

# ISDEF 2015 POST SHOW REVIEW:



# ISDEF

THE 7TH INTERNATIONAL DEFENCE & HLS EXPO

## ISDEF 2015 POST SHOW REVIEW:

THE RIGHT PLACE  
THE RIGHT TIME  
THE RIGHT PEOPLE

ISDEF 2015, which took place June 2-4 in Tel Aviv, was the largest defence and security event in Israel. This year's expo not only marked the 7th edition of the globally recognized event, but also solidified ISDEF as the premier defence and security exhibition in Israel.

INTEROPERABILITY was among the main focuses at ISDEF 2015. The show highlighted the growing importance of dual use products, systems and applications used for both defence and security purposes. The audience at ISDEF included end users from both the civilian/public security and military sectors. Attendees were exposed to new innovations, modernized technological applications, systems, new-to-market products, and capabilities that fulfill their demands (including air, land, and sea). More than 70% of the exhibitors presented dual-use products and systems; which are applicable to both defence and homeland security needs.

Quality over quantity is the most fitting phrase to summarize the 7th edition of ISDEF. It is important to note the sizable achievements depicted at this year's exhibition. The attendance figure has been confirmed; 12,000 visitors attended ISDEF from 90 nations. ISDEF 2015 was home to the largest display of defense and HLS products; which featured systems and technologies from 154 exhibiting companies that represented 22 countries across the globe. National Pavilions and industry specific pavilions were also part of ISDEF 2015, making this edition a truly global affair.

In addition to the tradeshow, the event program included daily workshops that gave companies and officials the opportunity to present their products and solutions to an audience of professionals and decision makers. These workshops focused on current trends in security and defence: alerting attendees to the best practices, lessons learned, interoperability issues, and practical strategies.

The Live Demonstration Arena let companies display their products and systems in various scenarios by allowing them to present their capabilities in real time. Demonstrations included: CQB, long range operations, CBRNe, Special Ops/LIC-Hostage operations in a civilian environment, intelligence gathering, and urban warfare.

June 2nd celebrated the commencement of ISDEF 2015. Remarks and speeches were made at the Opening Ceremony by:

- Mr. Avigdor Kahalani, Chairman of Ha'Aguda Lema'an HaChayal and recipient of the President's Medal of Distinction
- Brigadier General John S. Shapland, United States Defense Attache and the Senior



Defense Official to the State of Israel

- Ambassador Yafa Ben Ari, Deputy Director of Economic Affairs for the Ministry of Foreign Affairs
- Mr. Ziva Eger, Director of the Industrial Cooperation Authority
- Ms. Harte Feldman, Managing Director of ISDEF
- Mr. Tomer Avnon, President of ISDEF

In attendance of this ceremony were official delegations, Ambassadors, Commercial & Defence Attaches, key industry figures, as well as military and government officials from Israel and abroad.

**89 Foreign Delegations participated at ISDEF this year including:**

- Minister of Interior of Lithuania
- Deputy Minister of Defence of Lithuania
- Deputy Minister of Defence of Slovakia
- Undersecretary of Defence of the Philippines
- Deputy Minister of Foreign Affairs of Ukraine
- Commander of the Royal Netherlands Air Force
- Commander of the Czech Republic Air Force
- Commander of the German Armed Forces
- Vice Commander of the Philippines Air Force
- Armaments Director of the Hellenic Navy
- Deputy Director of the Joint Chief of Staff of the Republic of Korea
- Artillery Commander for the Italian Armed Forces
- Head of the Innovation Center & Intelligence Command Office of Spain
- Inspector General of the Ghana Police.

**The 40 official Israeli delegations included:**

- Head of the Technological and Logistics Directorate
- Commander of the Combat Intelligence Collections Corps
- Head of the Armament Division for the IAF
- Head of the Navy Weapons Development Division
- Head of the Armament Division for the Southern Command
- Head of the Ammunition Center
- Commander of the IDF Motorized Systems Department
- Deputy Commander of the IDF Ground Force Command
- Head of the Municipal Security Authority
- Head of Cyber Security and Information of the Ministry of Public Security
- Head of the Operations Directorate for the Israeli National Police
- Israel National Police Logistics Division
- Israel National Police Commander of Judea and Samaria District
- Vice Commander of the Intelligence and Investigations division of the Israeli National Police
- Director of SIBAT

**Key Industry Figures from Israel and abroad were also in attendance**

- Director of Lockheed Martin – Israel
- Director of Business Development of L3 Wescam
- Head of Elta Systems
- President of Boeing Israel
- CEO & President of IMI – Israel
- President of IMI USA
- Many More



## MESSAGE FROM OUR PRESIDENT

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Shalom,

Welcome to ISDEF 2015, the 7<sup>th</sup> International Defence and Homeland Security Exhibition. Our mission at ISDEF is to bring the international defence and security community together in hopes of enhancing business relationships and encouraging trade between Israel and other leaders from the industry.

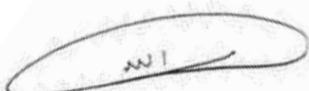
Since the first edition, this event has yielded business deals and collaborations for our Exhibitors and solidified ISDEF as a true global Exhibition. With guests from 90 countries and exhibitors from all over world, ISDEF attracts the key figures from the Israeli Defence Industry, including senior government officials, high ranking military personnel, and top executives from leading defence companies.

As the industry grows and adapts to meet new threats, it is our duty at ISDEF to be a platform for the latest innovations developed to counter, deter and prevent such situations. Thus, this year there will be an increased focus on Interoperability. The extensive range of companies, the vast spectrum of products, systems and technologies is of utter relevance to the rapidly developing industry.

It is our pleasure to welcome you to ISDEF 2015 and we wish us all a successful and enjoyable three days.

Sincerely,

Tomer Avnon  
President

A handwritten signature in black ink, appearing to be 'Tomer', written over a horizontal line.

Harte Feldman  
Managing Director

A handwritten signature in black ink, appearing to be 'Harte', written over a horizontal line.

# BOARD OF ADVISORS

We are proud to announce the ISDEF 2015 Board of Advisors. The Board is composed of eight highly experienced individuals, whom have played a decisive role in the fields of security and defence. Today, these individuals play an active role in the private security sector and contribute to the continuous development of the Israeli defense market. Known as leaders in their respective fields, the knowledge and experience of these members will ensure that ISDEF 2015 will be as successful and influential as possible.



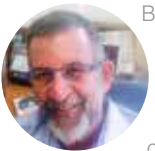
Major General (res.) David Ivry

He has been President of Boeing Israel since September 2003. Before, he served in many roles, including Ambassador of Israel to the USA, head of the National Security Council, director-general of the Ministry of Defense, Chairman of Israel Aircraft Industries, IDF deputy chief of staff and commander of the Israel Air Force, Principal Assistant to the Minister of Defense for Strategic Affairs, head of the Inter-Ministerial Steering Committee on Arms Control & Regional Security, Chief Israeli Representative to the Israel-US Strategic Dialogue (JPMG). David Ivry is the Chairman of the National Council for Civil & National Service and a member of the Board of Governors, Technion University. He served as chairman of The Fisher Brothers Institute for Air and Space Strategic Studies. He was a member of the Board of Directors, El Al Israeli Airlines and also The Hebrew University in Jerusalem.



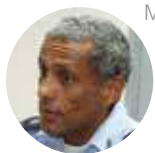
Major General (ret.) Giora Eiland

Eiland is the former Head of the National Security Council of Israel, an office he held following a distinguished career in the Israel Defense Forces, including as Head of Planning Branch and Head of Operational Branch. Today, he is a consultant for major defense and energy industries and is a frequent commentator in Israeli and international media on strategic affairs.



Brigadier General (Res.) Amnon Sofrin

Sofrin was enlisted in 1973 and served as a fighter and officer in the Golani division. In 1976 he entered the intelligence unit, and served as an intelligence officer in the Golani division. From 1990 to 1992 he commanded the combat training school at the Tzelim base, and in 1993, he was appointed intelligence officer of the IDF's central command. Between 1996 and 1999 he was head of the collection division in the intelligence department. From 2000 he was appointed commander of the field intelligence unit until July 2003. After he left the military he held special positions in the Israeli intelligence services (Mossad), until January 2008. Brigadier General Sofrin has worked as an advisor for the Knafayim airline company and is the head of Internal Security Division in "Elta" of IAI.



Major General (ret.) Shalom Katabi

Major General Shalom Katabi (ret.) enlisted into the paratrooper division, where he achieved the rank of Major. In 1979, he started his service at the Israeli Police where he served in a variety of command positions such as, security and counterterrorism, tactics and training. Some of his notable positions as a member the Israel Police negotiating are; SWAT team commander, commander of College Senior officers and the commander of the Judea and Samaria district until 2009.



Colonel (res.) Itzhak Elimelech

In 1989 Mr Elimelech joined to "Givati" Brigade (Infantry), where he later on held various command assignments including platoon and company commander. In 1993 Elimelech assigned to staff positions and for eleven years fulfilled various positions in the Ground Forces Command. He was expert in areas such as missiles, ammunitions, mortars, rifles, smart and accurate rockets, active protection systems and more. In 2004 Mr Elimelech was assigned to the directorate of R&D in the Ministry Of Defense. For two years he held the position of head of the Anti Tank branch in the Aeronautical Division primarily dealing with advanced concept missiles and accurate rockets. Mr Elimelech was the first DAP's PEO (C4I) in the Ground Corps Command. In 2007 Colonel (res) Elimelech assigned again to the Directorate of R&D in the Ministry Of Defense as the head the Land System Division Col (res) Itzhak Elimelech in his last position at IMOD has served as the R&D Attaché at the Embassy of Israel in Washington DC, U.S. As R&D Attaché, he was responsible for R&D as well as S&T cooperation between the United States and Israel. Mr. Elimelech has been appointed as the President of IMI USA on July, 2014.



Colonel (res.) Arik Davidi

CEO and chairman of "E.T.I Global group". Arik David served in the IDF for 25 years. During his service, Colonel Davidi held various influential and challenging positions such as; Tank Battalion Commander in the Golan, and IDF representative in Hamburg (Germany). He has lectured at the IDF's officer's courses, been the commander of a tank division, and has presided as a judge at the military court of appeal.



Brigadier General (res.) Ittai Rais

Ittai served 26 years in the Israeli Air Force as a pilot and commander and retired with the rank of Brigadier General in 2011. Between the years 2005-2007, Ittai served as the head of the IAF IT, Networks & Telecom department in IAF Headquarters. In this role he was responsible for defining requirements and management of the technological development projects in the fields of information systems, communication networks and telecom for the IAF. During his military service Ittai had the privilege of leading the development and operations of the UAV fleet of the IDF. After retiring from the military in 2011, Ittai co-founded a high-tech start-up company that developed efficient infrastructure for data transfer between networked devices, and led this company for a year. In 2012, he joined an Investment and Holding company where he identified investment opportunities and actively participated in leading portfolio companies to growth. In December 2014 Ittai joined Lockheed Martin as a director of operation.

# SUPPORTING ORGANIZATIONS

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Ministry of Foreign Affairs  
Israel



Ministry of Economy  
*Soulful Economy*



Industrial  
Cooperation Authority, ICA  
MINISTRY OF ECONOMY



Foreign Trade  
Administration  
MINISTRY OF ECONOMY



Velvyslanectví České republiky  
Embassy of the Czech Republic



האגודה  
למען החייל  
בישראל  
נותנים הכל לחיילים



איגוד הקב"טים ומנהלי הביטחון

# MEDIA PARTNERS

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# WORKSHOPS/PRESENTATIONS GIVEN AT ISDEF WERE DELIVERED BY:



<b>Adapting to the Changing Face of Conflict</b>	<b>Military Logistics and Technology-Operational Continuity</b>	Brigadier General Nechemia Sokal, Chief of staff Technology & Logistic Branch, Israel Defense Forces	<b>CBRNe</b>	<b>Biological and Chemical Stand-off detection: innovative approaches by Quantum Electronics and Plasma Physics Research Group</b>	Dr. Cenciarelli, Directive Board of CBRNe Master Course, University of Rome Tor Vergata, Italy	<b>Interoperability: Homeland Security &amp; Defence</b>	<b>Israel Airports Authority: Operating Ben-Gurion International Airport during: Operation Protective Edge</b>	Shmuel Zakay, BA, Managing Director of Ben-Gurion International Airport
	<b>Changing Nature of War</b>	Giroa Eiland		<b>Lessons learnt from Syria &amp; Iraq CBRN use for Future Capability</b>	Hamish de Bretton-Gordon OBE, Managing Director CBRN, Avon Protection Chemical Biological Radiological & Nuclear (CBRN) Counter Terrorist Expert		<b>Changing the Face of Waterside Security Operations-Waterside Security for Nuclear Power Plants</b>	Brendan L. Gray, Captain USN (ret.), President HALO Maritime Defense Systems
	<b>ICT and the Military Network: Communication and Coordination between Commands during Operation Protective Edge</b>	Head of C4I Directorate Planning Branch, Lt. Col. Yael Grossman (IDF)		<b>Robots used in Bomb Squad units - Past, Present and Future</b>	Chief Superintendent, Ytzik Cohen, Head of R&D, Equipment & Maintenance Section, Israel National Police		<b>International Role &amp; Function of the army during emergency situations- case study Haiti earthquake</b>	Colonel (RET.) Cláudio Barroso Magno Filho Commander of the special units in the Brazilian army Head of Brazilian mission to Haiti
	<b>Intelligence by BIG DATA Analysis</b>	MER Group						
<b>Low Intensive Conflict- Managing Hostile Operations in a Civilian Environment</b>	<b>Critical Infrastructure Protection</b>	Zohar Gefen, director of security division, Ben-Gurion international Airport	<b>Future Soldier and Modernization</b>	<b>IDF - Technological Robotic Roadmap</b>	Lt.Col. Leon Altarac, Head of Robotic Systems Sections	<b>Doing Business: The Defense and Security Industry</b>		
	<b>The Ascent of the Islamic State - Ideology, Tactics and Social Media Skills</b>	Mr. Waleed Rikab, Head of Strategic Research Department at Terrogence		<b>Future of thermal weapon sights in low intensive conflict</b>	Presented by Scott Henry, CEO, IR Defense		<b>Industrial Cooperation in Israel</b>	Amon Arbel, Director, Defense Related Industrial Cooperation (ICA)
	<b>Suspect Entities &amp; Sensitive Areas Monitoring &amp; Evaluation</b>	Dr. Uri Degen, VP, STAR Systems Division Manager at TSG IT Advanced Systems Ltd.		<b>Ground Applications for Miniature Drones</b>	Dr. Boaz Ben-Moshe, Ariel University			

# EXHIBITING COMPANIES INVOLVED IN THE LIVE DEMONSTRATION SCENARIOS:



<b>COB</b>	A.C.S H228 Armament Technologies C43 CAA C22 Clear Cut G114 CZ E72 Fischless G108 IMI Defense C70	IRD C40 Metravib D42 MOHOC D63 Ogara C41 Original Swat C72 OTTO D32 Ratz Midbar C33	Regatta J344 Steiner-Optik C42 Surefire D33 TL5 C31	<b>CBRNe/Non-Conventional Warfare</b>	Ariel University K464 Autoclear K476 Avon C32 Blauer C30 CAA C22	Gumary Zubri J358 IMI Defense C70 IRD C40	MOHOC D63 Netline C71 Red X Defense C33	<b>Tactical Operations</b>	A.C.S H228 Armament Technologies C43 CAA C22 Clear Cut G114 CZ E72 Fischless G108 IMI Defense C70	IRD C40 Metravib D42 MOHOC D63 Ogara C41 Original Swat C72 OTTO D32 Ratz Midbar C33	Regatta J344 Steiner-Optik C42 Surefire D33 TL5 C31			
	<b>Long Range Operations</b>	Ariel University K464 CZ E72 Gilat Setcom D71 IMI A61 Intelcomm K472	IRD C40 Mesada J346 Mobile Crypto B21 MOHOC D63 Netline C71		Original Swat C72 Schmidt & Bender B31	<b>Recon &amp; Intelligence Gathering</b>	Steiner-Optik C42 Ogara C41 IRD C40 Clear Cut G114 ATS A51		Mobile Crypto B21 MOHOC D63 Wilcox D61 Ratz Milbar H232 Original Swat C72	Regulus C33 Intelcomm K472 NESS A41	<b>CBRNe</b>	Ariel University K464 CZ E72 Gilat Setcom D71 IMI A61 Intelcomm K472	IRD C40 Mesada J346 Mobile Crypto B21 MOHOC D63 Netline C71	Original Swat C72 Schmidt & Bender B31
	<b>Special Ops, IUC Hostage Situations in a Civilian Environment</b>	Japan Cell J348 Wilcox D61 Mesada J346 Regulus C33 Avon C32 Clear Cut G114 Ness A41	IRD C40 CAA C22 Ratz Midbar H232 AC.S. H228 Netline C71		GILAT Setcom D71 IMI A61 TL5 C31	<b>Urban Warfare</b>	ACS H228 Armament Technologies C43 CAA C22 Clear Cut G114 CZ E72 Fischless G108		IMI Defense C70 CAA C40 Metrivib D42 MOHOC D63 Ogara C41 Original Swat C72 OTTO D32	Ratz Midbar C33 Regatta J344 Steiner-Optik C42 Surefire D33 TL5 C31	<b>SWAT</b>	ACS H228 Ariel University K464 CAA C22 CZ E72 Fischless G108	Gumary Zubri J358 IMI Defense C70 IRD C40 Japan Cell J348 Messada H236	Original Swat C72 OTTO D32 Schmidt & Bender B31 Surefire D33 Wilcox D61





## ATTENDEES BREAKDOWN:

**12,000** Attendees

**1,886** International Visitors (20%)

**54.5%** Buyers/Agents/Distributors

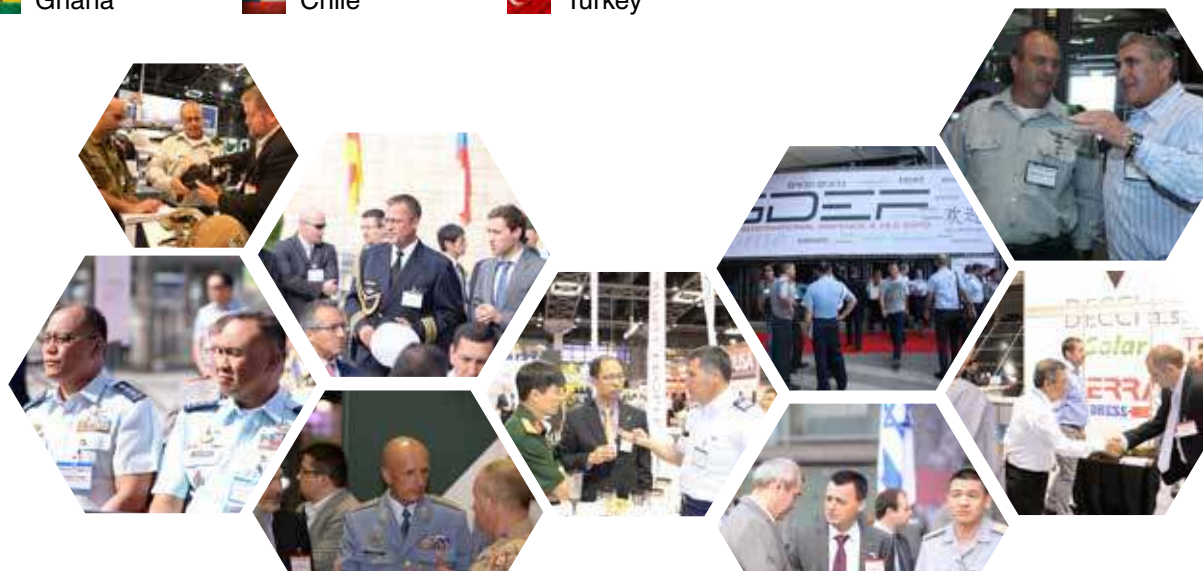
**30%** End Users

**15.5%** Manufacturers and Engineers

**61%** Directors (Biz Dev, R&D, Sales, Purchasing), CEO's, GM, Managing Director, VP, President, Owner

## AMONG THE PARTICIPATING COUNTRIES AT ISDEF:

 Azerbaijan	 Korea	 Indonesia	 Congo	 Ukraine
 Brazil	 Macau	 Czech Republic	 South Africa	 Spain
 Colombia	 China	 Slovakia	 Norway	 Taiwan
 Bulgaria	 Japan	 Estonia	 Croatia	 UN
 Cyprus	 Vietnam	 Hungary	 Ecuador	 Jordan
 Croatia	 Spain	 Canada	 Georgia	 Egypt
 Greece	 Belgium	 Finland	 Guatemala	 Bangladesh
 UK	 France	 Nepal	 Peru	 Australia
 Germany	 Italy	 Myanmar	 Honduras	 Uruguay
 Israel	 Poland	 India	 Kazakstán	 Zimbabwe
 Netherlands	 Philippines	 Hong Kong	 Kenya	 Morocco
 Ireland	 Lithuania	 Nigeria	 Mexico	 Argentina
 Switzerland	 Russia	 Angola	 Portugal	 Denmark
 Sweden	 USA	 Cameroon	 Romania	 Malaysia
 Singapore	 Niger	 Ethiopia	 Serbia	
 Thailand	 Ghana	 Chile	 Turkey	



## EXHIBITORS BREAKDOWN:

**154** Exhibitors from **22** Countries

Israeli Companies: **54%**

International Companies: **46%**

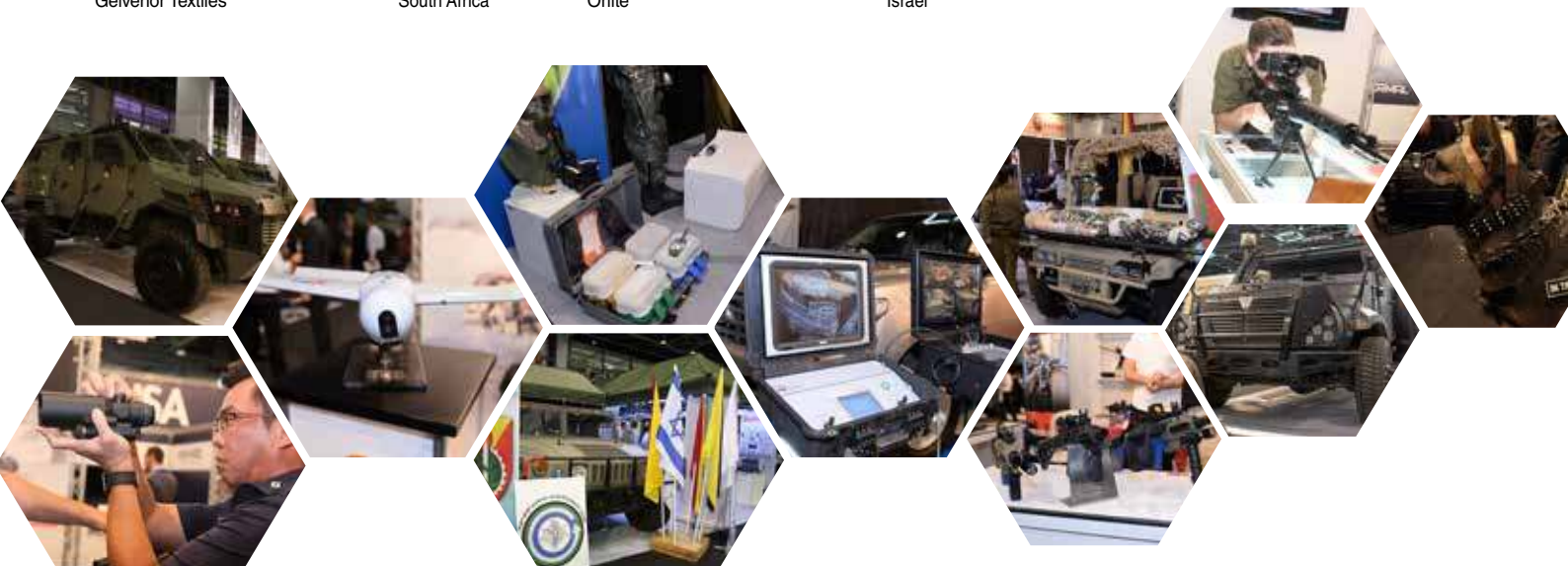
New Exhibitors: **68%**

## EXHIBITOR BREAKDOWN BY COUNTRY:

 Bulgaria	1	 Japan	1
 Canada	1	 Netherlands	1
 China	1	 Norway	1
 Czech Republic	17	 Romania	1
 Estonia	1	 Singapore	1
 France	4	 South Africa	3
 Germany	5	 Spain	1
 Hong Kong	1	 Sweden	3
 India	1	 UK	2
 Ireland	1	 Ukraine	1
 Israel	83	 USA	23

## NEW ADDITIONS TO THE ISDEF ROSTER OF EXHIBITORS INCLUDED:

A.C.S	Israel	GILAT Satcom	Israel	OTTO	USA
AFC Industries	Israel	Global Shield	Israel	Plasan	Israel
AGM Dan	Israel	Gumarny Zubri	Czech Republic	Rally Art	Israel
Aguda Lema'an HaChayal	Israel	HALO Maritime Defense Systems	USA	Ratz Midbar	Israel
ALTAMA	USA	Hever Translation	Israel	Regatta	Israel
Ariel University	Israel	High Standard	Israel	Regulus	USA
Arsenal 2000 JSCo.	Bulgaria	IMI (Israeli Military Industries)	Israel	Ruslan International	UK
Astronautics	Israel	IMI Defence	Israel	Safesure Runflat	India
ATS	Israel	Industrial Cooperation Authority	Israel	Schmidt and Bender	Germany
Ave Expo	Czech Republic	INNALABS Ltd.	Ireland	Silektro	Czech Republic
Bitá'on	Israel	InteliComm	Israel	Simeti	Czech Republic
Bluebird	Israel	IR Defense	USA	Smart Massage	Israel
C4 – Clear Cut Command & Control	Israel	Japan Cell	Japan	SPUHR	Sweden
Canvas and Tent	South Africa	Lalo Tactical	USA	Stepahead	South Africa
CARMEL CABLES	Israel	Lanex	Czech Republic	Super Gum	Israel
Cavendish Holdings International Ltd.	Sweden	Lifeloc	USA	Tatra	Czech Republic
CZ	Czech Republic	Lom Praha	Czech Republic	Technology & Logistic Branch (IDF)	Israel
Czech Trade	Czech Republic	M.G.M Import & Marketing LTD	Israel	TERRA	Czech Republic
Decci	Czech Republic	Magna BSP/Formaglow	Israel	The Embassy of the Czech Republic	Czech Republic
D-Fence	Israel	Masada Armour	Israel	Thermal Vision Technologies	Ukraine
Dillon Aero	USA	Mer Group	Israel	TOCI	Estonia
DVP	Israel	Metzuda	Israel	Trace Tech	Israel
EE911	Israel	Mobile Crypto	Israel	TSG	Israel
Elikal/Masada	Israel	MOHOC	USA	U.S. DEPARTMENT OF COMMERCE	USA
Encore-Electronic	Hong Kong	Mprest	Israel	Variel	Czech Republic
EXCALIBUR ARMY	Czech Republic	Nemo/PNW Arms	USA	Volvo Defense	Sweden
Expal	Spain	Nightcore	Israel	V-Sense	Israel
Formaglow	Israel	Nirtal	Israel	Xsight Systems	Israel
FVE Czech	Czech Republic	Northrop Grumman LITEF	Germany	Zhejiang Light	China
Gaia Automotive	Israel	Original Swat	USA		
Gelvenor Textiles	South Africa	Orlite	Israel		



## NATIONAL PAVILIONS:



### US National Pavilion:

The U.S. Department of Commerce's U.S. Commercial has granted Trade Fair Certification status to ISDEF 2015, and to the organizer of its U.S. Pavilion, Oak Overseas Ltd. This marks the first event in Israel to receive official support by the U.S. Department of Commerce.



### USA Pavilion Exhibiting Companies:

HALO Maritime Defense Systems  
Armstrong Marine  
Wilcox  
Mohoc  
Dillon Aero  
U.S. Commercial Service



### Czech Republic National Pavilion :

The Embassy of the Czech Republic in Israel, in coordination with CzechTrade and the Association of Defense and Security Industry organized the first Czech National Pavilion at ISDEF 2015. Pavilion exhibitors included leading companies in The Czech Republic and the world.



### Czech Republic National Pavilion Exhibiting Companies:

Tatra Trucks  
Lom Praha  
Ceská zbrojovka a. s.  
Excalibur Army  
Lanex  
Czech Trade  
Embassy of the Czech Republic



# MIXING

## BUSINESS & PLEASURE

ISDEF also mixed business and pleasure with the ISDEF 2015 Cocktail Gala, which took place on June 3rd at the Stuko in Tel-Aviv. This celebration is an ISDEF tradition was enjoyed by more than 400 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.



**ISDEF 2015 WAS A GREAT SUCCESS  
AND WE LOOK FORWARD TO SEEING YOU  
FOR THE 8<sup>TH</sup> EDITION  
JUNE, 2017!**

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THE RIGHT TIME  
THE RIGHT PEOPLE**

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