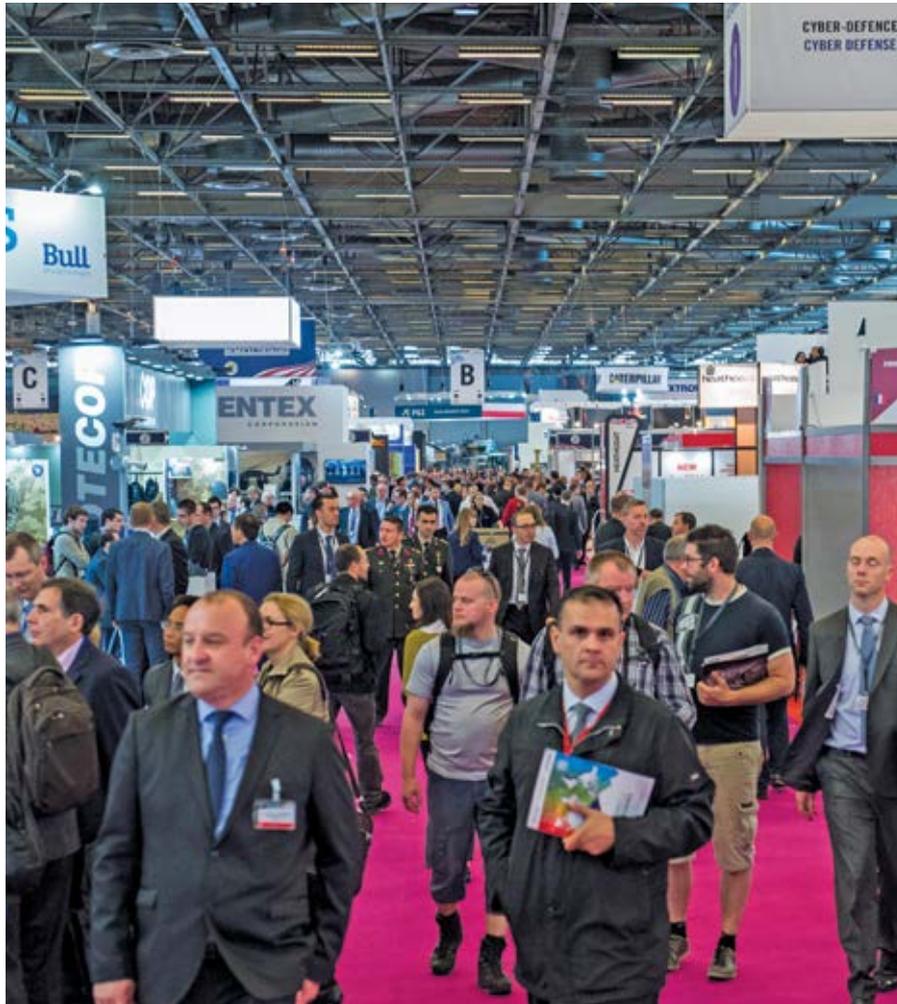


# Awaiting Eurosatory 2018

Over the years the unique land and airland defence and security event has grown bigger and better



**EXHIBITING INNOVATION** A day at Eurosatory

EUROSATORY, ORGANISED BY COGES, is a biennial event dedicated to land and airland defence and security (D&S). It provides a unique opportunity to meet all land and airland D&S manufacturers at a single place, and to discover latest technological innovations in the domains. At the same time, it also aims to help exhibitors and visitors to expand their professional network to prospective new markets and generate business opportunities. In 2016, the exhibition gathered 1,571 exhibitors from 57 countries, 57,024 international visitors from 140 countries including 212 official delegations from 94 countries and 8,217 representatives of the armed and security forces from 103 countries.

## Wide Gamut of International Land and Airland D&S Players

Eurosatory represents an unrivalled opportunity to meet all international players of land and airland D&S domains: prime contractors, system designers and integrators, sub-contractors, but also high level and highly qualified visitors: defence and home affairs ministers, general directors of police, gendarmerie, customs, private security representatives (industries, leisure venues, sports events and so on).

In 2016, Eurosatory hosted 179 'Eurosatory Guests' from 28 countries. These experts responsible for programmes, procurement and R&D were selected by

Eurosatory for their specialised knowledge in defence and security domains. Almost all countries which have a defence and security industry are present at the event. Last year, India had sent 168 visitors including five official delegations and 13 VIPs. The delegations from India comprised many high-level officials such as Director General, National Security Guard (NSG); Secretary of State, Defence Production among others. Eurosatory places itself as a dynamic event which helps to attract exhibitors and professional visitors.

## Business Opportunities

Most importantly Eurosatory is a business platform which brings together business, industry, policy experts and media to meet each other, exchange views, scrutinise the D&S market and identify business opportunities and prospects. The exhibition helps to find new contracts, get good media exposure and meet numerous delegations and high-level international visitors.

In this way, Eurosatory offers a strong visibility at controlled costs. It is a great opportunity to develop a strong international network of clients and generate business opportunities. One of the first priorities of the organiser for 2018 session remains to highlight multiple services such as one-on-one business meetings, strategy consulting, visitors-exhibitors connection service, exhibitor conferences and so on. Such services will allow high level and strongly motivated visitors to meet exhibitors representing each line of product list, develop professional contacts from all over the globe and immediately get solutions.

Eurosatory brings together a high number of small medium enterprises (SMEs) working in land and airland D&S. In 2016 there were 859 exhibiting SMEs, about 55 per cent of exhibitors. SMEs get a lot of benefit from attending the event. First, they get access to qualified international professional visitors. Second, their products benefit from lower cost visibility. Business opportunities are found through meeting buyers, suppliers and potential customers, particularly through D&S business meetings organised at the exhibition. Eurosatory offers them a unique opportunity to get advice of leading industrial strategy experts from various countries, selected by organisers for

their ability to escort them in the international market.

## Latest D&S Trends and Technology Innovations

Eurosatory is a technology fair where manufacturers and research institutions present their new products, but also some extremely innovative technologies with a very high technology readiness level, offering prospects of medium and short-term opportunities for production synergies. With the unrivalled number of equipment and weapon systems on display (indoor exhibition area of some 102,390 sqm and an outdoor area of more than 50,000 sqm), Eurosatory is the leader in its domain.

In 2016, no less than 500 new products or services were identified. Many exhibitors take advantage of the exhibition to launch their novelties in world premiere, ensuring great media impacts and a growing visitors' interest.

Eurosatory has a historical link with Indian D&S sector. Since 2008, Indian companies have been visiting the Eurosatory. A strong cooperation with Defence Exhibition Organisation (DEO), which federates state companies, has been established. In addition to the state companies, private enterprises such as Ashoka Manufacturing, Hyderabad Precision MFG, MKU or Safesure Run Flat Systems attend the exhibition. Since 2012 about 20 Indian companies have been presented at each session of Eurosatory.

The exhibition takes advantage of a strong audience, thus helping manufacturers to target a large professional public. Official catalogues, websites, press centres, show dailies, live demonstrations are some of the means through which manufacturers highlight the numerous technology innovations presented during the exhibition. Eurosatory gathers the entire D&S industry and enables participants to compare their offer with one of their competitors, to discover new technologies and future D&S orientations.

### Forum for Ideas

Bringing together business, industry, media, and policy experts in the domain, Eurosatory is the centre of reflection where the future of a safer world is in progress. For the 2018 session, over 80 high-profile conferences are expected with more than 200 international notable speakers and 3,000 attendees in total. They will study D&S topics, present innovative products and make econom-



**TOP AND BOTTOM** Visitors at Safran stand; a mock-up stand of soldiers handling arms and ammunition

ic and strategic analyses. As in previous years, Eurosatory 2018 will invite highly qualified and motivated professional visitors from five continents. The audience will comprise international decision-makers and institutional users.

### New in 2018

In 2018, Eurosatory will innovate and improve the organisation of the exhibition. Two major changes: the opening of the hall 5B dedicated to Security and a new live demonstrations area. The new hall 5B of 8,130 sqm completes the indoor exhibition area of Eurosatory and will be dedicated to Security issues. The main entrance for people coming from car parks will be located at this hall. The entrances to the Halls 5A and 6 for people coming by train through the esplanade will stay unchanged.

Live demonstrations zone will be

moved to the area close to the exhibiting halls. Everybody will be able to come by foot to watch live demonstrations: a guaranteed time saver!

Moreover, Eurosatory 2018 offers a new international thematic event dedicated to CBRN issues and organised with the participation of French and foreign Ops officers, exhibitors from the D&S domains, state representatives, experts and VIPs.

Finally, Eurosatory consolidates its rank as the world leader in land and air-land D&S. A wide range of products and systems will be presented and worldwide high-level attendees will come to the exhibition. The next session of this 'must-visit' event will be held from 11 to 15 June 2018 and already seems to be promising and spectacular. Find more information about Eurosatory on [www.eurosatory.com](http://www.eurosatory.com). ||