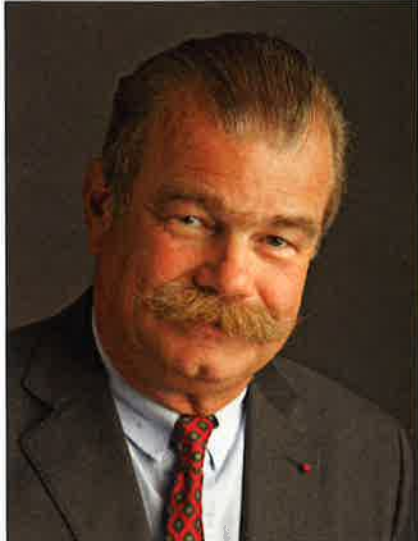


# “Eurosatory is the uncontested leader in its domain.”

Photos: COGES Event



On the eve of this year's Eurosatory exhibition as the largest international showcase of equipment for land forces in Europe, ESD took advantage of the opportunity to speak with the organiser, Patrick Colas des Francs, Director of COGES Event.

Besides, there will be the “Eurosatory Lab” as a first, an all-new area highlighting defence & security start-ups.

**ESD:** Within the environment of international defence exhibitions at a global scale, what is the position of EUROSATORY and why?

**Colas des Francs:** Eurosatory, as an exhibition dedicated to land and air-land defence and security, is the uncontested leader in its domain. It is the most complete exhibition offering international solutions to all sectors of the domain. A wide variety of international defence and security players are part of the exhibition. The number of international attendees increases every year, both in terms of exhibitors and visitors, and media. The presence of 212 delegations shows the high professional level of the show. More than 700 journalists representing almost 430 media from all five continents come to Eurosatory. It is a unique exhibition at an international level that provides its participants the opportunity to join the international land and air-land defence and security market.

**ESD:** To what extent can you count on the support of the French Government?

**Colas des Francs:** Eurosatory is supported and inaugurated by the French Ministry of Defence.

The Homeland Security Ministry has participated in the exhibition since 2012 and is represented by authorities.

Both the Ministry of Defence and the Homeland Security Ministry are largely represented at the exhibition with stands displaying operational equipment and services. Both ministries organise institutional business meetings with official delegations. The French Government provides its support on administrative procedures for import of foreign products and materials displayed at Eurosatory.

**ESD:** What will be the highlights of this year's EUROSATORY, both in terms of (dynamic) displays and presentations at the conferences and workshops?

**Colas des Francs:** A new “Intelligence” technology cluster will be opened in 2018. It will showcase new products and services from the intelligence field and cover topics

**ESD:** Can you elaborate on the history of Eurosatory? When and how did it start, how has the exhibition developed until the present day?

**Colas des Francs:** The name “Eurosatory” has derived from the earlier trade fairs called Satory which had been organised by the French military procurement agency since 1967. In 1992, the scope of the exhibition was extended to include Europe-wide participation, and its name changed to Eurosatory. Then in 1996, with participation of the USA and the Russian Federation, the show became truly international.

Eurosatory always followed the evolution of the domain. In 2000, Eurosatory became the “Land and Air-Land Defence International Exhibition”. Upon request of the exhibitors and due to the technology continuum between defence and security industries, Eurosatory became the “Land and Air-Land Defence and Security International Exhibition” in 2008.

Eurosatory has continuously developed its knowhow and confirmed its leading position. In 2016, Eurosatory was designated as “the Land and Air-Land Solution” and hosted 1,571 exhibitors from 57 countries. The exhibition had 57,024 professional visitors from 140 countries.

Today, Eurosatory is the number 1 international land and air-land defence & security exhibition. In 2018, the 26th edition of Eurosatory offers an exceptional conference programme as a forum for the discussion of new trends and to meet leading experts.



**In 2016 Eurosatory attracted more than 57,000 visitors.**

Photos: COGES Event

like surveillance systems, cyber security, geospatial analysis, reconnaissance systems... Eurosatory has always put forward creativity and innovative technology of its exhibitors. In this context, the Eurosatory Lab has been created for the 2018 edition. It is an all-new start-up 1,000 square metres area dedicated to international start-ups of the defence & security domain. Eurosatory will select up to 100 most ground-breaking start-up companies to exhibit alongside 1,500 other firms. The Eurosatory Lab will facilitate defence and security start-ups to introduce and market their technologies to potential collaborators and key investors. There will also be start-up battle conferences and pitch presentations, a chance for start-ups to showcase their products and innovations to more than 57,000 defence & security professionals. It is also an opportunity for established companies to identify new technologies that they can take advantage of.

Eurosatory 2018 will present a new international thematic event dedicated to CBRN issues and organised with the participation of French and foreign ops officers, exhibitors, state representatives, experts and VIPs. This CBRN event completes already existing technology clusters and live demonstrations.

In 2018, Eurosatory offers to participants a multitude of services in order to help them to develop their commercial opportunities.

**ESD:** How many exhibitors from how many countries do you expect this year?

**Colas des Francs:** In 2016, 1,571 exhibitors from 57 countries presented their products and services. For the 26th edition of Eurosatory we expect about 1600 exhibitors from all countries with a defence and security industrial base. Several national pavilions will be opened for the first time. Australian, Bosnian and Azeri pavilions have already registered for participation. Some pavilions have enlarged their exhibition space in 2018, such as Germany, Serbia, South Korea and Turkey. Negotiations for pavilions are underway with Lithuania and Colombia.

**ESD:** How many official delegations do you expect, and from where? What should the exhibitors do to make sure they can meet with the delegations that they want to meet with?

**Colas des Francs:** In 2016, Eurosatory hosted 212 official delegations from 94 countries comprising 821 VIP delegates total. More than 200 global official delegations are expected for 2018. Eurosatory hosts many official delegations



**An extensive conference schedule will be part of Eurosatory's communication concept this year.**



**The exhibition premises offer dedicated areas for live demonstrations.**

headed by ministers, vice-ministers, secretaries of state, chiefs of staff, national armament directors, general directors of police, gendarmerie, civil defence and custom. To ensure the best possible visiting programme for the exhibition and to facilitate the organisation, the organiser provides delegations with 3-day visiting schedules adapted to their interest and supported by an escort officer. However, it is the chief of the delegations' decision to fix the final visiting programme.

We advise exhibitors to announce their participation in Eurosatory as early as possible, to prepare it well and to make their presence at the exhibition known through networking and communication.

One of the first priorities of Eurosatory for the 2018 session remains to highlight multiple services such as visitors-exhibitors connection service or exhibitor conferences. These services allow exhibitors to maximise their visibility and optimise their presence at the exhibition.

**ESD:** Are there any plans to change or amend the concept of EUROSATORY in the future?

**Colas des Francs:** Eurosatory constantly follows the evolution and trends of the defence and security domain. The security sector has

been largely represented at the exhibition at the last four editions. In 2016, 580 companies - 37% of exhibitors - were dedicated to security. 300 of them presented solutions for civil security and disaster relief. In 2018, we also expect exhibitors with products dedicated exclusively to private security. Another Eurosatory trend is intensifying the conference's programme. Eurosatory 2018 offers a large panel of conferences. International and rather short (less than two hours), they attract a high-level panel of speakers including operational staff, manufacturers, media, experts, think tanks and senior officials.

Moreover, we can emphasise that all the requirements of the land and air-land defence and security domain are covered by Eurosatory: exhibitors representing each line of the product list are presented. The entire industry is represented, from prime contractors to suppliers.

Eurosatory is definitely a key step in industry's commercial development on an international scale. I would like to use this opportunity to invite you to attend the next and 26th edition of Eurosatory that will be held in Villepinte Paris Nord Centre on 11 - 15 June 2018.

**The interview was conducted by Jürgen Hensel**