



# Power of Partnership

Tri-Service Asian Defence & Security Exhibition, Conference and Networking Event

# POST SHOW REPORT



**29 Aug - 1 Sep 2022**

**IMPACT** Exhibition and Convention Center,  
Bangkok, Thailand

**10<sup>th</sup>**  
EDITION

Organised by:



Officially Support by:



Strategic Partner:



Official Publication  
and Official Show-  
Daily Publisher:



Official Online  
Show daily:



Official Bilingual  
Show daily:



Official News Online  
and Web TV:



Supporting Publication:



# MISSION ACCOMPLISHED

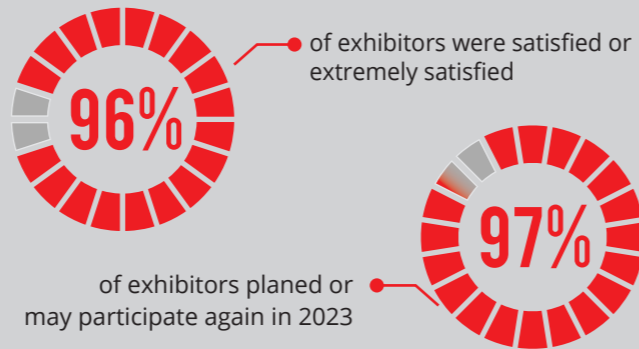
**OPPORTUNITIES FOR PARTNERSHIP SUCCESSFULLY DELIVERED!**

## Defense & Security 2022 – the 10<sup>th</sup> edition

was successfully held under the theme “The Power of Partnership”. The show has utilized its rich history as a regional platform for enhancing cooperation and partnership between global manufacturers, delegations, military decision-makers, and related government officials from around the world - especially ASEAN. The show provided outstanding opportunities for participants to network, exchange knowledge, do business and initiate long-term associations at all levels. Some of the linkage opportunities included VIP tours of the exhibition, Government to Government (G2G) and Government to Business (G2B) meetings with exhibitors, business networking functions, technical presentations, seminars and more!

Over 20 years, Defense & Security has been recognized by the industry to provide outstanding business opportunities, establish new contacts, and network with key decision makers. It presented a special window of opportunity for international manufacturers in defense and internal security to do business, establish contacts or gain access to new markets in the region, especially in ASEAN. The show received excellent feedback from official delegations and most of all exhibitors.

## THE EXHIBITOR SURVEY reveals that



## THE VISITORS SURVEY



## TOP 5 EXHIBITOR'S OBJECTIVES WERE ACHIEVED

- Brand-building
- Consolidate contacts with buyers/ business partners
- Collect market information
- Find new buyers
- Explore new market

## TOP 3 EXHIBITOR'S TARGET MARKETS ACHIEVED DURING THE SHOW

- Thailand
- ASIA
- ASEAN region

## DEFENSE & SECURITY 2022 FACTS:



## TESTIMONIALS OF SUCCESS

Defense & Security gives a great opportunity to meet customers and our partners for create long-term partnership.



**MR. PIERRE ANDRE**  
AIRBUS Chief Representative Thailand, Head of Helicopters Sales, Southeast Asia, AIRBUS

We focus on Southeast Asia market which Defense & Security give us the opportunity to showcase our projects.



**Mr. Abdullah Hassan Al-Khater**  
Vice President & Chief Strategic Procurement Officer BARZAN HOLDINGS

Thailand is the hub of defence industry. Defense & Security is the right platform to meet ourcustomers from around the world.



**Mr. DING Bo**  
Chief Representative, NORINCO

We focus on defence industry in Thailand and Defense & Security is the important event that we meet our partners and customers.



**Mr. Robert Hewson**  
Vice President, Head of Communications, SAAB

We have good feedback from the show and we'll go bigger in next edition.



**Mr. Tyron Lafferty**  
Head of Business Development: Asia, MILKOR

## INTERNATIONAL SEMINARS AND TECHNICAL PRESENTATIONS

There were two major international seminars: “Direction and Guidelines of The Strategic Drive Towards the Future of The Thai Defence Industry” and “Development of Thailand’s MRO section to be the hub of a ASEAN MRO Base”; and technical presentations covering a range of relevant areas were also well attended. Knowledge, direction, and trends were discussed and shared by some of the world’s leading experts in their field.

## OFFICIAL DELEGATIONS AT DEFENSE & SECURITY 2022



**Samdech Pichey Sena Tea Banh**  
Deputy Prime Minister and Minister of National Defence, CAMBODIA

**General Vong Pisen**  
Commander-in-Chief of Royal Cambodian Armed Forces, CAMBODIA

**Dato' Seri Hishammuddin bin Tun Hussein**  
Senior Minister of Defence, MALAYSIA

**General Tan Sri Dato' Sri Hj Affendi bin Buang**  
Chief of Defence Force, MALAYSIA

**Admiral Tan Sri Mohd Reza bin Mohd Sany**  
Chief of Navy, MALAYSIA

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Chief of Navy, MALAYSIA

**Lieutenant General Phung Si Tan**  
Deputy Chief of General Staff, VIETNAM

**General Soeung Samnang**  
Deputy Commander-in-Chief of the Royal Cambodian Armed Forces and Commander in Chief of the Royal Cambodian Air Force, CAMBODIA

**Mr. Zhang Xin'an**  
The Director General of the Center of Cooperation and Exchange (CCE) of SASTIND, CHINA

**Shri Rajeev Prakash**  
Joint Secretary, INDIA

**Brigadier General Arief Tandang**  
Deputy Assistant Chief of Staff for Intelligence, INDONESIA

**Mr. KASUGAHARA DAIKI**  
Assistant Commissioner - Acquisition Technology and Logistics Agency (ATLA), JAPAN

**Yoo Dong Joon**  
Deputy Minister of the office of Military Force and Resources Management, KOREA

**Brigadier General Somphone Mittaphone**  
Deputy Chief of General Staff Department, LAOS

**Mr. Muhammad Israr Tareen**  
Federal Minister for Defense Production, PAKISTAN

**Mr. Franco Nemesio M. Gacal**  
Undersecretary, PHILIPPINES

**Major General Stephen P Parreno PAF**  
Chief of Air Staff, PHILIPPINES

**General Fayyadh Hamed Alruwaili**  
Chairman of the Saudi General Staff, SAUDI ARABIA

**Mr. Mohammed Saleh A Alathel**  
Deputy Governor for Military Procurement Affairs, SAUDI ARABIA

**Mr. Thabang Makwetla**  
Deputy Minister of Defence and Military Veterans of the Republic of South Africa

**Mr. Dionisio Antonio**  
Chief of Cabinet, Office of Minister of Defence MOD, TIMOR-RESTE

# MISSION ACCOMPLISHED

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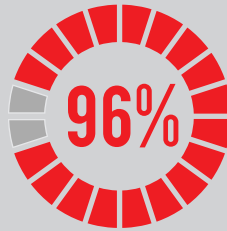


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### THE EXHIBITOR SURVEY reveals that



of exhibitors were satisfied or extremely satisfied



of exhibitors planned or may participate again in 2023



## DEFENSE & SECURITY 2022 FACTS:

**10<sup>th</sup>**  
EDITION

**317** exhibiting companies from **38** countries

**15** National Pavilions

**19,022**  
Professional visitors from **59** countries

**276** Delegations from **32** countries

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**Brigadier General Somphone Mittaphone**  
Deputy Chief of General Staff Department, LAOS

...VE LUNCH  
August 2022

Ministry of Defence  
Thailand



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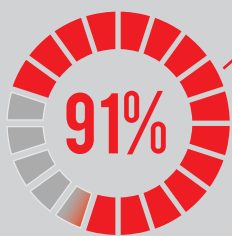
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**Mr. Tyron Lafferty**  
Head of Business Development: Asia, MILKOR

## THE VISITORS SURVEY



of visitors were satisfied or very satisfied with Defense & Security



of visitors agreed that Defense & Security is a must attend event

The report reveals confirmation of the importance of the show.

## INTERNATIONAL SEMINARS AND TECHNICAL PRESENTATIONS

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Chief of Cabinet, Office of Minister of Defence MOD, TIMORE-LESTE



**TOP 5 VISITORS  
NATURE OF BUSINESS**

- Armed Forces **17%**
- Defence Industry **12%**
- Ministry of Defence **11%**
- Training **10%**
- Manufacturer **9%**



**TOP 5 VISITORS  
MAIN INTEREST**

- Advisor, Consultant, Research & Development, Others **14%**
- General Security **10%**
- Safety, Survival & Rescue **8%**
- Command, Control, Communications Information **8%**
- Personal Protection **7%**



**MAKE IT!**  
**YOUR MISSION TO BE THERE!**



**6-9 NOVEMBER 2023**

IMPACT, Exhibition and Convention Center  
Muang Thong Thani, **Thailand**

Tri-Service Asian Defence & Security Exhibition,  
Conference and Networking Event