EUROSATORY
11-15 JUNE 2018 / REVIEW
THE UNMISSABLE WORLDWIDE EXHIBITION
NEXT EXHIBITION: 08-12 JUNE 2020 / PARIS
The 2018 edition of Eurosatory is over and we thank you once again for your participation. With 1,802 exhibitors and more than 57,000 visitors the exhibition re-confirm itself as the world reference in Land and Airland Defence and Security domains. This 26th edition is undeniably marked by innovation, strongly visible on many exhibitors stands. Innovation has also been highlighted by Eurosatory LAB and the Generate by GICAT start-up areas.

You will discover through these pages the new features of the exhibition, the key figures and the efforts implemented by the COGES team.

You have contributed once again to the success of Eurosatory and we thank you for it. We are already preparing the next edition, which will be held from 8 to 12 June 2020. We are looking forward to meeting you there with an even more efficient exhibition.

Yours sincerely,
Patrick Colas des Francs
Exhibition’s Director
Opening of the 3<sup>rd</sup> Hall

11,000sqm
mainly dedicated to security

gathering 210 exhibiting companies including 43 companies exhibited next to the Ministry of the Interior stands in the technological clusters (NRBCe, Intelligence, Civil Security and Crisis Management, Security of Infrastructures and Sensitive Sites).

with 3 national pavilions including Japan, Latvia and Turkey.

A BtoB Meetings Space

Live Demonstrations

New place, new live demonstrations

Institutional demonstrations: For the first time, presented at the exhibition: The French Army, Prefecture de Police Inter-Services (BRI, BSPP, CSI), CFST, RAID and GIGN*.

Industrial demonstrations: 12 exhibitors presented their equipment in the course of predefined scenarios. 1h dedicated to each technical know-how in real situations. An audience of specialists seduced! More than 5,000 spectators.


Eurosatoyy LAB

900sqm area dedicated to innovation

65 French and foreign startups present for the first time

8 pitch sessions

4 conferences held by the Agora

8 pitch sessions introduced by major groups: Atos, Daher, IAI, MBDA, Safran, Lockheed Martin, SAAB and Microsoft

4 conferences held in the Agora on major themes: Counter Terrorism, Defence Funding, GAFA and Intelligence ...

Produced in partnership with Starburst Accelerator

At the same time as the Eurosatory LAB, GICAT hosted at its stand 12 companies of the Generate innovation label.
Visitors countries

- Visitors countries
- Visitors countries with Official Delegation

Visitors countries

- 178 VIP experts from 34 countries
- 110 Defence VIP experts (including 101 international VIPs and 9 French VIPs)
- 68 Security VIP experts (including 16 international VIPs and 52 French VIPs)

AVERAGE LENGTH OF EXHIBITION PRESENCE

- 1.5 days
- 2 days and more
- 3 days and more

Functions of the visitors

- 38% Commercial and buyers
- 26% Project managers, engineers, technicians and users
- 16% Decision makers: CEO, directors
- 20% Others
- 57% of visitors
- 31% of visitors

Bilan Eurosatory 2018
## Authority Representatives and Official Delegations

<table>
<thead>
<tr>
<th>Function</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minister of Defence</td>
<td>Albania, Côte d’Ivoire, Cyprus, Estonia, France, Gabon, Greece, Latvia, Lebanon, Montenegro, Niger, Senegal, Serbia, South Korea</td>
</tr>
<tr>
<td>Vice-minister of Defence, Secretary of State</td>
<td>Bosnia and Herzegovina, Croatia, Cyprus, France, Georgia, Germany, Iraq, Israel, Kazakhstan, Lithuania, Philippines, Thailand, the Republic of Macedonia, Turkmenistan, Turkey, Uganda, Ukraine, United States</td>
</tr>
<tr>
<td>Chief of Staff and Inspectors of Armies</td>
<td>Austria, Bolivia, Botswana, Cameroon, Central African Republic, Chad, China, Côte d’Ivoire, Estonia, Finland, France, Israel, Italy, Kenya, Kuwait, Malaysia, Mali, Pakistan, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Thailand, Togo, Vietnam</td>
</tr>
<tr>
<td>National Armament Director and Equipment of Armed Forces Director</td>
<td>Angola, Australia, Austria, Azerbaijan, Belarus, Belgium, Chile, Congo, Denmark, Finland, France, Germany, Japan, Mauritania, Morocco, Netherlands, Norway, Romania, Senegal, Slovakia, Spain, Switzerland, United Kingdom</td>
</tr>
<tr>
<td>Logistics and Support Director</td>
<td>Belgium, Côte d’Ivoire, France, Italy, Lebanon, Nigeria, Spain, United Kingdom</td>
</tr>
<tr>
<td>Police / Gendarmerie Director</td>
<td>Algeria, Belgium, Brazil, Canada, Central African Republic, Djibouti, Ecuador, Equatorial Guinea, France, Greece, Guinea, India, Italy, Lebanon, Mexico, Niger, Nigeria, Portugal, Sweden, Suriname, Thailand, United Kingdom, United States</td>
</tr>
<tr>
<td>Rescue and Fire Security Directors</td>
<td>Belgium, Cameroon, Germany, Nigeria, Switzerland, European Union</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th>Defence</th>
<th>Security</th>
<th>Characterisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>227 official delegations from 94 countries (760 delegates)</td>
<td>141</td>
<td>86</td>
<td>17 ministers, 19 vice-ministers, 22 Chiefs of Staff, 27 Directors of National Armament</td>
</tr>
<tr>
<td>178 (34 countries)</td>
<td>110</td>
<td>68</td>
<td>National technical experts, corporate safety directors of private companies</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td>National elected, Members of Parliament committees Members of the Court of Auditors</td>
</tr>
<tr>
<td>Forces</td>
<td>4,115</td>
<td>3,269</td>
<td>846</td>
</tr>
</tbody>
</table>
Exhibiting countries

Top 5 foreign countries:
1. United States (150 exhibitors)
2. Germany (118 exhibitors)
3. United Kingdom (85 exhibitors)
4. Israel (72 exhibitors)
5. Turkey (61 exhibitors)

Exhibitor loyalty rate: 64.6% (versus 63% between 2014 and 2016)

39 national pavilions (including France)

New countries: Cape Verde - Georgia - Kazakhstan - Nigeria - Oman.

High growth countries: Australia (+42 companies), Denmark (+14 companies), United States (+12 companies), India (+25 companies), Israel (+24 companies), Czech Republic (+12 companies), Slovakia (+12 companies), Turkey (+33 companies).

Groups of products and services represented:
- Land, air and marine vehicles
- Sub-units land, air and marine vehicles
- Weapons and ammunition
- Information and communication systems
- Detection, localization, acquisition and deception
- Simulation and training
- People’s equipment
- Infrastructure protection
- Operational logistics and camp and infrastructure support
- Health and emergency support
- Land preparation and development - demining
- Research, design realisation - Equipment
- Natural disasters, resilience and internal security
- Services

Technological clusters

- Intelligence (new cluster)
- Civil Security, Crisis Management and Security of populations
- Securing infrastructure and sensitive sites
- Engineering, Tests & Measurements
- CBRNe
- Training and Simulation
- Drones and Robotics
- Embedded electronics
Exhibitors Satisfaction Survey

01 Main reasons for taking part in this exhibition

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop sales</td>
<td>66.7%</td>
</tr>
<tr>
<td>Prospect new clients and new markets</td>
<td>68.1%</td>
</tr>
<tr>
<td>Exhibit the whole range of your products and services</td>
<td>56.9%</td>
</tr>
<tr>
<td>Launch new products</td>
<td>24.3%</td>
</tr>
<tr>
<td>Gain an international renown</td>
<td>37.8%</td>
</tr>
<tr>
<td>Other</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

02 Did you come to Eurosatory with the number and quality of visitors to the exhibition?

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>27.1%</td>
</tr>
<tr>
<td>European</td>
<td>32.2%</td>
</tr>
<tr>
<td>International</td>
<td>84.7%</td>
</tr>
</tbody>
</table>

03 Are you satisfied with the number and quality of visitors to the exhibition?

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>26.4%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>57.1%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>10.8%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>2.3%</td>
</tr>
<tr>
<td>No opinion</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

04 All in all, were you satisfied with Eurosatory 2018?

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>25.6%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>7.5%</td>
</tr>
<tr>
<td>No opinion</td>
<td>1.4%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>0.9%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>64.6%</td>
</tr>
</tbody>
</table>
Networking at Eurosatory

**Swapcard**
Networking between participants of the exhibition according to their interests

**Business meetings**
Making appointments before the exhibition to identify business opportunities
828 companies (exhibitors and visitors) registered to the business appointments

**Exhibitor-Visitor Connexion service**
Free online platform allowing visitors to ask for a meeting to registered exhibitor

**The official reception**
A powerful opportunity to strengthen its network and to meet Official Delegations

**Table Top Exercise (TTX)**
Innovation 2018
60 international experts from CBRNe domain participated in a TTX

8 **Strategy consulting**
Bring an expertise and a personalised assistance on markets and special topics

14 **Exhibitor Conferences**
20- or 45-minutes presentations to discover products and innovations

57 **General Conferences**
About 20 themes discussed by international experts
Media coverage

- 696 journalists including 47% international
- 390 media from 44 countries including 10 news media
- 82 press partners representing 115 magazines sur 434sqm

Journalists visit rates during the week of the exhibition

<table>
<thead>
<tr>
<th>Days</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 days</td>
<td>6%</td>
</tr>
<tr>
<td>4 days</td>
<td>12%</td>
</tr>
<tr>
<td>3 days</td>
<td>17%</td>
</tr>
<tr>
<td>2 days</td>
<td>20%</td>
</tr>
<tr>
<td>1 day</td>
<td>46%</td>
</tr>
</tbody>
</table>

1,830 international articles 43.3% international
Servicemedia TV: 11,749 views and 1,630 downloads of videos

Communication

NEW: Eurosatory Live
Live broadcasting of interviews during the exhibition on the website and Facebook
2,108 unique users and 57 min of average connection

Eurosatory TV
dissemination of general information (conference, demonstrations, ...) and thematic subjects (drones, training & simulation, ...) on 18 screens

Website
457,010 visits, 1,532,815 page views (from January 2017 to June 2018),
77,834 visits, 275,124 page views (11-15 June 2018)

Social networks
LinkedIn, Facebook, Twitter, YouTube

Mobile app
7,438 downloads in iOS and Android
Strong media coverage

They talk about us