



2015 Review

The exhibition of reference for Latin America

- ▶ Expodefensa 2015 is the international specialized exhibition and point of reference for Latin America in terms of technological development and innovation for Defense and Security Forces (in air, land and naval domains).
- ▶ Expodefensa 2015 delivered significant progress to achieve its target to become the Hub of Defense and Security in the entire Latin American and Caribbean Region. The new MINDEFENSA - CORFERIAS - COGES partnership made Expodefensa a successful business platform with a growth in the participation of exhibitors, high quality of the stands, and a strong presence of foreign and Colombian Official Delegations.

They have trusted us

« We were very busy, talking to many international visitors. It was very good to see so many people from different areas. » Jordan PROGAR, International Sales Manager of **Barret Firemarms** – USA

« Really good organisation, and very friendly staff. So it was very a nice experience. » Nina HARI, Project manager of **Dat-con** – Slovenia

« Great visitors level to do business » Mrs LIU,
Sales Manager of **Ulirvision** – China

2015 Exhibition key figures

232 exhibitors
from 26 countries

66%
international
exhibitors

10,390 professional
visitors

49 journalists

55 Official
Delegations from 27
countries

Visitors

- ▶ **10,390** professional visitors from 35 countries
- ▶ 86 Colombian VIPs
- ▶ 55 Official Delegations from:

Country	
Argentina	Jamaica
Bolivia	Mexico
Brazil	Panama
Chile	Paraguay
Colombia	Peru
Costa Rica	Poland
Czech Republic	Russia
Dominican Republic	Santa Lucia
Ecuador	Spain
El Salvador	Turkey
France	United Arab Emirates
Honduras	United Kingdom
Israël	United States
Italy	Uruguay

Exhibitors

- ▶ 232 exhibitors from 26 countries
- ▶ 66% international exhibitors
- ▶ **One-to-One Meetings: 61** meetings, involving **60** companies and 1 Business Consulting expanding their network and looking for new business opportunities.
- ▶ **List of exhibiting countries:**

Country		
Argentina	France	Slovenia
Belgium	Germany	South Korea
Brazil	Greece	Spain
Canada	India	Switzerland
China	Israël	Turkey
Colombia	Italy	United Kingdom
Croatia	Mexico	United States
Czech Republic	Netherlands	Uruguay
Denmark	Peru	



Conferences

- ▶ An inauguration with more than 600 attendees
- ▶ **2 international conferences**, highlighting topics as Cyber Security – Cyber Defense and technology transfer
- ▶ **7 networking** events hosted by exhibitors

Communication

- ▶ **International press coverage**
 - ➔ 49 journalists to cover the exhibition
 - ➔ 25 advertisements published
 - ➔ 176 press insertions (68 before the exhibition / 108 during the exhibition)
 - ➔ 23 online banners on websites and 19 newsletters sent out
 - ➔ 19 newsletters
 - ➔ More than **38 000** visits on the [Expodefensa website](#)