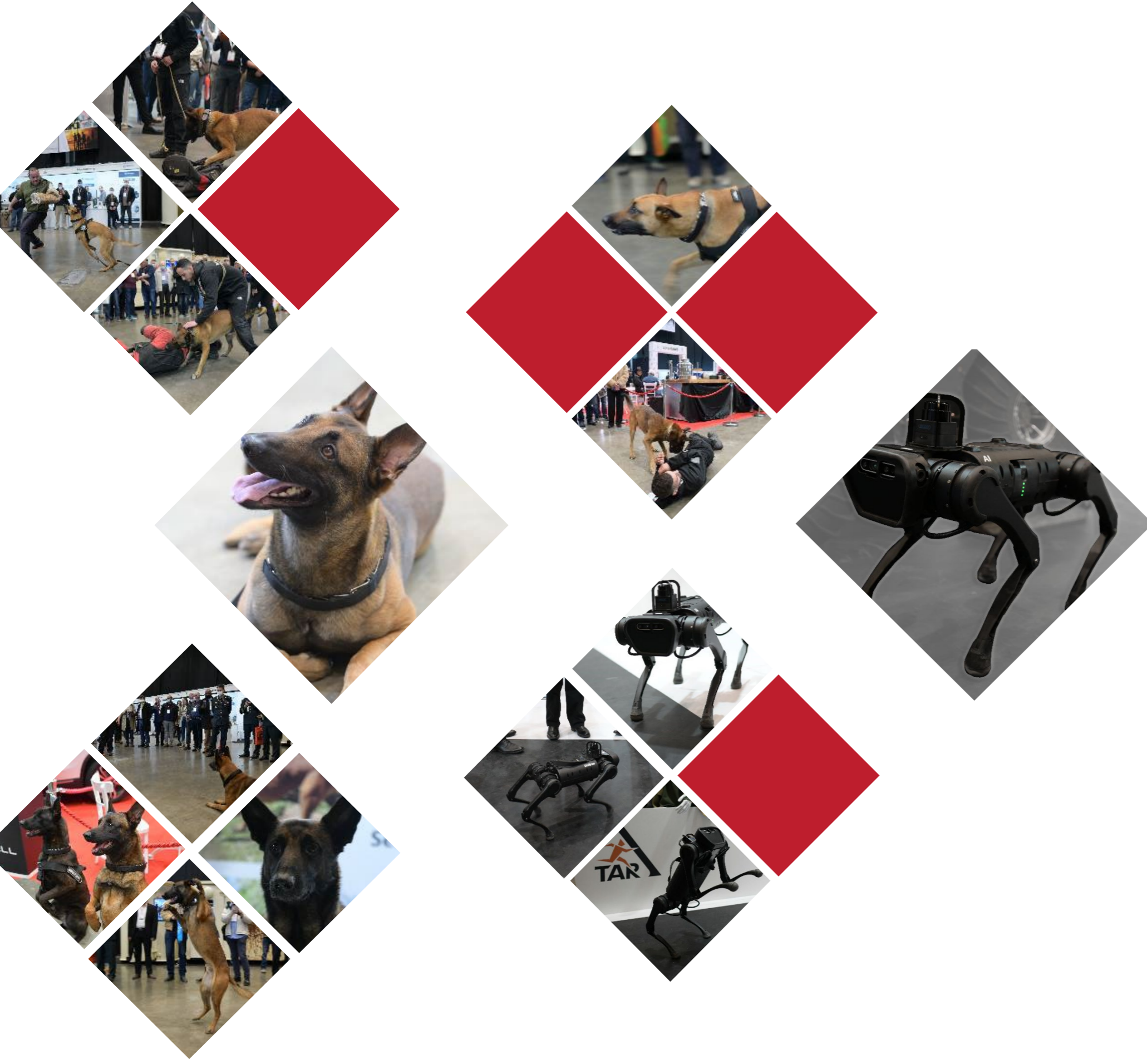


Exhibitors were satisfied with their participation in ISDEF 2022





ISDEF 2022  
POST SHOW  
HIGHLIGHT



## K-9 DEMONSTRATION

Visitors to ISDEF 2022 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.

## Robotic K-9

The capabilities of quadrupedal robots are being explored in a variety of fields, from construction and entertainment to space exploration and military operations. These robots stem from the necessity of mobile robots in exploring dangerous or unstructured terrains.



## CRISIS MANAGEMENT CONFERENCE

ISDEF had the honor to launch its professional conference on Crisis Management as part of ISDEF2022.

The conference hosted top-tier, world-renowned speakers and included debates and discourse on decision-making, tools selection, acquisition of vital knowledge, and exposure to various methodologies needed to face and overcome an assortment of emergencies.

The first seat on *Facing the next crisis* debated on the required coordination between civilian and military organizations to preserve stability during regional, national, and/or international crises.

The second seat touched upon *Cybersecurity and Ransomware Attacks* on how to effectively contend and cope with a cyber-crisis.

We were proud to call Lt. Gen. Moshe(Bogie) Ya'alon (Ret.) the conference chairman for this feature of the Expo.

The conference attracted members of the worldwide intelligence communities and law enforcement agencies, journalists, distinguished representatives from the private sector and Defense attachés from the Embassies in Israel.



## THE B2B NETWORK PLATFORM

The network platform was launched a few days prior to the event and allowed for setting meetings between exhibitors and connect with foreign delegations and Israeli officials. Exhibitors maximized their presence on the trade floor using this networking tool during the exhibit days and well after to continue fostering valuable contacts and leads.



## DATA USAGE OF B2B APPLICATION

**869** - Participants were registered

**822** - Chats have been sent

**265** - Scheduled appointments





## THE GALA

- ✓ The VIP Gala held on the first night in Mid Town Tel Aviv was an unforgettable event! This celebration is an ISDEF tradition and was enjoyed by over 300 invited guests among them official foreign delegations, diplomats from foreign missions serving in Israel, Israeli officials and VIP attendees. All were able to mingle and enjoy the eve with live music, good food and entertainment.

“I had some positive feedback from the Air Force officers who visited yesterday. They enjoyed the engagement opportunities very much. Thank you for your assistance. Can I also thank you and Dana for helping my delegation, particularly getting back from the Reception on Monday – they obviously enjoyed themselves and I saw some great photographs of the dancers on our WhatsApp group. They said it was much better than the usual receptions they have to attend”.

Kind regards,

*Chris Berryman*

Naval & Air Attaché | Defence Section | British Embassy Tel Aviv

“The Spanish delegates have just told me that they have had several useful meetings with different companies, and they are very satisfied with their job during these two days in ISDEF.”

*Santiago Mata  
Consejero de Interior/Interior  
Counsellor  
Embassy of Spain in Israel*

“I also would like to thank you very much for all your support on this mission. We had several challenges in order to make our presence viable here. And you were very helpful”

Felipe Martins Campbell

*Chief Operating Officer / Israel Office –  
Jerusalem, Israel*

“היה מעולה, המפקדים לקחו איתם הרבה חומרים”

לשירותכם תמיד,  
בברכה,  
מאיה ברקול  
רת"ח ארגון, יזמות, קש"ח ודיגיטציה  
החטיבה הטכנולוגית לזרוע היבשה

“An excellent platform for networking and identifying new markets in the security & Cyber industries as well as for locating relevant partners & manufactures /suppliers”

Mike, I.D.U

“Thank you very much for all your help this week during ISDEF. It was a pleasure and very fruitful to go to Tel Aviv to connect with the Israeli companies”

Kind regards,  
Pedro Rodrigues  
idD Portugal Defence



# STRATEGIC PARTNERS







Thank You



SEE YOU AT  
THE NEXT  
ISDEF EXPO

