

13 – 16 September 2011  
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# A WORLD OF DEFENCE AND COMES TO LONDON

## DSEi 2011 takes place at ExCeL London from September 13-16

This year's DSEi will see more than 1,300 companies from 35 different countries showcasing the latest land, maritime and air applications of defence and security products, equipment and technologies. While the land systems and maritime sectors are again strongly represented, this year's show also sees aerospace and security coming to the forefront with dedicated feature areas and static displays.

The vibrancy of UK industry is highlighted by the fact that a record number of SMEs are participating. To date more than 315 have signed up. Drawn from all parts of the UK, they will be displaying a broad spectrum of capabilities, from advanced software solutions to protective equipment for soldiers. They include specialists in electronics, metals and composites engineering. They will share the halls with such major suppliers to UK MOD as BAE Systems, General Dynamics, EADS, Finmeccanica, Northrop Grumman, Raytheon and Thales. The commitment of the OEMs is highlighted by the presence at ExCeL of a Wildcat helicopter and a full-scale mock-up of the Joint Strike Fighter for the first time.

As well as UK suppliers, companies from such leading manufacturing nations as Brazil, France, Germany, Italy, Poland, Russia, South Africa, Sweden, Turkey and the USA are all exhibiting. The increasing importance of the Asia Pacific region is highlighted by the presence of exhibitors from Australia, India, Pakistan, Singapore, South Korea and Taiwan. Overall, the significance of DSEi as a global forum is underlined by the fact that 30 nations are mounting national pavilions.

### More to see, more easily

The organiser, Clarion Events, has put an unprecedented level of effort not only into making DSEi as interesting and informative as possible for visitors but also into helping them make the best use of their time at the event. New this year are dedicated demonstration areas focussed on unmanned systems and security, while the latest vehicles can be inspected in the static park, which also makes its debut this year.

### Unmanned systems in asymmetric warfare demonstration

Located in the North Hall, the Robotics and Unmanned Systems Showcase is a football pitch-sized area that will host platform and equipment demonstrations. There will also be showcases with intellectual content, developed with the support of the Association for Unmanned Vehicle Systems International (AUVSI),

A diversity of platforms and equipment will be on show. They include ScanEagle, the small, low-cost, long-endurance UAV built by Boeing subsidiary, Insitu.

ScanEagle was used to assist the US Navy when Captain Phillips of the U.S. cargo ship Maersk Alabama was kidnapped and held hostage for ransom by pirates off the coast of Somalia last year.

### Latest warships and anti-piracy demonstration

DSEi's dockside location at ExCeL has a powerful attraction for leading navies who take the opportunity to display their capabilities to an influential audience from around the world. The Royal Navy is allocating to this year's DSEi one of the world's most advanced destroyers, a Type 45, as well as a River Class offshore patrol vessel. They will be joined by a brand new K130 Class corvette from the Federal German Navy, FGS Braunschweig, which will only just have completed her sea trials and the Dutch survey ship, HNIMS Snellius. Impressive in their own right, these vessels also provide an ideal platform for manufacturers to demonstrate their latest systems and equipment.

The ever growing threat of piracy is a stark reminder that the freedom of the seas remains crucial to world trade and to social interaction. Retaking a vessel that has fallen into the hands of pirates is the theme of a waterborne demonstration which will be given daily in front of a specially built grandstand.

Called Operation Vision, the exercise will feature a range of boats, including the revolutionary advanced rescue craft from Nautilus.

Also taking part will be small unmanned surveillance helicopters, while command and control systems for seaborne operations and maritime rescue will also feature.

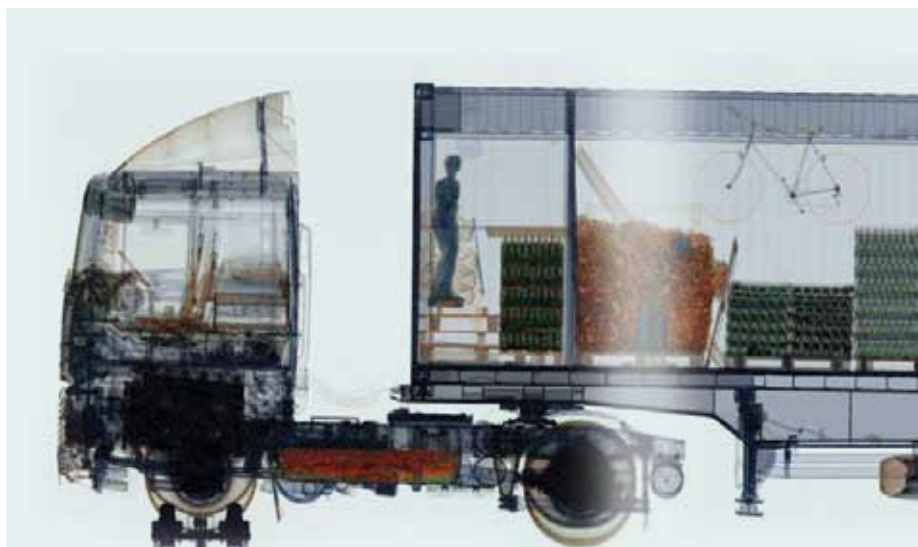


# SECURITY INNOVATION



## Broad spectrum of land systems platforms and equipment

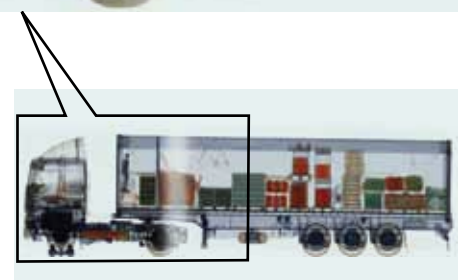
DSEi is at the heartland of the land systems sector and 2011 will see the major players there in strength, with BAE Systems, General Dynamics, Lockheed Martin, Marshall, Navistar, Oshkosh, Force Protection, STK, Thales and Universal all exhibiting. A diversity of equipment, from heavy ground mobility systems to rugged PDAs will be featured, including technology advances in crucial areas such as communications and intelligence gathering.



## Defence meets security

DSEi 2011 will be the show where defence meets national security, reflecting the increasing convergence of the needs of the two communities to meet current and predicted threats. This year sees the debut of the DSEi security showcase and demonstration zone, which will feature exhibitors' stands, capability demonstrations and seminars, the latter focusing on priority issues such as countering cyber attack.

The concept has captured the imagination of the security sector and participants will include research



organisations, manufacturers and service providers, including BAE Systems, Cranfield University, Finmeccanica, Thales, Northrop Grumman, Lockheed Martin, Qinetiq, Explora Security, Avon Protection, Remploy and G4S.

## DSEi – a highly valuable networking forum

DSEi is not only one of the best places in the world to see the latest products and equipment, it is also a highly valuable meeting ground for the procurement, operational and manufacturing communities. Governments take the opportunity offered by DSEi to stage bilateral discussions with key allies, while those that specify and buy the kit needed by today's armed forces can meet those responsible for its manufacture and development. The result is better understanding all-round, which, in turn, enhances cooperation between nations in countering the diversity of today's threats.

As far as the UK specifically is concerned, DSEi is a vitally important marketing platform for the nation's defence and security industries; the last DSEi, staged in 2009, attracted **25,000 visitors from 98 different countries**. UK aerospace and defence exports topped £7bn, capturing 20% of world markets. The industry supports over 300,000 jobs, accounting for 20% of all UK manufacturing jobs.

Working with industry, the DSEi organisers, Clarion Events, are briefing politicians on the importance of what will be taking place between September 13 and 16. An encouraging number of MPs and senior officers have registered for the show and strong ministerial representation is anticipated.

## Show Features

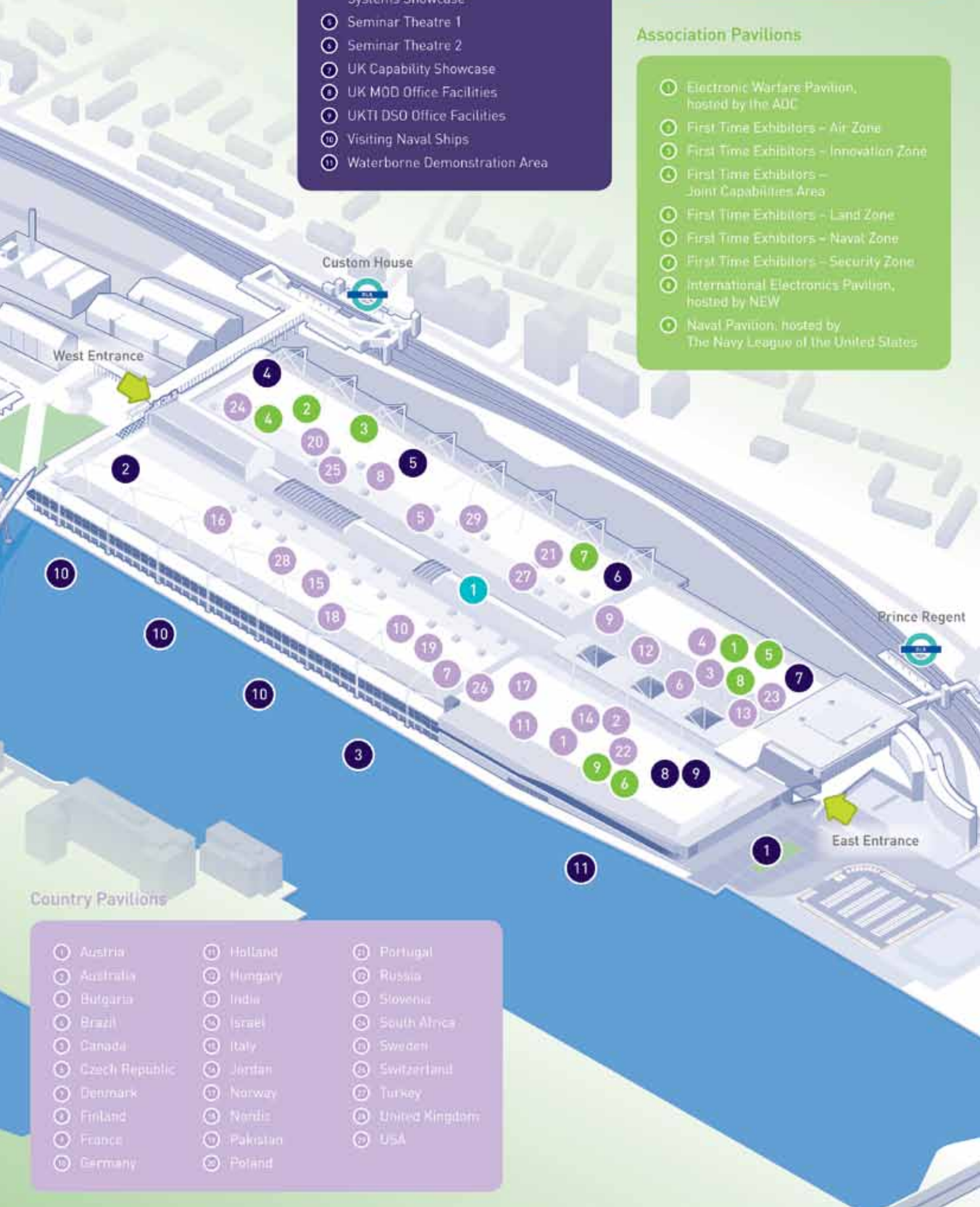
- 1 Aircraft Display Area
- 2 Land Vehicle Display Area
- 3 Naval Display Area
- 4 Robotics and Unmanned Systems Showcase
- 5 Seminar Theatre 1
- 6 Seminar Theatre 2
- 7 UK Capability Showcase
- 8 UK MOD Office Facilities
- 9 UKTI DSO Office Facilities
- 10 Visiting Naval Ships
- 11 Waterborne Demonstration Area

## Concierge

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## Association Pavilions

- 1 Electronic Warfare Pavilion, hosted by the ADC
- 2 First Time Exhibitors - Air Zone
- 3 First Time Exhibitors - Innovation Zone
- 4 First Time Exhibitors - Joint Capabilities Area
- 5 First Time Exhibitors - Land Zone
- 6 First Time Exhibitors - Naval Zone
- 7 First Time Exhibitors - Security Zone
- 8 International Electronics Pavilion, hosted by NEW
- 9 Naval Pavilion, hosted by The Navy League of the United States



## Country Pavilions

- |                  |             |                   |
|------------------|-------------|-------------------|
| 1 Austria        | 11 Holland  | 21 Portugal       |
| 2 Australia      | 12 Hungary  | 22 Russia         |
| 3 Bulgaria       | 13 India    | 23 Slovenia       |
| 4 Brazil         | 14 Israel   | 24 South Africa   |
| 5 Canada         | 15 Italy    | 25 Sweden         |
| 6 Czech Republic | 16 Jordan   | 26 Switzerland    |
| 7 Denmark        | 17 Norway   | 27 Turkey         |
| 8 Finland        | 18 Nordic   | 28 United Kingdom |
| 9 France         | 19 Pakistan | 29 USA            |
| 10 Germany       | 20 Poland   |                   |