



Expodefensa 2017

Feria Internacional de Defensa y Seguridad
International Defense and Security Trade Fair

EN

Bogota, Colombia



**THE LEADING HUB
OF DEFENSE & SECURITY
IN LATIN AMERICA**

REVIEW

www.expodefensa.com.co

Supported by

 **GOBIERNO DE COLOMBIA**

 **MINDEFENSA**

Organized by

 **CODALTEC**
CORPORACIÓN DE ALTA TECNOLOGÍA

 **EUROSATORY**

 **corferias**
Generadores de
Oportunidades y Progreso



Three days for business

With more than 12,500 professional visitors over three days, Expodefensa 2017 is positioned as one of the leading trade shows in the Defense and Security sector in Latin America.

This sixth edition of more than 12,000sqm exhibiting area held at the International Business and Exhibition Center of Bogota was organized for the second time by CODALTEC, COGES International and CORFERIAS and supported by MINDEFENSA.

Among Expodefensa 2017 participants:

- **74 Official Delegations** from 30 countries
- **269 exhibitors from 34 countries**, 72% international and 28% Colombian

This exhibition allowed exhibitors to present the latest technological products and innovations adapted to the defense and security needs of the Latin America and the Caribbean region.

Expodefensa 2017 found the perfect balance in the complete presentation of the products for the land, air and naval forces and also for the police, security forces, rescue and civil security.



They trust us

"We are highly satisfied with the results of this sixth version. Expodefensa proved to be a mature fair that has become the HUB event of the sector in Latin America, Central America and the Caribbean."

The vice minister of Defense for the GSED, former general Javier Pérez

"This version was a whole success. The participation of enterprises has surpassed our expectations. The countries and delegations that made presence in the fair were satisfied because of their international exponential growth."

Former general Julio Alberto González Ruiz, Codaltec's manager

"The best event of the sector in South America thanks to the interactions that UK's 25 delegations made with 15 countries that became potential partners during the three days of Expodefensa's, event that will keep in growth in the future."

Adam Thomas, The executive of Defense & Security Organization

Exhibitors Survey

According to the satisfaction survey conducted at the end of the event, Expodefensa exhibitors:

- **77%** welcomed Official Delegations at their stand
- **80%** globally satisfied
- **85%** satisfied with the number and the quality of contacts collected
- **85%** considered to renew their participation at Expodefensa 2019



Visitors profile

2017 Key figures

- **203** foreign Official Delegations visitors
- **887** VIPs
- **1,028** visitors from Security Forces
- **2,565** visitors from Armed Forces
- **3,952** professional visitors
- **1,208** foreign professional visitors
- **700** company visitors

Countries represented:

Argentina	Ecuador	Mexico
Belarus	El Salvador	Panama
Bolivia	France	Paraguay
Brazil	Germany	Peru
Canada	Guatemala	Russia
Chile	Honduras	Spain
China	Indonesia	Turkey
Costa Rica	Israel	United Arab Emirates
Dominican Republic	Italy	United Kingdom
Ecuador	Jamaica	Uruguay
	Jordan	

Among the Functions of heads of Official Delegations

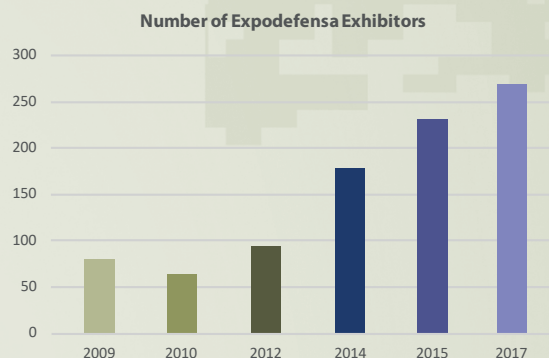
- 6 Ministers, Vice Ministers and Secretaries of National Defense
- 15 chiefs of staff or chief commanders of Land, Air and Naval Forces
- 13 directors of armament and military industries
- 5 divisional, brigade commanders and large operational units
- 8 deputy chiefs of staff and deputy directors for logistic support and maintenance
- 6 police and security directors
- 5 directors of civil security and emergency services
- 8 security directors for port, airport and sensitive infrastructure
- 5 defense attachés and land forces attachés



Exhibitors profile

2017 Key figures

- **269 exhibitors** from 34 countries



- 28% of Colombian companies and **72% of international** (66% of international in 2015)
- **7 national pavilions:**



- **10,359sqm** of exhibition space

List of exhibiting countries

34 countries represented

Argentina	France	Singapore
Austria	Germany	Slovakia
Belarus	India	South Korea
Belgium	Israel	Spain
Brazil	Italy	Sweden
Bulgaria	Jordan	Switzerland
Canada	Lithuania	Thailand
Chile	Mexico	Turkey
China	Netherlands	United Kingdom
Colombia	Panama	United States
Czech Republic	Peru	
Denmark	Russia	





Events and Conferences program

Some **institutional conferences** dealt with cybersecurity, Colombian national police transformation model, principles of good governance in Defense, capabilities of Brazilian defense industry.

Offering some visibility at the event, the **exhibitor conference** is a business tool that allowed 9 exhibitors to promote their products, services and innovations.

IB Consultancy, worldwide expert in CBRN matters organized three conferences about CBRN threats.

These conferences allowed exhibitors and visitors to increase their market and institutional awareness. CODALTEC, COGES International and CORFERIAS agreed to increase the number of conferences and the number of international speakers for the next edition of the exhibition.



Communication

- **124** journalists the exhibition covered
- **27** press partners
- More than **52,000** visits on the Expodefensa website
- Numerous topics posted during the event on the three social medias: Facebook, Twitter and LinkedIn



SAVE THE DATE DECEMBER 2-4, 2019

Without any doubt, Expodefensa will keep demonstrating its place as one of the biggest and influent international Defense and Security events in Latin America.

That's why we are extending a friendly invitation to all the sector's professionals to participate in Expodefensa's 7th edition in 2019.

YOUR CONTACTS

David ROUKOZ, Sales & Marketing Deputy Director, COGES

Tel. +33 1 44 14 64 82 / +33 6 81 98 73 52

d.roukoz@cogesevents.com

Hélène DORDOLO, Exhibitors Support Director, COGES

Tel. +33 1 44 14 58 13 / +33 6 43 52 56 36

h.dordolo@cogesevents.com

Arnaud de PAMPELONNE, Senior manager VIP & trade visitors, COGES

Tel. +33 1 44 14 51 09 / +33 7 87 15 05 70

a.de-pampelonne@cogesevents.com

Eduardo LOPEZ GUEVARA, International Commercial Coordinator, CORFERIAS

Tel. : +57 1 344 54 60 / +57 1 381 00 00

elopezg@corferias.com