



Ministry of Defence  
Thailand

# 18 - 21 November 2019

IMPACT, Muang Thong Thani, Thailand

Tri-Service Asian Defense & Security Exhibition  
Conference and Networking Event

## The Power of Partnership



Held in Conjunction with:

**ADMM**

ASEAN Defence Ministers' Meeting



# POST SHOW REPORT

Official Publication:  
Official Show Daily:

**ADJ**

Official Bilingual  
Show Daily:

**ARMADA**  
ASIAN  
MILITARY REVIEW

Official Exclusive  
Media Partner:

**GBP**  
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DEFENCE

Official Online Show Daily  
and Web TV:



Supporting Publications:

**DEFENCE**  
REVIEW ASIA

**JED**  
JOURNAL OF  
EAST ASIAN DEFENCE

**KANWA**  
ASIAN DEFENCE

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**GLOBAL**  
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Security & Defence

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**MÖNCH**

Jane's  
By IHS Markit

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**AVIATION WEEK**  
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Strategic Partner:

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EXHIBITION & CONFERENCE

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# ACHIEVING SUCCESS WITH THE 'POWER OF PARTNERSHIP'

## – An outstanding successful edition!

For almost 20 years as ASEAN's leading tri-service Defense & Security, Conference and Networking event, the show continues to exceed all expectations. It now provides a unique platform for exhibitors to establish important business contacts, networks and partnership opportunities for an audience of more than 20,000 professionals and decision makers from 60 countries. Top-brass includes Defense Ministers, Chiefs of the Army, Navy and Air force, high ranking military officials and government officials from around the world. Defense & Security 2019 has had its most successful edition to date!

Running in conjunction with Defense & Security 2019 was the **ASEAN Defence Ministers' Meeting (ADMM) and ADMM Plus** which included senior officials from Australia, China, India, Japan, New Zealand, Republic of Korea, Russia and the United States.



9<sup>th</sup> Edition



35% larger  
than the last  
edition



480 Exhibitors  
from 45 Countries



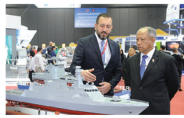
28  
National Pavilions



387  
Delegations



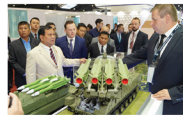
20,324 Professionals  
from 60 countries



Pehin Datu Lallanraja Major General (Retired)  
Dato Paduka Seri Haji Awang Hattin  
Bin Haji Mohd Yusoff [right]  
Second Minister of Defence,  
Ministry of Defence, Brunei



Samdech Pichey Sena Tea Banh [center]  
Deputy Prime Minister and  
Minister of National Defence  
Cambodia



General Prabowo Subianto [left]  
Minister of Defence  
Indonesia



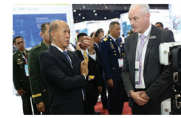
General Chansamone Chanyalath [right]  
Minister of National Defence  
Lao



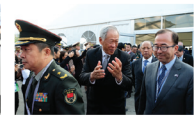
Hajji Mohamad Bin Sabu [left]  
Minister of Defence  
Malaysia



Lieutenant General Sein Win  
Union Minister for Defence  
Myanmar



Delfin Negrillo Lorenzana [left]  
Secretary of National Defence  
Philippine



Doctor Ng Eng Hen [center]  
Minister for Defence  
Singapore



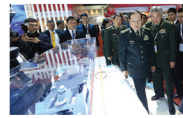
General Ngo Xuan Lich  
Minister of National Defence  
Vietnam



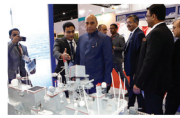
H.E. Dato Lim Jock Hoi [right]  
Secretary General of Asean  
Asean Secretariat



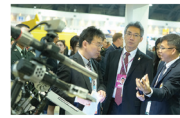
Senator The Hon Linda Reynolds [center]  
Minister for Defence,  
Department of Defence Ministers  
Australia



General Wei Fenghe  
Minister of National Defence  
People's Republic of China



Shri Rajnath Singh  
Union Minister for Ministry Of Defence  
India



Mr. Nishida Yasunori  
Vice-Minister of Defence  
for International Affairs  
Japan



The Honourable Ron Mark  
Minister of Defence  
New Zealand



Jeong Kyeong-Doo  
Minister of National Defence  
Korea



Colonel General Alexander Fomin [left]  
Deputy Defence Minister  
Russia



General Chaichan Changmongkol  
Deputy Minister for Ministry of Defence  
Kingdom of Thailand



General Nath Intharacharn  
Permanent Secretary for Ministry of Defence  
Kingdom of Thailand



General Pornpipat Benyasri [left]  
Chief of Defence Forces  
The Royal Thai Armed Forces



General Apirat Kongsompong  
Commander-in-Chief  
The Royal Thai Army



Admiral Luechai Rutdit  
Commander-in-Chief  
The Royal Thai Navy



Air Chief Marshal Maanatt Wongwat  
Commander-in-Chief  
The Royal Thai Air Force



Police General Chakthip Chaijinda  
Commissioner - General  
The Royal Thai Police

## EXHIBITORS: FACTS & FIGURES FOR 2019

### Exhibitor Satisfaction Confirms Exhibition Success!

**Defense & Security 2019** is now globally recognized as one of the must-attend events on the defense and security exhibition calendar - especially if you seek to do business in the ASEAN region. The 2019 edition was the largest show ever and hosted 480 world-leading companies from 45 countries. All together there were 28 major National Pavilions including (Belarus, Bosnia, Bulgaria, China, Czech Republic, Danish, France, Germany, India, Indonesia, Israel, Italy, Jordan, Korea, Malaysia, Netherland, Poland, Romania, Russia, Serbia, Singapore, South Africa, Sweden, Turkey, Ukraine, UK, United state and Thailand) .



The feedback from exhibitors was excellent in with the number of quality business contacts and opportunities setting records.

92%  
of Exhibitors

said they were satisfied or extremely satisfied with the event

### Top 3 Exhibitor Objectives met

- Show established relationships with business partners and buyers
- Consolidated contacts with buyers / business partners
- Enabled exploration of new markets

95.26%  
of Exhibitors



planned to participate again in the 2021 show



## VISITOR : FACTS & FIGURES FOR 2019

### Another record breaker with over 60 countries represented!

For the 2019 edition, the number of trade visitors increased by more than 25%. Overall 20,324 from 60 countries attended the event with 17,127 local and 3,197 overseas visitors setting new records. In total there were 387 Official Delegations from 30 countries.

### Top 3 Objectives for Visiting

- Learn more about new technologies
- Consolidate contacts with suppliers / business partners
- International Seminar

91%  
of Visitor



said they were satisfied or very satisfied with the event

93%  
of Visitor



agreed that Defense & Security is a must-attend event

### Top 5 visitor countries:



1. Thailand



2. China



3. Malaysia



4. Singapore



5. Korea

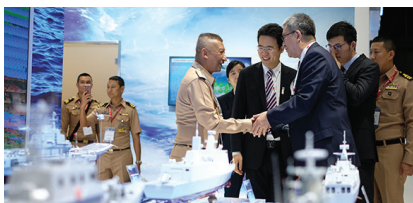
## OFFICIAL DELEGATIONS AT DEFENSE & SECURITY 2019

[Click here to see full list of the Official Delegations at Defense & Security 2019](#)

## International Seminars and Technical Presentations

Running in conjunction with Defense & Security 2019 were several highly informative international seminars and technical presentations that were staged by leading experts from around the world. They covered a wide range of topics that addressed all three services together with Internal Security. Almost thousand professionals, speakers and guests attended the seminars and presentations.

The highlight for 2019 was the International Seminar covering the "Impact of the 4th Industrial Revolution on Defence and Security." There were also technical presentations from DIEHL, Maar, DSM Dyneema (Singapore), Airbus, RV Connex along with special presentations from companies in the Czech and Israeli Pavilions.



**MARK  
OUR DATES!**  
See you in  
Bangkok, Thailand

**“Powering Trust to Partnership”**



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

**1 - 4 November 2021**

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



[www.asiandefense.com](http://www.asiandefense.com)



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Defense and Security



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Organised by:

