



AUGUST 29-30  
**2018**  
TOKYO **JAPAN**



- Olympic Games 2020
- Mega-event security
- Defense
- Protecting critical infrastructure
- Homeland Security
- Cyber Security



THE RIGHT PLACE  
THE RIGHT TIME  
THE RIGHT PEOPLE

[JAPAN.ISDEFEXPO.COM](http://JAPAN.ISDEFEXPO.COM)



# WELCOME TO ISDEF JAPAN

ISDEF Japan is a premier international homeland security event in Tokyo. The event will cater to the needs of Homeland Security Organizations, Law Enforcement, Security Agencies and Emergency Responders by exposing them to products and solutions from innovative homeland security providers worldwide.

## WHY ISDEF JAPAN?

With the 2020 Tokyo Olympics on the horizon, and over 40 million tourists expected to visit; security is the greatest concern to the organizers and authorities.

ISDEF Japan will bring together global companies specializing in the latest equipment and technologies for HLS, mega-event protection, cyber security, and counter-terrorism, providing a unique platform of advanced technologies and knowledge transfer to ensure public safety.

ISDEF has a dedicated team in Japan tasked with pre and post exhibition activities as well as onsite operations.

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## WHO TO MEET AT ISDEF JAPAN?

- ▶ Decision makers from MOD, Law Enforcement, Fire Department, SAR, HLS industries, Civil Security Agencies and Government Offices
- ▶ Senior Homeland Security procurement staff
- ▶ Top level international delegations
- ▶ CEO's, business development and R&D executives
- ▶ Buyers and distributors

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## WHERE?

To emphasize ISDEF's 2020 Olympic Games concept, the event will be held at Todoroki Arena. The main arena is one of the largest halls in Japan.





## WHY EXHIBIT AT ISDEF JAPAN?

- ▶ Unique opportunity to interact directly with the International Homeland Security markets
- ▶ Take advantage of the best conditions to increase your ROI
- ▶ Reach your target audience and increase sales internationally
- ▶ Demonstrate your new innovations in our Live Demonstration Area
- ▶ Network with Delegations and the HLS industry from across the globe
- ▶ Guarantee for SMEs to position themselves among world-ranked players
- ▶ Conduct market research and sales meetings in conjunction with the Exhibition
- ▶ Participate in Conferences, Seminars and Workshops parallel to the Exhibition
- ▶ Communicate with national and international media outlets
- ▶ ISDEF Japan is only open to officials and the industry
- ▶ Unique opportunities of B2B, B2G and G2G



# AS AN EXHIBITOR YOU WILL HAVE ACCESS TO

## DECISION MAKERS & END USERS

- ▶ ISDEF is a rare opportunity to meet and mingle with high ranking government officials
- ▶ Significant opportunities for manufacturers to interact with potential clients and forge new business relationships.
- ▶ Interact directly with the relevant contacts you seek

## THE JAPANESE MARKET

- ▶ Meet directly with Japanese manufacturers to maximize business potential
- ▶ Meet decision makers from MOD, Law Enforcement, Fire Department, SAR, HLS industries, Civil Security Agencies and Government Offices.

## 3<sup>rd</sup> PARTY MARKET OPPORTUNITIES

- ▶ Access a platform for foreign companies to enter the Japanese market and form alliances defined by joint ventures that fulfill the demands of end users in Japan.
- ▶ ISDEF enables 3<sup>rd</sup> party market opportunities for foreign companies and increased exports

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## OFFICIAL DELEGATIONS AND VIP VISITORS

One of the key advantages of ISDEF is the qualification of the visitors. The Official Delegations Program brings together homeland security authorities from around the world. Also attending ISDEF are local, regional and international high profile visitors from governments and homeland security communities.

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## WORKSHOPS AND LECTURES

The workshops are an ideal forum for companies to present and discuss product development, modernization, and integration to an audience that includes end users, key industry figures, and buyers.

## LIVE DEMONSTRATIONS

A unique opportunity for companies to demonstrate products and systems to a wide audience comprising of key figures from the homeland security industry, decision makers and procurement capability staff.



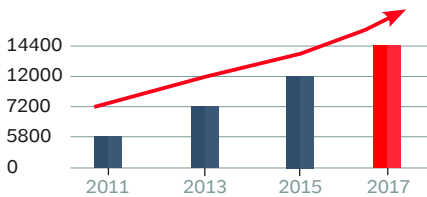


# ISDEF ISRAEL 2017 STATISTICS

## ATTENDEES BREAKDOWN

**14,400** Attendees  
**3,242** International Visitors  
**4,982** Officials

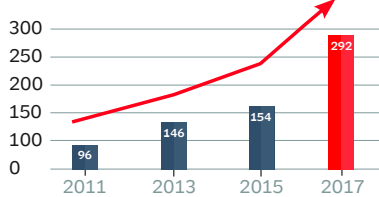
### VISITORS



## EXHIBITORS BREAKDOWN

**292** Exhibitors from **24** Countries  
 Israeli Companies: **42%**  
 International Companies: **58%**

### EXHIBITORS



## EXHIBITORS BREAKDOWN BY COUNTRY

- |                |           |           |                 |
|----------------|-----------|-----------|-----------------|
| Austria        | Germany   | Japan     | Taiwan          |
| Belgium        | Hong Kong | Lithuania | Thailand        |
| Canada         | India     | Poland    | The Netherlands |
| China          | Ireland   | Singapore | Turkey          |
| Czech Republic | Israel    | Spain     | United Kingdom  |
| France         | Italy     | Sweden    | USA             |

## SUPPORTED BY



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משרד הביטחון  
 וצה"ל



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## WHAT TO EXPECT?

**2** DAYS

**3000** VISITORS

**80** EXHIBITORS

**100** DELEGATIONS

### TESTIMONIALS FROM PREVIOUS EVENTS:

*"We were very impressed by the number and quality of the visitors"*

(Metravib, France)

*"The show has been excellent, we can't wait to come back to Tel Aviv again for the next ISDEF"*

(JBryant Enterprises, United States)

*"We were exposed to delegations from all over the world. We're very happy with ISDEF and hope to be here again next time"*

(Opgal, Israel)

*"This exhibition is an expression of the fact that Israel is a superpower of science, technology and cyber"*

(Ofir Akunis, Minister of Science & Technology, Israel)

## GET IN TOUCH

**EXHIBITION & SPONSORSHIP  
OPPORTUNITIES**  
SALES@ISDEFEXPO.COM

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