



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 spate of unrest that recently erupted in London has once again shown us just how quickly and extensively violence and crime can spread. In a world full of social, economic and political tensions, the right response strategies deployed at the right time can spell the difference between life and death. This is why homeland and international emergency response experts constantly remind us to always expect the unexpected and be ready to take action anytime and anywhere.

As 2011 comes to a close, it is imperative that the global community look back and see how security threats, emergencies and natural disasters did not discriminate between race, geography or beliefs when they struck this year. Over the past few months, both East and West have learned hard lessons about gaps that still need to be filled in their respective homeland security and emergency response frameworks. We can thus expect safety and security to rank high on local, regional and international agendas this coming 2012.

The third edition of ISNR Abu Dhabi – the definitive Homeland Security (HLS) and Resilience event in the Middle East – will provide a valuable platform for the Arab World to take stock of how well its defense capabilities fare against today's rapidly changing geopolitical and socioeconomic environments. Participants from over 24 countries will converge at the iconic Abu Dhabi Exhibition Centre from March 19 to 21, 2012 to identify and discuss leading tools and techniques for Border and Transport Security, Intelligence and Threat Assessment, Critical Infrastructure Protection, Emergency Preparedness & Response, Counter Terrorism, and Resilience (Crisis Management).

An important aspect of ISNR 2012 is the strong presence of government officials who are expected to comprise 50 per cent of attendees. Their decision-making skills combined with the unique insights of some of the world's most respected defense experts and strategists are crucial to formulating the best approaches for Middle Eastern defense and emergency response.

Only through a solid Arab front can we be fully and properly prepared to address all kinds of natural and man-made threats. Unifying forums such as ISNR 2012 are vital to ensuring the safety and welfare of our peoples today and in future generations to come.

Best Regards,

Mohamad Bader-Eddin
Show Director

Organized by



وزارة الداخلية



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Industry News



Middle East to spend over USD 100 billion through 2014 to ramp up 21st-century defense

The Middle East's homeland security (HLS) spending is expected to exceed USD 100 billion by 2014. The United Arab Emirates alone is set to double its HLS funding to USD 10 billion in the next 10 years. Although countries in the region have relatively less active troops compared to the West, the ratio of their defense budgets to their total GDP is the highest in the world. Arab states are expected to sustain their heavy investments into homeland security to protect their oil facilities and upcoming security-sensitive developments such as the Dubai Metro, the Saudi Landbridge project, and King Abdullah Economic City, to name a few.

Some of the necessary capabilities for homeland protection and emergency response include Intelligence, Surveillance and Reconnaissance; Information-Sharing; Joint Operations; and Inter-agency and Inter-governmental Coordination. The sheer scope of technologies and services for these areas is too much for a single provider, which is why Middle Eastern countries rely on the assistance of multiple vendors and consultants to support their HLS and homeland defense (HLD) infrastructures.

UAE's homeland security expenditure to double to AED 40 billion in 10 years

The UAE is expected to double its spending in the next 10 years from AED 20 billion to AED 40 billion. Underscoring the Emirates' commitment to diversifying its defense sources is the recent visit of 15 UAE representatives from state-owned investment firms and defense manufacturers to major aircraft and shipbuilding facilities in the southeastern region of South Korea*. The UAE is also currently eyeing the acquisition of Lockheed Martin's Terminal High Altitude Area Defense or THAAD system to further enhance its defense capabilities**.



Evolving global defense landscape requires new security & resilience mandates

The Middle East is drawing up new global security and national resilience mandates to further prevent individuals and groups from compromising the region's pursuit of enduring prosperity and peace. Arab states are already in the process of accelerating their military modernization efforts while extending capabilities to address emergency response. International experts predict defense investments across the region to grow by 14 per cent through 2015***; the Gulf alone spent USD 68.3 billion in 2010 and is expected to invest another USD 73.4 billion this year.



Exhibition News



ISNR 2012 highlights potential technology investments as Middle East gears for USD 100 billion defense spend through 2015

Technology has become a major rallying point that has enabled countries in the Middle East to strengthen their homeland security (HLS) capabilities. According to recent estimates, overall defense spending in the Middle East will hit USD 100 billion by 2015 with the bulk of expenditure expected to be focused on high-technology security systems and other sophisticated homeland security solutions. This is a very important trend that was evident during the previous edition of the International Security and National Resilience (ISNR) Abu Dhabi, a biennial trade show that serves as the Middle East's definitive event for homeland security. The previous show registered an increase of over 48 per cent in exhibitor participation.

Homeland security threats are evolving and becoming even more sophisticated. It is safe to assume that terrorist groups and other international criminal organizations all over the world are equally up-to-date with the latest technology innovations and are constantly seeking ways to undermine homeland security systems. It is thus essential to be constantly vigilant against emerging security threats and to always keep security systems updated to prevent security breaches and other potential national security issues.

Moreover, with several countries across the Middle East now actively pursuing various high-profile infrastructure projects such as airport expansions, modern transport facilities, large-scale utility projects and special economic zones, it is only natural that security requirements have become even more complex and extensive.

"Traditional homeland security technologies, techniques and approaches may not be enough against emerging and evolving security threats posed by terrorists and criminal organizations, which are increasingly combining modern technology and conventional tactics to launch a type of hybrid warfare. Against the backdrop of sophisticated security threats, there is no doubt that homeland security companies and related solutions providers will be vital in efforts to suppress the malicious intentions of terrorists and criminal organizations," said Mohamad Bader-Eddin, Show Director, Reed Exhibitions, organizers of ISNR Abu Dhabi 2012.

The latest homeland security solutions that specifically cater to the security requirements of Middle East countries will be on display during the 2012 edition of ISNR Abu Dhabi. According to the show's organizers, trade visitors can expect a much wider range of homeland security solutions, concepts and technologies, which can range to the seemingly routine to the more complex security systems.

One of the breakthroughs expected to attract strong interest among HLS professionals is the recent discovery by researchers of the ability of plants to detect environmental contaminants and explosives. In a project funded by a consortium led by the US Homeland Security's Science and Technology Directorate (DHS S&T), the researchers were able to enable a computer-designed detection trait to work in plants by rewiring the plant's natural signaling process making it able to detect contaminants or explosives. This is manifested by the loss of green color.

Homeland security solutions and technologies are also being actively developed within the region through the efforts by organizations such as 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 manufacturing. Established in 2007 as a fully owned company of the Offset Program Bureau, Tawazun Holding's mission is to develop profitable ventures through industrial partnerships and strategic investments that add to Abu Dhabi's industrial manufacturing layer in the areas of defense, defense manufacturing and manufacturing technology.

Several other prominent names in homeland security will also be presenting their latest technology innovations and solutions at ISNR Abu Dhabi 2012, including International Golden Group (IGG), a pioneer in the region's defense hardware supply market; Abu Dhabi-based Advanced Integrated Systems (AIS), regarded as the fastest-growing homeland security company in the world; International Armored Group (IAG), a global leader in the engineering, prototyping and manufacturing of armored cars and trucks and other armored commercial vehicles; and INTERTECH Vision ME, a leading designer and integrator of professional Operation Centers and Control Rooms for specialist markets.

ISNR Abu Dhabi 2012 provides perfect platform to support government initiatives to bolster national security systems

International Security and National Resilience (ISNR) Abu Dhabi, the Middle East's definitive security and resilience event, is expected to grab the attention of leading security specialists in light of the growing concern for homeland security in the region. Analysts have suggested that homeland security expenditure will remain strong over the years with the UAE alone expected to double its spending in the next 10 years from AED 20 billion to AED 40 billion, according to a recent study from Homeland Security Research Corporation (HSRC).

"There is certainly an increasing threat from various corners that can potentially undermine the regional stability, particularly those emanating from terrorist groups and criminal organizations such as drug dealers and human traffickers. It is crucially important to comprehensively eradicate these threats to prevent potentially costly repercussions that can definitely hurt national economies as well as the peace and order situation. ISNR will therefore serve as an ideal venue that will support government efforts to bolster homeland security systems and enhance capabilities to address existing and emerging security threats," said Mohamad Bader-Eddin, Show Director, Reed Exhibitions, organizers of ISNR Abu Dhabi 2012.

ISNR Abu Dhabi 2012 will encompass Border and Transport Security; Intelligence and Threat Assessment; Critical Infrastructure Protection; Emergency Preparedness and Response; Counter Terrorism; and Resilience (Crisis Management). The expo expects 250 exhibitors from 30 countries who will present their defense and security solutions to around 12,000 visitors and 60 official delegates from 15 countries.

Exhibitor News



Top local Homeland security brands to showcase world-class solutions at ISNR Abu Dhabi

Coming off a previous exhibitor growth of nearly 50 per cent, ISNR Abu Dhabi's 2012 edition has already drawn in some of the top local names in the Middle East's burgeoning homeland security industry.

Included in the 2012 lineup are Abu Dhabi based International Golden Group, one of the forerunners of defense hardware logistics in the region; Al Naboodah Protection LLC, a Dubai-based specialist in the manufacture and supply of personal protective equipment for military and law enforcement use; and Advanced Integrated Systems Co., the fastest-growing Homeland security company in the world. Returning companies also include Intertech Vision ME, International Armored Group FZE, Smiths Detection ME FZE, as well as new players which include Tawazun Holding, Samtech, MVP Tech General Trading LLC, Alrowad IT Solution, Emirates Driving Company and Al Fahad Smart Systems.

Local HLS companies are becoming more globally competitive due to high domestic and regional demand for advanced security solutions coupled with the strong spending power of affluent Arab states; the UAE capital of Abu Dhabi alone is believed to be the world's fourth largest security spender.



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

Contents

Pages

1

2

3

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