

# 10<sup>th</sup> International Defence Exhibition and Seminar

# IDEAS 2018 PAKISTAN

## ARMS FOR PEACE

### 27 - 30 November 2018

Karachi Expo Centre

[www.ideaspakistan.gov.pk](http://www.ideaspakistan.gov.pk)



ORGANIZED BY

A VENTURE OF



MoDP  
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PAKISTAN  
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DEFENCE EXPORT  
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TRADE DEVELOPMENT  
AUTHORITY OF PAKISTAN

EVENT MANAGER



BADAR  
EXPO SOLUTIONS

# IDEAS 2018 An Absolute Defence Industry Show

Region's best platform for international defence system promotion and procurement



**Dr. Arif Alvi**

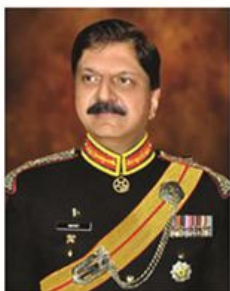
President Islamic Republic of Pakistan

I am pleased to learn that International Defence Exhibition and Seminar (IDEAS) has been instrumental in not only showcasing the best of Pakistan in the defence sector but has also contributed significantly towards promotion of our mutually beneficial relations with the international community in this important field.

IDEAS presents an important platform to the exhibitors to showcase their products before the international community on one hand and to share relevant knowledge and expertise in finding affordable solutions and employing innovative means to meet the defence related challenges, on the other. It also offers the defence manufacturers an opportunity to explore new areas for undertaking joint ventures and further augmenting trade ties with their counterparts.

The success of IDEAS 2016, with participation and representation from 56 countries, not only testifies to the importance and significance of the event but also gives ample reasons to believe that IDEAS 2018 would even be a greater success and would attract even greater participation from the international community.

I extend a very warm welcome to all the participants of IDEAS 2018, whose presence will be symbolic of their support to Pakistan and would also reflect the depth of our mutually beneficial relations with international fraternity.



**Major General Ahmad Mahmood Hayat, HI(M)**  
Director General, DEPO

International Defence Exhibition and Seminar (IDEAS) is a mega regional event in South Asia; biennially organized by Defence Export Promotion Organization (DEPO) in Pakistan. A continuous success story since 2000, IDEAS is now an established rendezvous for convergence of international defence exhibitors, delegations, security analysts and top level policy planners; enabling IDEAS to attain an iconic standing on the canvas of global defence exhibitions.

IDEAS is an ideal platform to showcase latest innovations in defence and technologies of future; with a variety of weapon systems and equipment on display. During the exhibition, defence and security outlook of the future is discussed through a series of conferences and a capstone seminar. It also brings together international manufacturers and suppliers of products and services to explore new avenues of defence cooperation through joint ventures, outsourcing and collaboration. In addition, the high profile of visiting delegates adds to its prestige and stature.

IDEAS truly demonstrates a successful public-private partnership model. Its participation and international attendance is a true reflection of our deeply embedded and mutually beneficial relations with international fraternity. In fact, IDEAS is a shared platform for global peace, stability and prosperity. IDEAS 2018, our 10<sup>th</sup> eventful edition is scheduled to be held at Expo Centre Karachi from 27 - 30 November 2018.

I look forward to welcoming the distinguished participants.

## Region's Finest Defence Industry Event

The International Defence Exhibition & Seminar (IDEAS) is one of the finest meeting points of the world defence industry for demonstrating, selling, joint venturing, outsourcing and technological collaboration in the Asian defence market. IDEAS showcases a wide range of modern and conventional defence equipments, weapon systems and vehicles. IDEAS provides a perfect interactive platform to defence forces and governments to assess the best products and technology to meet their defence and security related needs.

## Why Pakistan

IDEAS takes place at the most strategic location in the Continent of Asia, that is Pakistan, located at the crossroads of three different geographical locations and the gateway to Central Asia, South West Asia and Persian Gulf. Pakistan's ever growing defence industry is in quest for seeking international alliances to meet the requirements of its armed forces and growing needs of the regional defence forces. Pakistan's own defence products present a perfect mix of indigenous and foreign technologies, at competitive prices, thus offering an ideal platform for defence collaboration.



## The Regional Defence Markets

The most volatile geopolitical region of Asia is one of the largest markets for defence products. In a bid to effectively meet the new challenges posed by the transformed regional and global security dynamics, the Asian as well as neighboring African governments allocate significant budget for modernization and upgradation programs for their armed forces.



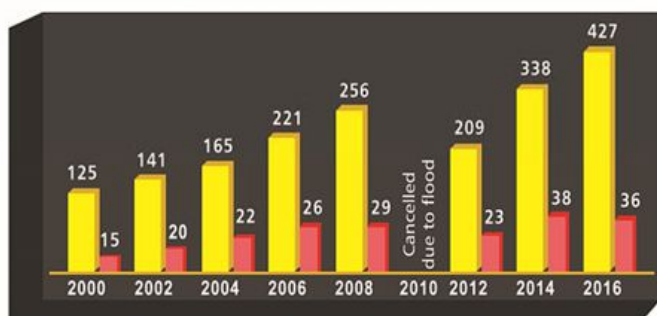
# IDEAS has grown in its reach, participation & international attendance to a level that is second to none in the region

## 427 Companies exhibited from 36 countries in IDEAS 2016

01. Austria	09. Finland	17. Netherlands	25. Slovenia	33. UAE
02. Belarus	10. France	18. Nigeria	26. South Africa	34. Ukraine
03. Belgium	11. Germany	19. Norway	27. South Korea	35. United Kingdom
04. Canada	12. Greece	20. Pakistan	28. Spain	36. United States
05. China	13. Italy	21. Poland	29. Sweden	
06. Czech Republic	14. Lithuania	22. Romania	30. Switzerland	
07. Denmark	15. Luxembourg	23. Russia	31. Thailand	
08. Estonia	16. Malaysia	24. Serbia	32. Turkey	

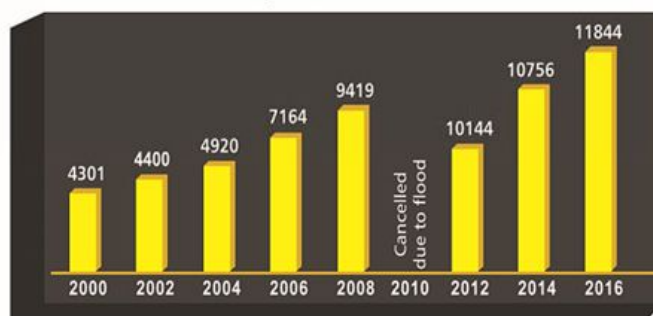
### Exposition Companies

■ Exhibitors ■ Countries



### Exposition Space

■ Space in SQM



IDEAS 2016 is the region's most important market place for presenting innovative ideas. It brings together international manufacturers and suppliers of defence products and future technologies to explore opportunities for cooperation, joint ventures, collaboration and outsourcing.

### Following options are available for exhibitors:

- Indoor stands
- Outdoor stands
- Country pavilions
- Ancillary defence product pavilion

## Official Delegations

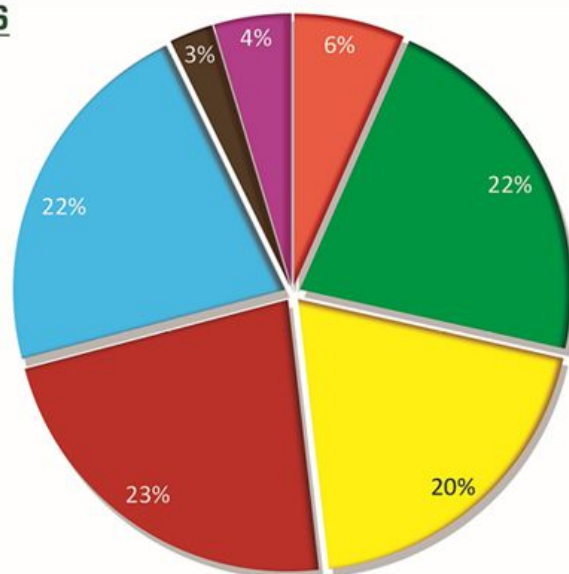
IDEAS is ranked as one of the top international events with regard to participation by foreign delegations. IDEAS 2016 is again likely to be attended by high level defence delegations from friendly countries, headed by ministers and heads of armed forces.

### Participation - Official Delegations in IDEAS 2016

- 88 Delegations from 40 countries.
- High level delegations headed by defence ministers, defence secretaries and heads of armed forces.

### Delegations Demographics

- Central Asia
- Middle East
- Asia & Pacific
- Africa
- Europe
- Australia
- Americas



## Meetings & Networking

IDEAS offers a comprehensive program to effectively coordinate meetings and networking sessions between foreign delegations, government officials, senior armed forces leaders and exhibitors, thereby ensuring effective connection between all participants of the exhibition. Equipped with modern facilities and custom-designed software, the networking specialists at IDEAS Coordination Cell have very comprehensive plans for arranging meetings and networking with precision.

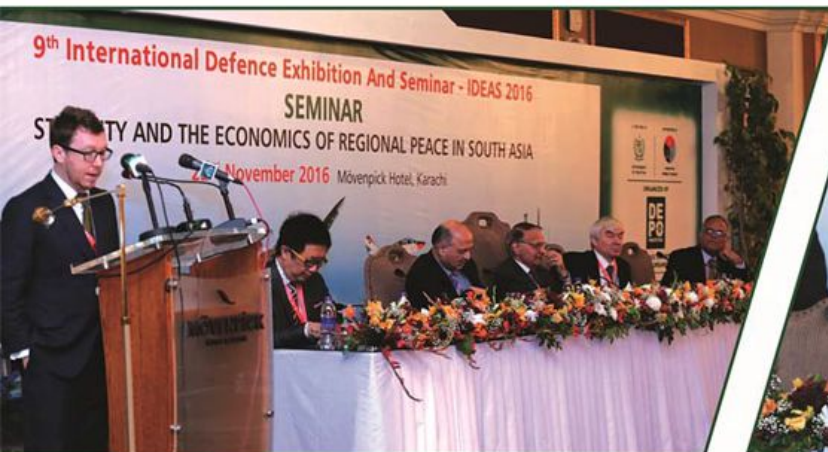
## Visitors

IDEAS is a destination for top level decision makers and policy planners, including:-

- Ministers, diplomats & senior government officials.
- Ministries & departments of defence.
- Armed forces hierarchy.
- Senior management of defence related organizations.
- Defence procurement experts.
- Sales & marketing executives.
- Research & development specialists.
- Engineers and consultants.
- Law enforcement agencies.
- Electronic & Print Media.

## International Defence Seminar

The International Defence Seminar serves as a widely attended interactive platform in the Asian region that present distinctive international outlook for the defence industry. International Defence Seminar 2018 is designed for a special relevance to the altering security paradigm of Asia in general, Middle East and South West Asia in particular, with a focus on the strategic impact and regional significance of defence collaboration in the light of security threats faced by countries in this part of the world. Designed to attract worldwide attention from the top level decision makers, the international Defence Seminar 2018 will be attended by ministers, high-ranking officials from defence ministries, armed forces, defence technology organizations, academia, research & training institutes and defence analysts.



## Sideline Conferences

Sideline Conferences were also arranged wherein senior officers from Pakistan Armed forces speak about their future plans as well as training packages available to friendly countries. Reps of defence equipment manufacturers also gave detailed briefings about their defence equipment, systems and products.



**IDEAS 2018** will be a unique occasion for shaping target audience attitude, networking opportunities, creating positive publicity and highlighting visibility in the defence industry

## Exhibit Profile

### CATEGORY A : Weapon - Ammunition - Turret

- A.1 Air Defence Systems
- A.2 Anti air, ground and Coastal Defence System
- A.3 Anti-Tank/Wall Breaching Weapon Systems
- A.4 Army Ordnance and Ammunition
- A.5 Mortars and Mortar Ammunition
- A.6 Specific Weapon Systems and Ammunition
- A.7 Guns and Ammunition for armoured vehicles > 40mm Turrets
- A.8 Medium Calibre Weapons and Ammunition (20 to 40 mm) Turrets & Mounts
- A.9 Small Calibre Weapons and Ammunition <20 mm - Turrets & Mounts
- A.10 Close Defence Weapons
- A.11 Land Mines and Explosive Charges
- A.12 Signalling and Illuminating Devices
- A.13 Igniters and Firing Mechanisms
- A.14 Propellants, Explosives and Charges
- A.15 Fuses, Homing Heads and Guidance Systems
- A.16 Class A Sub-Assemblies and Components
- A.17 Upgrading Category A equipment

### CATEGORY B : Vehicles - Aircraft - Drones (UAV)

- B.1 Main Battle Tanks and variants > 30 ton
- B.2 Armoured Vehicles < 30 ton
- B.3 Light Armoured and Un-armoured Vehicles - Other vehicles - Robotic Vehicles
- B.4 Aircraft - Drones (UAV)
- B.5 Parachuting and Air Delivery
- B.6 Vehicle Engines and Transmission systems - Amphibious Propulsion Systems
- B.7 Fuel, Lubricants, Storage and Supply
- B.8 Class B Sub-assemblies and Components
- B.9 Upgrading Category B equipment

### CATEGORY C: Battlefield Management /C4ISTAR (C4ISTAR + Target Acquisition)

- C.1 C4I Systems
- C.2 Observation - Driving / Piloting Position finding and Navigation
- C.3 Measuring Devices - Observation - Target Acquisition
- C.4 Automatic Liaison Systems - Fire Coordination Systems
- C.5 Military Space
- C.6 Military Telecommunications Networks
- C.7 Communications Equipment
- C.8 Electronics (Vetronics) - Onboard systems
- C.9 Detection, Information - Gathering and Identification Systems
- C.10 Deception and Countermeasures Equipment
- C.11 Electric Power Supply
- C.12 Cables, Fibres and Insulations
- C.13 Class C sub-assemblies and components
- C.14 Upgrading Category C equipment

### CATEGORY D: Training & Simulation - Support - Protection - Operational Logistics

- D.1 Training & Simulation
- D.2 Supporting and Equipping the man
- D.3 Medical Treatment, Casualty Handling, Hospitals and Rescue Field Hygiene
- D.4 Protection during Conventional Operations
- D.5 NRBC Protection
- D.6 Operational Logistics and Installations
- D.7 Upgrading Category D equipment

### CATEGORY E: Special Equipment: Engineering Works - Crossing - Terrain Clearance - Army Participation in Homeland Security -Peacekeeping - Urban Operations (MOUT)

- E.1 Engineer Field Works
- E.2 Water Crossing and Diving
- E.3 Bridging and Obstacle Crossing
- E.4 Terrain Clearance and Explosive Ordnance Disposal
- E.5 Homeland/Internal Security
- E.6 Peacekeeping - Population control - Military Operations in Urban Terrain (MOUT) Note: Humanitarian relief: see D3
- E.7 Upgrading Category E equipment

### CATEGORY F: Industrial and Logistic Support

- F.1 Equipment Support and Packaging
- F.2 Engineering - Manufacturing
- F.3 Measuring and Testing Systems
- F.4 General use Components and Subassemblies - Treatment of Materials
- F.5 Upgrading Category F equipment

### CATEGORY G: Industry Sectors Involved

- G.1 Trials, Measuring and Verification
- G.2 Electricity, Electro-technique, Electronics & Computing
- G.3 Thermal and Electric Power
- G.4 Manufacture and Industrial Use of Metals, Plastics, Textiles and Composite Materials
- G.5 Hydraulics
- G.6 Oil and Chemical Industries
- G.7 Optics and Optronics - Lasers
- G.8 Pyrotechnics
- G.9 Robotics
- G.10 Simulation
- G.11 Telecommunications
- G.12 Local Trade Bodies / Chambers

### CATEGORY H: Services

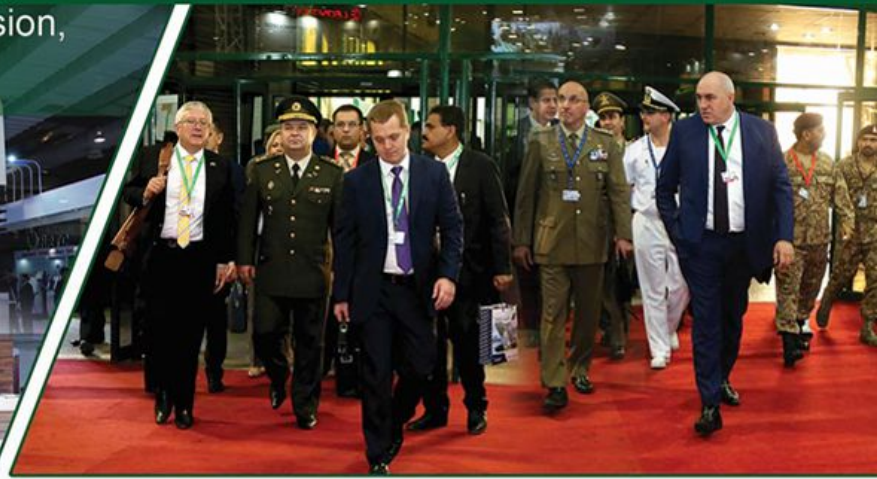
- H.1 Professional organizations
- H.2 Teaching and Training Organizations
- H.3 Government-related Security Organizations (Police, Civil Defence)
- H.4 Research Institutes and Laboratories, Trials Organizations
- H.5 Security and Land Defence Consultancy Companies, Technical Assistance
- H.6 Service Providers and Suppliers
- H.7 Defence Exhibition and Defence linked Events Organizers
- H.8 Press - Specialized Publications, Publishing and Printing
- H.9 Miscellaneous
- H.10 Software Houses

### CATEGORY I : Naval Ships and Submarines

- I.1 Ships
- I.2 Submarines
- I.3 Naval Boats
- I.4 Naval Equipments



**IDEAS** is an event that delivers your vision, values and strategy globally



**IDEAS** offers you a platform  
Mark your presence and establish partnerships in the region

10<sup>th</sup> International Defence  
Exhibition and Seminar

**IDEAS**   
**2018**  
**PAKISTAN**  
**ARMS FOR PEACE**  
**27 - 30 November 2018**

**FOR FURTHER DETAILS**

Please contact IDEAS Secretariat:

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