

EXHIBITION FOR LAND AND AIRLAND DEFENCE AND SECURITY

EN

2018

EUROSATORY

11 - 15 JUNE 2018 / PARIS

THE LAND &
AIRLAND
REFERENCE



GICAT

www.eurosatory.com

 **COGES**

2018

EUROSATORY

THE NUMBER ONE EXHIBITION FOR LAND AND AIRLAND DEFENCE AND SECURITY

TRADE & INDUSTRY SECTORS

- All types of land vehicles
- Helicopters – Airland systems
- Weapons, turrets and weapons systems
- Command and Information systems
- Homeland security and peacekeeping tools
- Antiterrorism, anti-IED solutions, CBRNe
- Individual and protective equipment
- Infrastructure protection and engineer field works
- Civil security and Emergency response
- Training and simulation
- Operational electronics and IT
- Optics and optronics
- Services and industrial and technical support
- Measurements, tests and testing centres



2018 innovations

Eurosatory is progressing and redesigning its organisation:

- The opening of a third hall to expand the indoor exhibiting area
- A new **Live Demonstrations** dedicated area
- New clusters

Eurosatory 2016 IN FIGURES

167,217sqm
of indoor and outdoor exhibition space

1,571 exhibitors from **57 countries**,
65.5% of them international

57,024 professional visitors from
140 countries, 46% of them international

179 « Eurosatory Guests » from
28 countries

212 Official Delegations from
94 countries, including 821 VIP delegates

8,217 representatives from Military and Security Forces from 103 countries

713 journalists from 64 countries, 48%
of them international

➤ **THE EVENT** where the industries from the Defence and Security domains exhibit their products and expertise, where customised answers to international requirements are presented, where all the experts of the Defence and Security worlds are present and where innovative products are on show...

- The attendance of all countries producing Defence and Security equipment and systems, meeting all Land and Airland needs
- The attendance of Official Delegations and international VIPs, at an unrivalled level
- The place where business opportunities for all the manufacturers of the sector are created, thanks to a complete Defence and Security dual offer
- A technology showcase, enabling manufacturers to present their products and to highlight their recent innovations
- A forum for ideas where experts, exhibitors and visitors exchange views on challenges and on the future of the Defence and Security world

5 days to meet all the companies, to discover all the products behind the exhibition's nomenclature and to increase your international network

Eurosatory, an exhibition that leads by its constant search for quality.

A 'must-visit' event for the Defence and Security domains that are continually evolving.



➤ **UNIQUE AND INTERNATIONAL THEMATIC events organised during Eurosatory 2016:**

- Army Aviation meetings
- POL Supply Joint Services meetings
- Megalopolis European Firefighters meetings

Organised with the participation of French and foreign Ops Officers, exhibitors from the defence and security domains (from prime contractors to subcontractors), State representatives, experts and VIPs. These meetings also rely on a conference cycle dedicated to ops feedback and power projections in the future.



WHO EXHIBITS?



The world's leading exhibition for the entire land and airland Defence and Security industries

➤ **1,571 exhibitors** of all sizes
from **57 countries** (a growth of 4%)
from all 5 continents

➤ **66% of exhibitors were international;**
all the countries with a Defence and
Security industry were represented

➤ **36 National Pavilions**

➤ **All the value chain is brought together**
(turnkey operators, equipment
manufacturers, subcontractors,
research institutes, service companies,
associations and clusters,...)

➤ **All Land and Airland Defence and
Security industries & sectors** were
represented

➤ **The exhibition of the innovative
technologies: 500 new products** were
exhibited in 2016

➤ **8 Technology clusters:**

- UAVs & UGVs
- Embedded Electronics
- Simulation & Training
- Engineering, Tests & Measurements
- CBRNe
- Intelligence
- Infrastructure and critical facilities security
- Civil Security and Emergency Response

➤ **64% loyal exhibitors**

WHO VISITS?



Visitors with various functions and profiles

➤ AN EXHIBITION attracting the whole world

- In 2016, **143** nationalities attended
- **46%** of visitors were international
- Professionals and decision-makers looked for the best products
- Professionals and decision-makers demanded contacts with exhibitors

➤ HIGH-LEVEL PROFESSIONAL VISITORS with diversified needs included

- States, institutional and public bodies in charge of providing equipment to their armed forces, security forces and first aid units
- Manufacturers, logistical operators and services companies looking for contracts and partnerships
- Private companies and entities whose the enclosure is open to the public and that are looking for security and protection equipment
- Experts, engineers, specialist technicians in companies and public bodies looking for evolution, technological novelties and future equipment trends

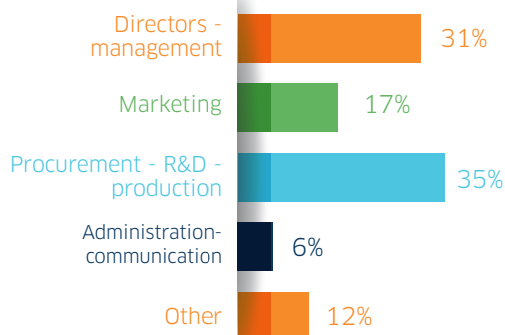
➤ A GROWING NUMBER OF DECISION-MAKERS VISITORS at Eurosatory 2016

- **212** Official Delegations coming from **94** countries, including 821 VIPs
- **179** « Eurosatory Guests » from 28 countries
- **3,480** visitors belonging to the general management of their companies or institutional organisations

➤ THE INTERNATIONAL PRESS included

- **80** specialised press groups attended the exhibition, 82% of them international
- **713** journalists, 48% of them international

➤ VISITORS with various functions



Visitors profile:

- **34.6%** from government ministries and administrations
- **35.6%** from industry
- **16.7%** from logistics and services
- **13.1%** others (students, universities, etc...)

The meeting place of high-level authorities, operational personnel, experts and buyers



EUROSATORY DNA

Eurosatory, the exhibition of innovative technologies

This exhibition is an opportunity for exhibiting companies to present their new products as well as innovative technologies to a professional and high-level audience.

More than 500 new products and services were presented in 2016.

➤ **HIGHLIGHT** your products

- **Technology clusters** bring together and highlight exhibitors specialising in specific domains
- **Outdoor live demonstrations** enable manufacturers to present equipment or weapon systems with a live commentary and large-screen projections of pictures to a large audience consisting of exhibitors, visitors, journalists and experts
- **Smart booths** where latest innovative technologies stand alongside proven solutions



➤ **THE QUALITY OF THE EXHIBITION** is recognised by everyone:

- **An attentive and reactive** organisation
 - An **unequalled technical** design
- **Booths are diversified and fully operational** as the exhibition opens
- **Clear and functional signs throughout** the exhibition areas
- **A concern for work well** done is recognised by Official Delegations, exhibitors, visitors and journalists

➤ **EUROSATORY PUTS AT YOUR DISPOSAL** several services in order to help you to enhance your network and your reputation:

- **Defence and Security Business Meetings:** real «Business accelerators», they enable you to develop new axes for cooperation
- **Connecting Exhibitors and Visitors service:** schedule meetings before the exhibition, so that you make your time profitable and you don't miss any contacts
- **The Official Exhibitors Catalogue:** the true reference of the domain and distributed free, is available online for two years after the exhibition on the Eurosatory website
- **Exhibitors' conferences** allow you to highlight products and technological innovations



➤ **EUROSATORY is a real forum for ideas**

where international experts meet to exchange views about land and airland Defence and Security issues and future challenges. Conferences revolve around 3 major axes:

- Study of Security and Defence topics
- Presentation of new products
- Economic and strategic analyses and possibilities presented by international Think-Tanks



➤ **MEET WORLDWIDE Defence and Security journalists and exchange information with the specialist Media attending the exhibition**

- **An international press area:** 80 media partners representing 119 magazines
- **Eurosatory Daily**, the exhibition's official daily of five issues produced by IHS Jane's: a total of 55,000 copies printed in 2016, 423 articles and briefs in French and English
- **Army Recognition**, the official web partner, recorded 92,372 visitors on its website during the 2016 edition. It lists and provides activities, top products and personalities in attendance
- **The Press Centre:** this enables you to meet journalists in a dedicated area. 713 journalists from 64 countries attended in 2016



➤ **PREPARE YOUR VISIT to the exhibition on www.eurosatory.com**

- **Multi-platform website** (computers, tablets, smartphones)
- **Download the Eurosatory mobile application** (IOS and Android) in order to make your visit easier. Select your favourites and find them at the exhibition. Discover the conferences programmes and related information



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➤ **EUROSATORY, A GLOBAL EVENT**
ORGANISED BY COGES The guarantee of an
expert Defence & Security event organiser

COGES (Commissariat Général des Expositions et Salons)
boasts extensive expertise in Defence & Security events:

- Organiser of the **Eurosatory** international exhibition in Paris
- Organiser of the **ShieldAfrica** exhibition in Abidjan
- Organiser of the **Expodefensa** exhibition in Bogota
- Organiser of many French pavilions at Defence & Security shows abroad
- Attends over 40 Defence and/or Security tradeshows worldwide

COGES: professional events, a proven technical
organisation, the best tools to promote exhibitors and
unrivalled visitor selection. A team at your disposal.

COGES-EUROSATORY is a member or a partner of:
HCFDC - IFRI - ASIS - CDSE - AUSA - NDIA - ESDPA - UNIMEV

64% loyal exhibitors:
the proof of excellence!



EUROSATORY TEAM, WHO SHOULD YOU CONTACT?

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