

Under the Patronage of HH General Sheikh Mohammed Bin Zayed Al Nahyan
Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces



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19-21 March 2012 • ADNEC, Abu Dhabi



An exceptional networking platform at the pioneering Homeland Security event in the Middle East!

12,000 visitors

60 official delegates

250 exhibitors

over 60 countries

Dear Readers,

The Japanese earthquake, tsunami and nuclear crises, the anti-terrorism operation in Pakistan... These are just some of the natural disasters and man-made security issues of the first few months of 2011 that have made a strong imprint on the collective global conscience. They have heightened awareness on the need for more effective homeland and international emergency response and security measures that can save lives and prevent tragedies.

These times of rapid economic and socio-political change call for the best solutions for the public and private sectors and civilians to detect, prevent, protect against, respond to and recover from any type and source of danger. ISNR Abu Dhabi – the definitive Homeland Security (HLS) and Resilience event in the Middle East – will respond on its third outing by gathering exhibitors and decision-makers from more than 24 countries to network at the region's largest and most modern exhibition venue in 2012. This event will be marked by a solid governmental presence, with public officials expected to comprise 50 per cent of attendees. Senior officials involved in security systems development, selection and procurement in various organizations will be attending as well.

Covering Border and Transport Security, Intelligence and Threat Assessment, Critical Infrastructure Protection, Emergency Preparedness & Response, Counter Terrorism, and Resilience (Crisis Management), ISNR Abu Dhabi 2012 will create a comprehensive environment for discussing how the region can work together towards a safer world.

Safety is a concern we all share. We would thus like to invite you to follow the developments that unfold as we draw nearer to ISNR Abu Dhabi 2012. Your thoughts and support are important to the formation of a practical, effective and sustainable security agenda for the Middle East.

Best regards

Mohamad Bader-Eddin
Show Director



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Industry News



Middle East security market entering sustained growth phase

The security market in the Middle East region is entering a sustained growth phase with an increasing need being felt for sophisticated equipment to counter international terrorism, protect national borders and build disaster resilience. Overall Homeland Defense (HLD) and Homeland Security (HLS) spending in the region is expected to cross USD 100 billion by 2015. UAE is in fourth place worldwide and is set to double from US\$ 5.5 billion to US\$ 10 billion in the next 10 years. The defense budget of GCC countries and Jordan is projected to reach USD 68 billion in 2012.

Emergency response sector to grow to USD 69.4 billion by 2013

The global market for emergency response solutions is expected to grow to USD 69.4 billion by 2013. The emergency response by technologies segment will retain the largest share at almost 70 per cent. During the past 19 years, around 100 million people in the MENA region have been affected by natural disasters which had an economic impact of approximately USD 39 billion. Intensified efforts are thus underway to heighten the region's emergency preparedness.

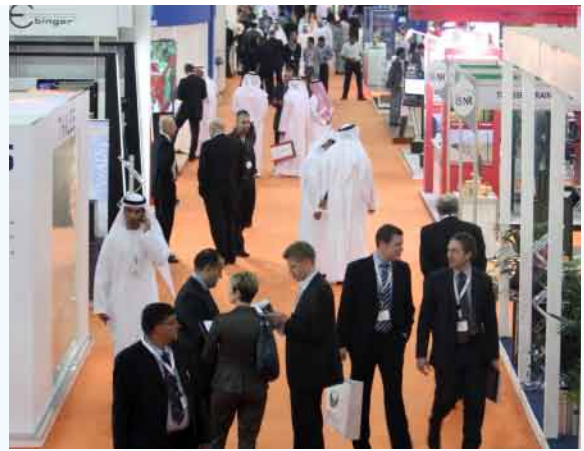


Homeland Security market rapidly expanding

The global HLS market is expected to continue a healthy double-digit growth spurred by increased government and private sector spending and growing public awareness. The perceived and real threat of terrorism remains the key driver of the market.

The Global HLS market is estimated at around USD 50 billion as of 2010, with the United States remaining the largest civil security market in the world. The business outlook for HLS products and services remains strong, buoyed by the increased security threats; organization of mass events such as the Olympics and commonwealth games; infrastructure modernization programmes in various countries; protection of critical infrastructure; and border protection.

In the Middle East region, growing vigilance against terrorist activities and threats to critical infrastructure such as petroleum complexes will ensure sufficient business for HLS companies.



Abu Dhabi to host Middle East's definitive Security & Resilience event in 2012

Abu Dhabi is gearing up to host the 2012 International Security National Resilience (ISNR) Exhibition & Conference at the Abu Dhabi National Exhibition Centre early next year. The biennial event – regarded as the definitive Homeland Security and Resilience gathering in the Middle East – will reveal prime business and partnership opportunities within a region that is set to spend more than USD 100 billion for defense by 2015.

Abu Dhabi, the capital of the UAE, is the perfect venue for the latest edition of ISNR as the Emirates – the world's fourth largest defense spender – is expected to double its security investments from USD 5.5 billion to USD 10 billion in the next 10 years. ISNR Abu Dhabi 2012 will enable participants to meet key government procurement officials, launch and demonstrate new and key products to the region's security community, target major procurement projects, and network with industry peers in a dedicated business environment.

To be held under the patronage of H.H. General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Force, ISNR Abu Dhabi 2012 will feature a strong governmental presence with public officials expected to comprise 50 per cent of attendees. Event organizer Reed Exhibitions will coordinate with the UAE Ministry of Interior to facilitate hosted meetings among Ministers of Interior, Chiefs of Defense & Security and Heads of National Security Organizations. Senior officials overseeing security systems development, selection and procurement in various organizations will be invited as well.

"All roads will lead to Abu Dhabi in 2012 as far as the Middle East's defense community is concerned. The rapid evolution of the regional and global defense landscape and the spate of natural disasters the world has witnessed over the past few months have shown just how important it is to have the right prevention and response capabilities at hand to prevent tragedy and save lives. ISNR Abu Dhabi 2012 will be a platform for the Middle East to know the best security and resilience tools and strategies and get its leaders involved in their acquisition," said Mohamad Bader Eddin, Show Director of Reed Exhibitions.

Tawazun, International Golden Group, Advanced Integrated Systems among big names at ISNR Abu Dhabi 2012

International Security and National Resilience (ISNR) Abu Dhabi, the Middle East's definitive security and resilience event, is drawing in the biggest names in Homeland Security (HLS) and emergency preparedness as it nears its third edition. Running from March 19 to 21, 2012 at the Abu Dhabi National Exhibition Centre, the biennial expo will gather 250 exhibitors from 30 countries to showcase products and services to around 12,000 expected visitors and 60 official delegates from 15 countries. With its Business-to-Government focus, ISNR 2012 will see public officials comprising around half of its audience.

Among the confirmed exhibitors is Tawazun Holding, a strategic investment firm involved in the development of Abu Dhabi's industrial manufacturing and technology sectors and the execution of key knowledge transfers with a specific focus on the defense trade. Tawazun is a fully-owned subsidiary of the UAE Offset Program Bureau whose objectives are guided by the economic policy agenda of Abu Dhabi. Its various subsidiaries specialize in autonomous systems, military and sporting weapons, munitions, automotive works and advanced manufacturing.

Featured participant International Golden Group (IGG) is a pioneer in the region's defense hardware supply market. Its comprehensive supply solutions range from heavy tanks and self-propelled artillery to radar systems and anti-riot equipment, while its services include maintenance and upgrade of military vehicles, mine clearance and operational training, among others. IGG's high-profile clients include the UAE Armed Forces, the Ministry of Interior, and the Critical National Infrastructure Authority.

Another key player joining ISNR Abu Dhabi 2012 is Abu Dhabi-based Advanced Integrated Systems (AIS), the fastest-growing homeland security company in the world. AIS was the first company to deliver fully-integrated turnkey solutions for internal national security on a nationwide scale. The company tailors security solutions from its three powerful Urban Management, Strategic Internal Intelligence and Physical Security technology platforms. International Armored Group (IAG), a global leader in the engineering, prototyping and manufacturing of armored cars and trucks and other armored commercial vehicles, will also display its latest products. IAG was one of the first armored vehicle companies in the world to manufacture the fully-certified VR7 Toyota Landcruiser 200 Convoy under the stringent VPAM BRV 2009 armored vehicle testing standard. INTERTECH Vision ME, a leading designer and integrator of professional Operation Centers and Control Rooms for specialist markets, will also be attending. INTERTECH delivers solutions for Airports, Airlines, Telecommunications, Traffic, Utilities, Security, Surveillance, Process Control, Broadcast and Defense. The company has undertaken over 100 installations throughout the Middle East.

"Homeland security spending in the region is expected to surpass USD 100 billion by 2015, making it one of the biggest security markets in the world. ISNR Abu Dhabi 2012 is an excellent platform for security and emergency response businesses to identify opportunities in this part of the world and know exactly how to take advantage of them," said Mohamad Bader-Eddin, Show Director, Reed Exhibitions. "Given the major names that are beginning to confirm their participation in the 2012 edition we can look forward to one of the most comprehensive displays of HLS and preparedness solutions ever seen in the Middle East. Moreover, the strong participation from the government sector will make ISNR 2012 a rally point for directing and consolidating the region's homeland defense agendas."

In association with the UAE Ministry of Interior, ISNR Abu Dhabi 2012 will be held under the patronage of H.H. General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces and supported by H.H. Lt. General Sheikh Saif Bin Zayed Al Nahyan, UAE Deputy Prime Minister and Minister of Interior. It will encompass Border and Transport Security; Intelligence and Threat Assessment; Critical Infrastructure Protection; Emergency Preparedness & Response; Counter Terrorism; and Resilience (Crisis Management).

Exhibitor Growth



ISNR Abu Dhabi 2012 expected to surpass 2010 edition's 48% exhibitor growth

The third edition of ISNR Abu Dhabi slated for March 2012 is expected to outperform the 2010 edition in terms of exhibitors, attendance and exhibition space. This is due to the UAE defense sector's estimated growth of over 50 per cent, which is projected to reach AED 11.8 billion in 2013. In ISNR Abu Dhabi's previous outing, the number of exhibiting companies grew 48 per cent (218 from 24 countries) over the 2008 edition, while visitor's attendance and gross space rose by 15 per cent (8,747 from 59 countries) and 17 per cent (15,800 sqm), respectively.



2010 Highlights

Gross Space: 15,800 sqm

Net Area: 7,948 sqm

Number of Exhibitors: 218 from 24 countries

Total Attendance: 8,747 from 59 countries

Official Delegations: 58 from 11 countries

Conference Attendees: 1,367

Media: 207 Registered Media from 13 countries

Reach: 143 media hits and 30,966,285 media reach

Exhibitor participation: 48% increase compared to 2008

Website visits: 398,889

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