

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



**POST SHOW
REVIEW 2017**



ISDEF 2017 POST SHOW REVIEW

The 8th edition of ISDEF took place on June 6-8, 2017, and successfully solidified the shows reputation as the largest defense and security event in Israel.

As in previous years, the focus of the exhibition was on interoperability and the diverse use of products by end users for various purposes. The expo was opened by a speech from the Israeli Deputy Defense Minister, Eli Ben Dahan; and visitors included both procurement and end users from the public and private sectors. Attendees had the opportunity to learn about the latest developments in defense technology and watch live demonstrations showcasing a variety of products.

In addition to the emphasis on interoperability and business development, ISDEF 2017 also dedicated a great deal of resources to promoting and sharing professional knowledge among manufacturers, distributors and end users. This displayed in a conference that took place alongside the exhibition and featured world renowned lecturers from the IDC, INSS, Tel Aviv University and more. The conference took place in addition to the workshops and discussed global concerns from immigration to homegrown terrorism and the impact on HLS and the financial issues.

ISDEF 2017 was also the main event celebrating 25 years of diplomatic relations between Israel and India. This manifested in the presence of official Indian delegations at the diplomatic level,



including as an Indian national pavilion of 400 Square meters. In addition to the Indian pavilion, ISDEF also featured national pavilions on an unprecedented scale; including Czech Republic, China and U.S pavilion with 30 exhibitors.

This year's expo proved that quality and quantity need not come at the expense of each other. With more than 14,000 attendees and almost 300 exhibitors, ISDEF 2017 also featured advanced products and technologies by leading companies such as IMI Systems, HP, Plasan, Surefire, Schmidt & Bender, Steiner, ECA Group, Avon Protection and Beth-El Industries.

Overall, ISDEF 2017 exceeded the expectations of the event organizers, exhibitors and visitors alike. With record media exposure, diplomatic engagement and attendance, ISDEF 2017 set a high bar for future defense exhibitions in Israel; and we are confident that we will exceed all expectations at ISDEF's next event.



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The board is made up from a group of highly experienced individuals. Each one has played a decisive role in the fields of security, defense and cyber security for the State of Israel. Today, each plays an active role in the private sector, using their expertise to contribute to Israel's development and economic future.



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VISITORS BREAKDOWN



Attendees Highlights

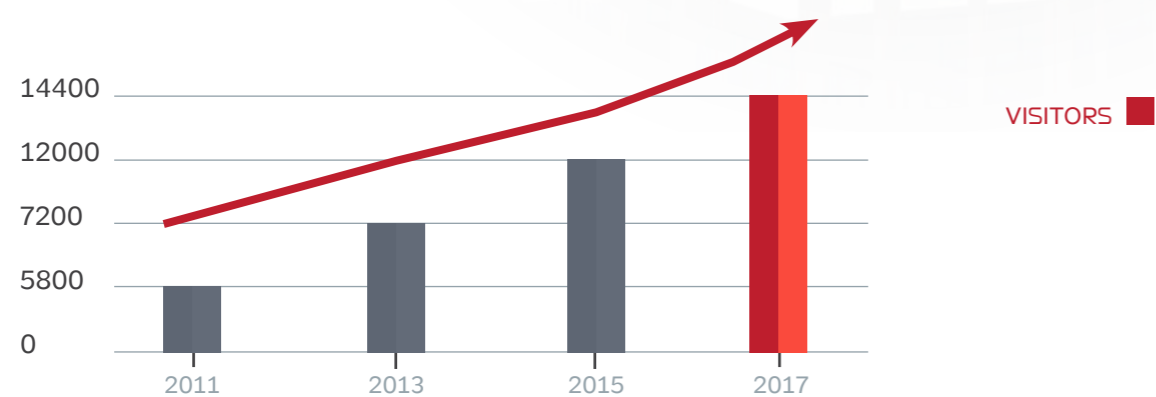
14,400

Attendees

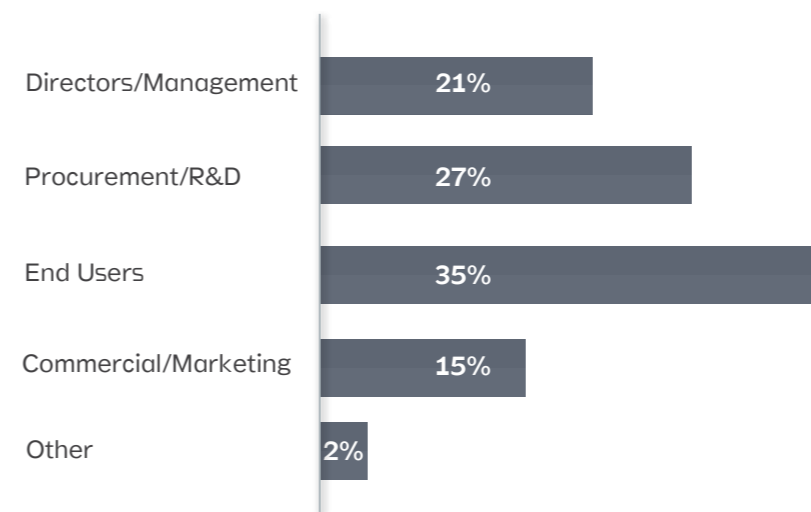
3,242

International
Visitors

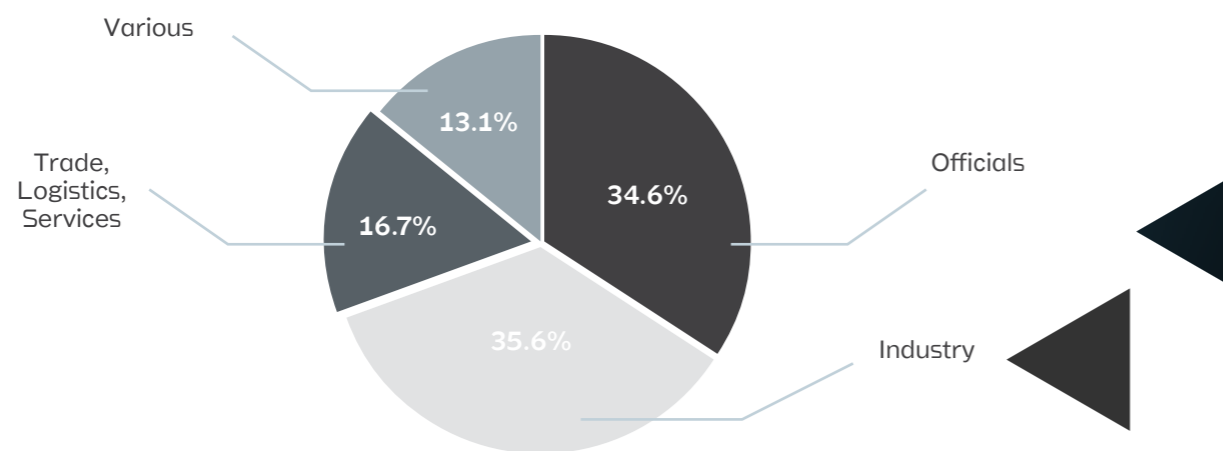
Visitors Growth



Visitors positions

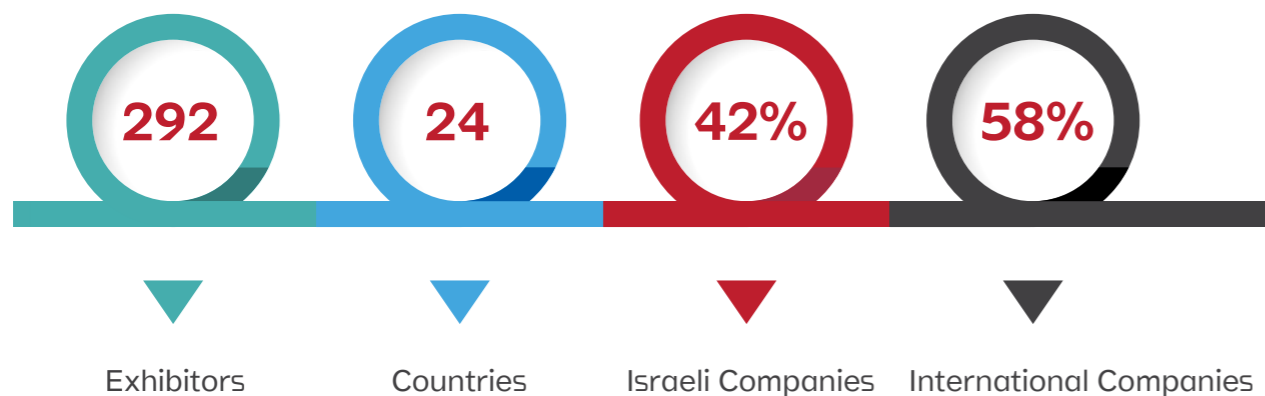


Visitors profile



EXHIBITORS BREAKDOWN

Exhibitors Highlights



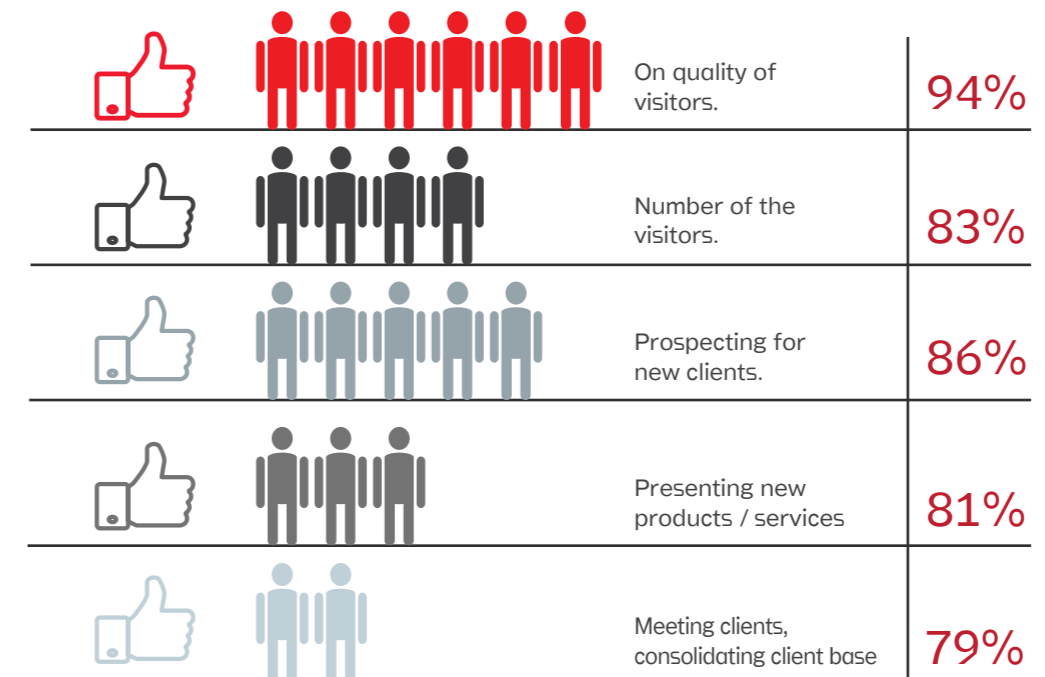
Exhibitors Breakdown by country

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

Top industry sectors at ISDEF

- > Armaments/Ballistics > C4ISR > CBRNe/EOD > Counter-Terrorism > Cyber Security/Electronic Warfare > Detection > Hi-Tech > Homeland Security > Interoperability: Defence and Security > Law Enforcement > Military > Naval > Night Vision/Optics > Perimeter Security > PPE > SAR > Soldier Modernization > SOF / Special Purpose Vehicles > SWAT > Tactical Gear > Training & Simulation > Unmanned Systems / Weapons/Accessories

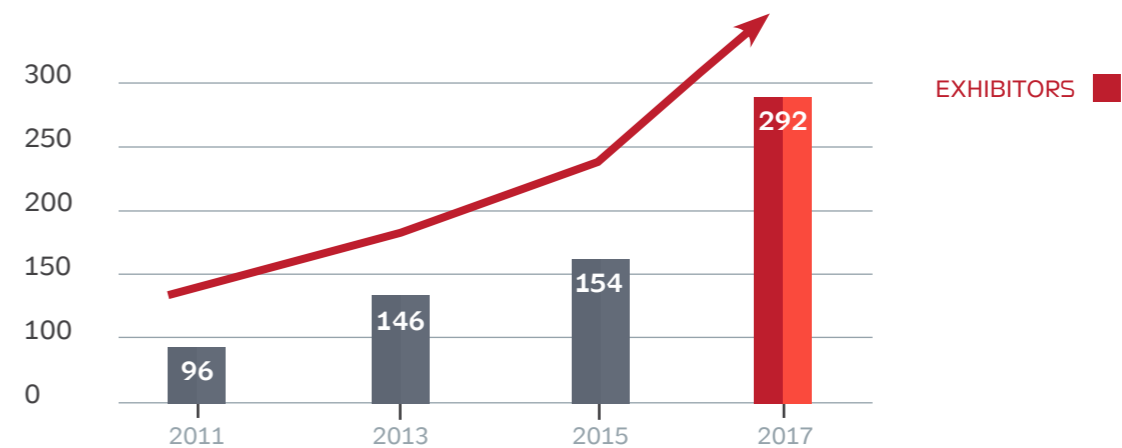
Exhibitors Satisfaction*



*Exhibitor Survey 2017

Exhibitors Growth

ISDEF 2017 included exhibitors from 24 countries.



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*Thank You For
Joining Us*

INTERNATIONAL DELEGATIONS

One of ISDEF's key advantages is the qualification of the visitors. Official delegations to ISDEF 2017 included Heads of State, Chiefs of Staff, Ministers and high-ranking Army, Navy and Air Force representatives from around the globe. In addition, ISDEF hosted delegations from various services such as police, EMS, corrections, homeland security and more.

112



Delegates

43



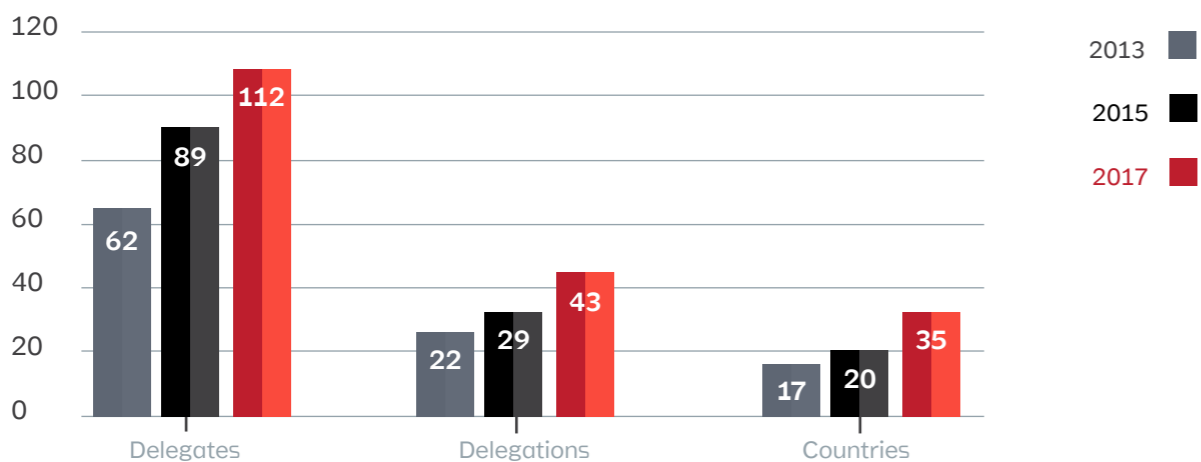
Delegations

35



Countries

Delegation Growth



NATIONAL PAVILIONS



India Pavilion

ISDEF 2017 was the main event celebrating 25 years of diplomatic relations between Israel and India. This manifested in many noteworthy events, beginning with the Indian Ambassador's attendance of the Diplomatic Gala as the guest of honor and keynote speaker (in March 2017), and culminating with a 400 square meter national pavilion at the exhibition. The national pavilion, organized by ASSOCHAM and supported by the Indian government, included almost 50 exhibitors and delegates.



USA Pavilion

This year's USA Pavilion was organized by B-FOR International. The pavilion was also the largest USA Pavilion that ever was organized at ISDEF. 28 exhibiting companies participated in the pavilion including the U.S. Commercial Service, Tel Aviv. Three state-level economic and commerce-related agencies were also exhibiting; Virginia Economic Development Partnership Economic Development Partnership of North Carolina and Illinois Department of Commerce & Economic Opportunity.



Czech Republic Pavilion

The Embassy of the Czech Republic in Israel and CzechTrade, with support from both the Ministry of Defense and Ministry of Foreign Affairs, organized the second Czech National Pavilion at ISDEF. 8 pavilion exhibitors included leading companies in the Czech Republic and the world. Deputy Defense Minister, Mr. Tomáš Kuchta, led the official delegation from Czech Republic at ISDEF 2017.



China Pavilion

The first China Pavilion at ISDEF was organized by Bayern Messe, and included 8 exhibitors.



ISDEF 2017 – THE FIRST PROFESSIONAL CONFERENCE

About the conference

For the first time at ISDEF, a professional conference was incorporated, covering subjects such as ISIS and the Islamic State, the refugee crisis and immigration and more. These issues were examined from three different perspectives: the “real world,” the “virtual world”, and “financial world”.

The conference spanned two full days, and included lectures by top Israeli experts such as:

- > Prof. Boaz Ganor, International Institute for Counter-terrorism (ICT)
- > Dr. Gabi Saboni, Institute for National Security Studies (INSS)
- > Prof. Zisser, Tel Aviv University
- > Mrs. Gila Gamliel, Minister of Social Equality

Altogether, the conference featured over 30 lecturers.

QUOTES & FEEDBACK

”

"The show has been excellent, we've met a lot of very important people...we've really been able to showcase our product...we can't wait to come back to Tel Aviv again for the next ISDEF"

- Jacob Bryant - JBryant enterprises (U.S Pavilion) -

"We had some good results...massive interest...I'm looking forward to doing the follow-up"

- Ben Kassiman - Luciad -

"ISDEF is a very nice exhibition with good traffic"

- Almog Levy - Rouelle -

ISDEF 2017 was very interesting; I managed to see so many innovations particularly in the area of Defense. I hope to be able to participate next year, as well as my staff.

- Argentinian delegation -

"We are already in contact with 2 of the delegations, so for us the exhibition was successful"

- Eli Danino-MGM -

"An impressive exhibition and you see it based on who the visitors are"

- Yossi Gofer - Orad -

It was a great pleasure to attend ISDEF 2017. It was definitely a wonderful and fruitful event.

- Chinese delegation -

HIGHLIGHTS

25 years of diplomatic relations between Israel and India

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K-9 Demonstration

Visitors to ISDEF 2017 watched dogs and their operators walking around the expo hall, as well as live demonstrations. This, first ever, appearance of canines in a defense expo was a great compliment to the technological aspects of the exhibition.



Hatzala Mock Mass Casualty Incident drill

The second day of ISDEF featured a mock MCI (Mass Casualty Incident) drill by United Hatzalah, simulating the response to a terrorist attack with multiple victims. In this, ISDEF proved to be a platform for the sharing of knowledge as well as technology.

UAV Cage

One of the most notable features of ISDEF 2017 was the UAV cage, in which various drones were flown demonstrating their unique capabilities. Due to strict safety regulations, ISDEF's UAV cage was the first to ever be erected in Israel.

Minister Attendance

ISDEF 2017 was characterized by an unparalleled number of official attendees from Israel and abroad. Among the many delegates were Israeli ministers, including the Minister of Science and Space Ophir Akounis, the Minister of Intelligence and Transportation Israel Katz, Deputy Defense Minister Eli Ben Dahan and more.

VIP Gala

ISDEF also mixed business and pleasure with the ISDEF 2017 Cocktail Gala, which took place on June 5th at the Stuko in Tel-Aviv. This celebration is an ISDEF tradition, and was enjoyed by more than 600 invited guests, among them; exhibitors, delegates, diplomats, Israeli officials and VIP attendees. The evening included dinner, dancing, musical entertainment and a raffle giveaway presented by Diamond Mines.



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