

ISDEF

THE 8TH INTERNATIONAL DEFENSE & HLS EXPO



THE RIGHT PLACE
THE RIGHT TIME
THE RIGHT PEOPLE



WWW.ISDEFEXPO.COM



ISDEF

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About Us

ISDEF is the Premier International Defense and Homeland Security trade show in Israel. Since 2007, ISDEF has catered to the needs of the Military, Police, Special Forces, Security Agencies, HLS organizations and Emergency Responders by exposing them to the products and solutions provided by innovative defense and security companies.

As a top national priority, defense and security in Israel are more than just exportable commodities. The strategic realities that Israel faces dictate the need for close cooperation, communication and innovation. As Israel's leading defense exhibition, ISDEF attracts an audience of end users from private and public security agencies, as well as military sectors from both Israel and abroad, with a proven track record of bringing the entire supply chain together on an unrivaled scale.

With the cyber-sphere used to facilitate and finance global terrorism in an increasing frequency, the inclusion of solutions that combat attacks in the cyber realm and funding of global terrorism is no longer an option, but a necessity.

For the first time since its establishment, ISDEF will be incorporating Cyber and FinTech conferences and pavilions into the exhibition.

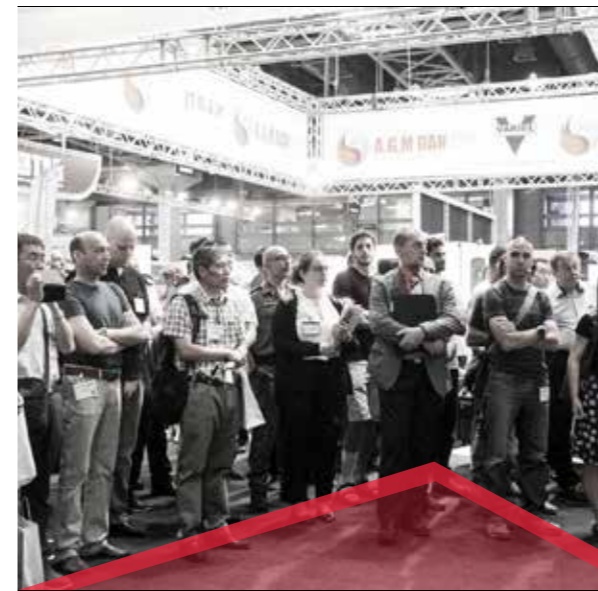
WHY EXHIBIT AT ISDEF 2017?

ISDEF is the ideal platform for exhibitors to network, meet key decision makers and showcase their latest innovations and technologies in our live demo area. In addition, ISDEF exhibitors have an opportunity to enjoy this unique platform for market research and sales in addition to exhibiting.



ISDEF EXHIBITORS HAVE THE OPPORTUNITY TO MEET

- ▶ Decision makers from the IDF, MOD, Police, Prison Service, Fire Department, SAR, Defence Industries, Civil Security Agencies and Government Offices.
- ▶ Senior Israeli defense procurement and defense capability staff.
- ▶ Top level international delegations CEO's, business development and R&D executives.
- ▶ Buyers and distributors.
- ▶ National and international Media.
- ▶ 85% of attendees have buying power.
- ▶ Optimal conditions for ROI: meet the target audience and increase sales internationally.



ISDEF'S UNIQUE PLATFORM

- ▶ ISDEF is a rare opportunity to meet and mingle with high ranking defense officials from over 90 countries.
- ▶ Significant opportunities for manufacturers to interact with potential clients, generate business, and form relationships.
- ▶ Interact directly with the relevant contacts you seek.
- ▶ Communication with national and international media outlets.
- ▶ Participation in conferences, seminars and workshops parallel to the exhibition.



THE ISRAELI MARKET

- ▶ Meet directly with Israeli manufacturers to maximize business potential.
- ▶ Meet decision makers from the IDF, MOD, Police, Prison Authorities, SAR, and Emergency Services.
- ▶ Exclusive interaction with senior Israeli defense procurement and defense capability staff.

3rd PARTY MARKET OPPORTUNITIES

- ▶ A platform for foreign companies to enter the Israeli market and form alliances defined by joint ventures and industrial cooperation that fulfill the demands of end users in Israel.
- ▶ ISDEF enables 3rd party market opportunities for foreign companies and increased exports for SME's.



OUR BOARD OF ADVISORS



**Brigadier General (Res.)
Amnon Sofrin**



Dr. Anat Hochberg-Marom



**General (Res.)
Dr. Efraim Sneh, M.D**



Dr. Gabi Siboni



**Major General (Res.)
Shalom Katabi**



**Vice Admiral (Res.)
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Intelligence Community
(Res.)**



**Colonel (Res.)
Arik Davidi**



**Miri Eisin Intelligence
Community (Res.)**



**Colonel (Res.)
Itzhak Elimelech**



B.G. (Res.) Gal Hirsh



**Colonel (Res.)
Rami Efrati**

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ISDEF is proud to present our Board of Advisors.

The board is made up from a group of highly experienced individuals. Each one has played a decisive role in the fields of security, defense and cyber security for the State of Israel. Today, each plays an active role in the private sector, using their expertise to contribute to Israel's development and economic future.

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FORMER BOARD MEMBERS



**Major General (Res.)
David Ivry**

FORMER BOARD MEMBERS



**Brigadier General (Res.)
Ittai Rais**

CYBER PAVILION



6-7TH JUNE, 2017

This year, ISDEF is opening its gates to cyber/FinTech companies that develop defense and HLS related products and technologies. We believe that to close the operational circle Cyber and Fintech are now an intrinsic part of defense and HLS in the 21st century.

Israel is renowned as a “Startup Nation”, especially in the defense, cyber and HLS arenas. ISDEF provides a unique platform for companies to showcase the latest cyber technologies and products, developed by the nation’s brightest minds.

As a cyber company, you will have the opportunity to expose your technologies to the international military and HLS industries, including dignitaries and delegates from over 100 countries.



THE 1ST INTERNATIONAL ISDEF CONFERENCE

Counter terror & refugees crisis conference

6-7TH JUNE, 2017

THE CONFERENCE WILL COVER TWO MAIN TOPICS:

- The global challenges we are facing as a result of the refugee crisis.
- Terror: ISIS, the Islamic world, and the relationship between the two.

Today, terrorism must be examined from a variety of spectrums which take military, cyber, and financial aspects into account.

During the conference experts from the different arenas will come together and discuss terrorism and refugee related issues, share opinions and develop strategies for rapidly escalating issues.

The conference will feature lecturers from the ICT- the International Institute for Counter Terrorism, and the INSS- The Institute for National Security Studies.

In addition, Dr. Ronen Bergman, a well known reporter and scholar in the field of national security and defense, will be interviewing a leading figure from one of Israel's security agencies, covering a wide array of topics and issues.

The full agenda can be found on our web site.

AS TERRORISM EVOLVES
SO SHOULD COUNTER TERRORISM



CYBER INVESTMENT CONFERENCE-SUMMIT 2017

8TH JUNE, 2017

The summit will focus on investment opportunities in Israel's rapidly growing Cyber Security Sector.

2017 Israel Cyber Investment Summit will bring together hundreds of guests, leaders and shareholders of cyber security companies, top speakers and panelists, private investor VC's, family offices, fund managers, and institutional investors from Israel and abroad.

THE SUMMIT WILL INCLUDE LECTURES AND PANELS ON THE FOLLOWING TOPICS

> The relationship between the cyber eco-system and the financial sectors

> Funding and M&A opportunities

> Meet up point - investors meet potential opportunities



MARKET OUTLOOKS

- > Eco system growth and trends in the cyber security sector.
- > Fundraising for cyber security companies, processes and challenges.

HOW TO ATTRACT THE RIGHT INVESTMENT

- > Expert and companies sharing their experiences
- > The IoT and security future is here
- > FinTech and Security
- > The art of Firm Valuation

TOP 3 REASONS TO ATTEND

> **Quality:** Top level speakers have been selected to help attendees stay ahead of the top trends in the cyber/ FinTech sectors

> **B2B meetings** with investors from the London Stock Exchange, bankers, and private angels.

> **Inspiration:** A great platform for collecting ideas and

meeting individuals from the industry. The summit aims to inspire investors and companies to take a step forward to creating the next successful "dot com"

OFFICIAL DELEGATIONS & VIPS

One of the key advantages of ISDEF is the qualification of its' visitors. Official delegations include Heads of State, Chiefs of Staff, Defense Ministers and high-ranking Army, Navy and Air Force representatives from around the globe. In addition to being an excellent networking opportunity, ISDEF is a crucial event that is guaranteed to impact the defense landscape of the future.



OFFICIAL DELEGATES AT ISDEF WILL HAVE ACCESS TO THE FOLLOWING

- > VIP Access to the Exhibition
- > VIP Greeting and transportation from the Airport to hotel destination
- > Special Rates and VIP treatment at all of ISDEF Hotel Accommodation Providers
- > Daily Transportation to the ISDEF Exhibition Invitation and reserved seating to the Opening Ceremony
- > Host/hostess that will escort the delegation from commencement to completion of the event
- > Access to the VIP Room, available throughout the course of the event and will include various refreshments, cocktails and intimate space to conduct meetings
- > Organized tour of the exhibition
- > B2B Meetings organized by ISDEF and personalized to fit your agenda
- > Invitation to the ISDEF Cocktail Gala- an exclusive mixer for officials, decision makers and business executives
- > Participation and attendance at ISDEF Workshops

STRATEGIC PARTNERS

The success of ISDEF is due, in part, to an extensive partnership network that we develop and maintain with various government, media, and business entities both in Israel and abroad. We always welcome new partners who have a genuine interest in promoting safety and security in their native countries; and invite you to join us if defense and homeland security are a topic of which you are passionate.

ISRAELI



INTERNATIONAL



MEDIA



VISITORS AND EXHIBITORS

- > Australia
- > Argentina
- > Bosnia
- > Brazil
- > Cameroon
- > Central African Republic
- > China
- > Czech Republic
- > Colombia
- > Democratic Republic of Congo
- > France
- > Germany
- > Ghana
- > Georgia
- > India
- > Indonesia
- > Ivory Coast
- > Italy
- > Japan
- > Kazakhstan
- > Liberia
- > Malawi
- > Mali
- > Mexico
- > Morocco
- > Myanmar
- > Netherlands
- > Nigeria
- > Peru
- > Poland
- > Portugal
- > Russia
- > Senegal
- > Spain
- > Sri-Lanka
- > Thailand
- > Turkey
- > United Kingdom
- > USA

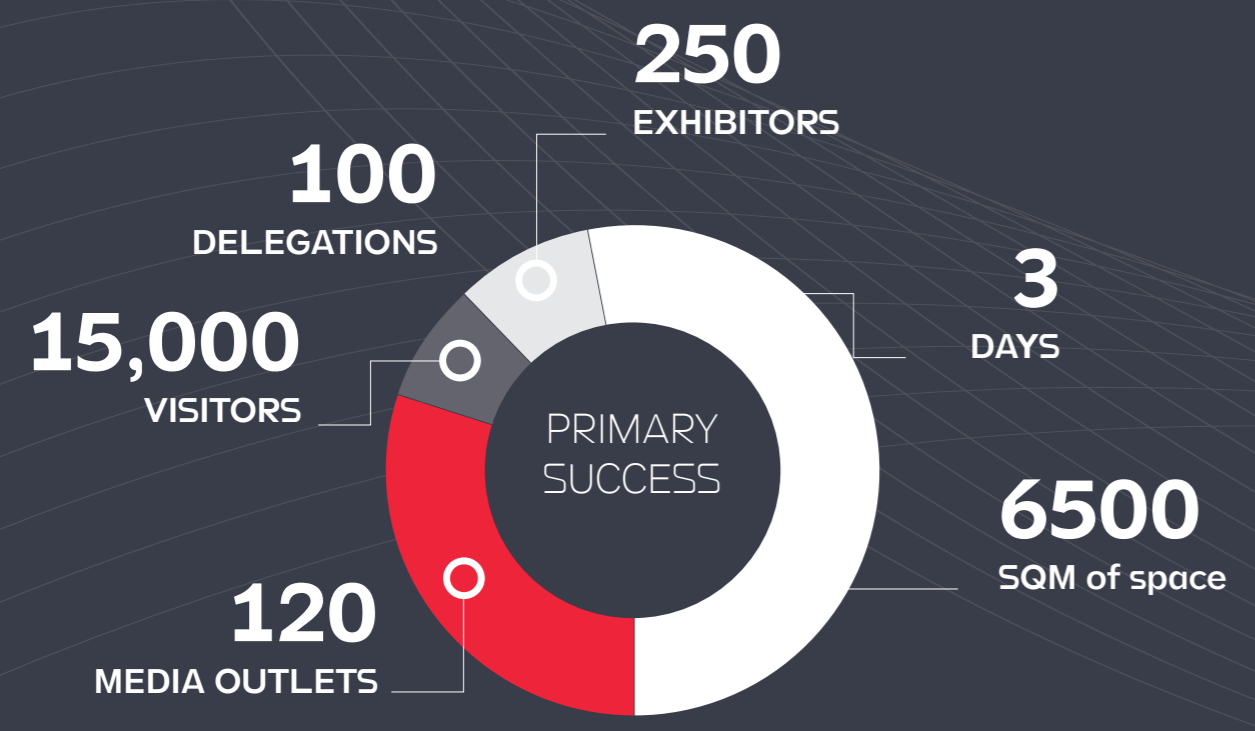
27%

Attendees Breakdown 2015

- 12,000] Attendees 1,886] International Visitors
- 89] Official Delegations from abroad
- 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

EXPECTED TURNOUT 2017

REVIEWS FROM PREVIOUS EXHIBITIONS



"It was a great pleasure and honor for us to be at ISDEF 2015."
(Mr. Vincent Tan, Assistant Director, Ministry of Home Affairs, Singapore)

"ISDEF provided a unique insight into the defence industry. Our delegations were very pleased."
(Lt Gen Rainer Korff, Commander German Multinational Corps)

"ISDEF is the best trade show we have been to in regards to organization and networking"
(Paradigm SRP, United States)

"ISDEF 2015 was a great success for us."
(Schmidt & Bender, Germany)

"The support from the organizers is excellent, and we did have a lot of visitors."
(Autoclear, France/USA)

"The crew at ISDEF has gone above and beyond to ensure we got the maximum exposure possible."
(SPUHR, Sweden)

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Part of the Avnon Group



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