



2 - 5 March 2008

Abu Dhabi National Exhibition Center



The definitive event for
Security and Resilience in the Middle East.

Post Show Report

Organized by



Official Sponsor



حماة ازدهار الوطن
Guardians of the Nations' Prosperity

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وزارة الداخلية

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Fact sheet

ISNR 08 : International Security & National Resilience Exhibition & Conference

Patron : H.H General Sheikh Mohammed bin Zayed Al Nahyan
Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces

The Exhibition

Date: Sunday 2nd to Wednesday 5th March 2008

Location: Abu Dhabi National Exhibition Centre

Halls: 1,2,3 & 4

Edition: First **Show Frequency:** Biennial

Gross Space: 13,464 sqm

Net Area: 6,143 sqm

Total Attendance: 7614

Official Delegations: 73

Number of Exhibitors & Co-exhibitors: 147

Opening hours: Daily 10.00 to 17.00

Website: www.isnrabudhabi.com

The Conference

Date: Sunday 2nd March 2008

Sessions: 3

Number of Speakers: 8

Total Attendance: 360



Organizer



SUMMARY

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, ***International Security and National Resilience 2008*** -ISNR 08- commenced on the 2nd of March, 2008 at the Abu Dhabi National Exhibition Centre.

ISNR Abu Dhabi incorporates the former Security and Safety Middle East, InfoSecurity Middle East and APTS Middle East. Consolidation of these exhibitions ensures that ISNR is the key forum in the security events calendar.

Supported by the *UAE Ministry of Interior* and sponsored by *Critical National Infrastructure Authority*, ISNR achieved a total number of 147 International and national exhibitors who showcased their company profiles and services, covering a gross area of 13,464 sqm.

Featuring an international exhibition, ISNR hosted a total number of 7614 attendees that consisted of national and international visitors coming from 54 different countries. Moreover, ISNR attracted 73 delegates from 16 countries including Yemen, Lebanon, Egypt, Oman, Italy, France, Afghanistan, Bahrain, Tanzania, United Kingdom of Great Britain and Northern Ireland, International Dignitaries – Europol, Jordan, Syria, Kuwait, Iraq and Qatar

During the high level conference, 8 key speakers tackled crucial topics concerning the industry. The conference was divided into 3 sessions and hosted a total number of 360 attendees.

Regarding ISNR's media exposure, 122 media members representing 49 media houses from UAE & London covered every aspect of the 4 days event. Moreover, ISNR achieved worldwide media coverage with main emphasis on GCC & Arab regions.

In order to expose and promote the event more extensively, Reed Exhibitions sent out 30,000 personal invitations and 2,000 VIP invitations to top notch industry experts.

Currently, Reed Exhibitions is developing the groundwork for ISNR 2010. Due to the sector's estimated growth of over 50% to reach AED 11.8 billion in 2013, the organizers are very optimistic regarding the event's further success during its 2nd edition in UAE's growing market.

According to surveys conducted by Reed Exhibitions 28.57% of the attendees rated the quality of the event as excellent. Moreover, 59% of the exhibitors have shown interest in ISNR's upcoming edition.

ISNR Abu Dhabi, ***the definitive event for Security and Resilience in the Middle East***, the only event bringing together the entire spectrum of homeland security issues under one roof. It is a unique event addressing the growing need for sophisticated equipment to counter international terrorism, to protect national borders and to respond resiliently to disasters, whether natural or the result of terrorism.

ISNR 2008 EXHIBITOR QUESTIONNAIRE ANALYSIS

	Excellent	Good	Average	Poor
Overall, how would you rate ISNR 08	28.57%	53.57%	14.29%	3.57%
Comprehensiveness and overall coverage of advertised event profile	16.00%	56.00%	20.00%	8.00%
Level of exhibitor participation	15.38%	65.38%	19.23%	0.00%
Level of attendance	8.00%	28.00%	48.00%	16.00%
Profile of trade visitor	14.29%	28.57%	53.57%	3.57%
Networking opportunities				
ISNR Conference	5.26%	68.42%	26.32%	0.00%
CEMC Conference	5.00%	55.00%	40.00%	0.00%
Number of Delegations present during the show	0.00%	50.00%	34.62%	15.38%
Meeting members of Delegations	3.70%	29.63%	44.44%	22.22%
Meeting quality visitors	22.22%	29.63%	37.04%	11.11%
Exposure achieved				
a- Corporate level	15.38%	61.54%	23.08%	0.00%
b- product/service awareness level	17.86%	46.43%	35.71%	0.00%
Interested in Participating at ISNR 2010	YES	NO	Maybe	No Answer
	59.26%	0.00%	40.74%	0.00%

Total Number of direct exhibitors: 106

Total Number of exhibitors who has replied to this questionnaire: 27

SHOW IMPRESSIONS & COMMENTS

US EXHIBITORS – GENERAL FEEDBACK

The overall feedback from the exhibitors was that the show was impressive – especially for a launch event. Attendee traffic, although not as high as many as exhibitors were hoping, was full of the high quality visitors that Reed Exhibitions had promised would be there. The organization of the event on-site was strong and signage for registration, onsite vendors and the organizer's office was clear and highly visible. In speaking with the exhibitors most of their issues were in regards to the lead up to the event (see below) and once the show opened there were only the minor issues that happen at every show. However, in speaking with the exhibitors upon their return from the event many feel that the show should be shortened to a 3 day event in the future as the last 1 ½ days were very quite and unnecessary

UK EXHIBITORS – GENERAL FEEDBACK

The inaugural ISNR Abu Dhabi was considered a success by almost all of the UK exhibitors. The show was a professional looking, well run event, and while visitor numbers could have been higher, the quality was good. The large presence of delegates from across the region was very important for the shows credibility, as was the number of international exhibitors.

Exhibitors were impressed with the quality of the visitors, who were of a very high standard from across the region. All UK exhibitors appreciated that we had in large part achieved what we set out to do in providing a quality, business-only audience. The main complaint was that the show was usually quite quiet, and at times very quiet. Everyone was in favour of the no-public policy however, and many pointed out that they would rather have a quiet day with several top quality meetings than be busy all day with time wasters.

FRENCH EXHIBITORS – GENERAL FEEDBACK

Good show, well organized and visitors of quality

GERMAN EXHIBITORS – GENERAL FEEDBACK

ISNR Abu Dhabi is a very good exhibition for German Companies and a great opportunity to join the middle-east Security market. ISNR Abu Dhabi will be a quick growing exhibition and extend their awareness level very fast. The Market is very interesting for German and Austrian Exhibitors.

The German Exhibitors were happy about the show. Not about the number of visitors, but about the quality of visitors. We had a very good contact to a German Association. They think about to apply the governmental funding for the next edition. This will make a strong support to our Selling's. Because of the show we stay in constant touch with an Austrian association now. Maybe there can be the possibility for a financial support. ISNR Abu Dhabi is because of their visitors a good entry for German and Austrian Companies to the Middle East Security market. We must improve our communication and co-operation to avoid confusing exhibitors and to react quicker on prospects desires.

EXHIBITORS' OPINION

CAE aviation: Good show. Especially from one official delegation. Also good contacts for local representation. Good organization.

SAGEM: Good show but not a lot of unexpected visitors. They met the minister and nobody else. Good organization. They have to be there because of their customers.

PRO ENGIN: Good show.

THALES: Good show but many problems happened:

Catering: not very professional and personnel did not speak English very well. Wrong orders every day.

Electricity: did not get electricity at the beginning. They had to pay twice because supplier could not find their bills.

German Exhibitors: All Exhibitors were happy about the show, 2 of them announced to exhibit in 2010 again, and because of their success, 2 new German Companies are thinking about exhibiting in 2010.

Aigis Blast Protection: They were at the show to meet Abu Dhabi Airport Company, which they did on the second day, so they were happy. Impressed with the additional leads they made. Their stand was busy and they were well prepared so no issues with build-up or logistics.

Allen Vanguard: They were happy with the show and they had a very good second day. Impressed with the new leads they had made for the region. Will most likely return in 2010.

De La Rue: They had been asked to exhibit by the British Council in Abu Dhabi as they had just secured a deal to print the UAE passports, so their presence was more of a PR mission than to meet new leads. However, they had a good show and may have generated some new business. They usually do more specific Document Identification shows, so ISNR was a first for them but they were happy.

Global Armor: Had a relatively quiet show, but they met some very good leads and they were impressed with the level of visitors. Their Middle East representative was on their stand and this certainly helped, along with a good location and stand layout. Will return in 2010.

Norbain: They had a very quiet show and one of their agents onsite felt that the show wasn't really for them as it was too governmental and they didn't reach the more mainstream security market they were hoping to. Unlikely to return in 2010.

Raytheon: All of the groups on their stand were pleased and the feeling is that there are most likely additional groups that would be interested in joining them for 2010.

Decision Science Corps: Overall they were very pleased with the event. ISNR was the first international trade show that they had participated in and are very likely to return in 2010. They were not impressed with the number of visitors although they were happy with the quality of the people that they met with. They were not happy with the delegation program and did not receive any delegations during the show.

Duos Technologies: Great show. According to their president Stephanie Jason they did Intersec earlier in the year and although they saw more attendees there the quality of the ISNR attendees was far superior. They will return to ISNR in 2010 with a similar sized stand.

Exhibitors



International Security
National Resilience
Exhibition & Conference

[www • isnrabudhabi • com](http://www.isnrabudhabi.com)

Exhibitors

Net Area: 6,143 sqm

Gross Area: 13,464 sqm

Total Exhibitors & Co-exhibitors: 147

National Exhibitors: 61

International Exhibitors: 45

Co-exhibitors: 41

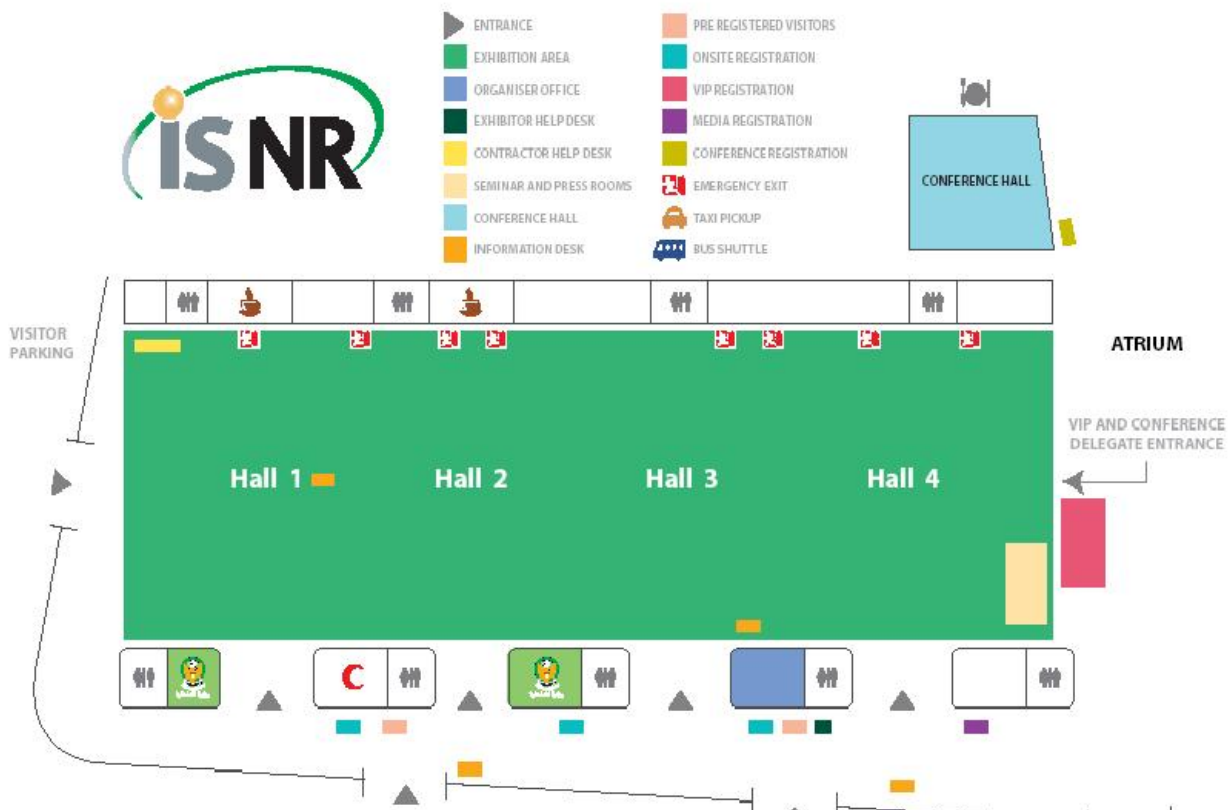
Number of countries: 20

Austria, Bahrain, Bulgaria, Denmark, France, Germany, India, Italy, Lebanon, Luxembourg, Netherlands, Norway, Russia, Singapore, South Africa, Spain, Switzerland, UAE, UK & USA

National Pavilions: **USA, UK, Switzerland, Germany**

Exhibitors Profile

- Intelligence and Threat Assessment
- Border and Transport Security
- Counter Terrorism
- Critical Infrastructure Protection
- Resilience (Crisis Management)
- Emergency Preparedness and Response
- Protection of Government Facilities



Exhibitors & Co-Exhibitors List

Company	Country	Company	Country
Safetico Security and safety Systems	UAE	Italian Civil Protection	Italy
NST Newco Safety & Technologies GmbH	Germany	Arab Defense (Dar Assayad Int)	UAE
DOG Detective Middle East	UAE	KNM Media	UK
Global Armour SA PTY LTD	South Africa	ETI A/S	Denmark
BA Enterprises	Germany	Al Defaiya	Lebanon
DUOS Technologies International	USA	Elsevier Ltd	UK
Dous Technologies International (meeting Room)	UAE	Airport Cities	UAE
ProEngin	France	Elements Business Media (Security Review)	UAE
Apollo Technologies FZCO	UAE	Allen Vanguard	UK
MARS Modular Systems Ltd	Bulgaria	De La rue Identity Systems	UK
VASTech	South Africa	HMA Consulting	USA
Evolution Werks Pte Ltd.	Singapore	Nimbus SRL	Italy
Smith Detection ME FZE	UAE	Vox Spectrum Ltd	UAE
AI Acera Technologies	Bahrain	SIBCA Electronics	UAE
Spark Professional Security Consultants	UAE	ZASCHITA L.L.C.	Russia
Securiguard Middle East	UAE	EMTECH	UAE
Triple Canopy	USA	S & B Fencing Fixing LLC	UAE
DynaPel System	Norway	Aigis Blast Protection Ltd.	UK
Dascam Consulting Limited	UAE	Innotech Data GmbH & Co. KG	Germany
Teletarget Company LLC	UAE	Flir Commercial Vision Systems.BV	Netherlands
Karl Storz Endoskope GmbH & Co. KG	Lebanon	STEADFAST Protection FZCO	UAE
Phion AG	Austria	Trade Link Media PTE LTD (Fire & Security Today)	Singapore
CAE – Aviation	Luxembourg	ST Electronics (Info-Security) Pte LTD	Singapore
Safety Equipment Review	India	Emirates Photo Marketing	UAE
Teltronic S.A. Unipersonal	Spain	Critical National Infrastructure Authority	UAE
Siemens LLC	UAE	HYDRA Trading	UAE
Bin Hilal Technostream	UAE	Oncam Trading & Technology Solutions LLC	UAE
Securiton AG	Switzerland	Global Communication + Software System	UAE
Lunor G. Kull AG	Switzerland	Cooper Industries	UAE
Fair Management AG	Switzerland	Group 4 Securitor	UAE
M. LOCKS GmbH	Switzerland	Olive Group	UAE
Heierli Consulting Engineering Ltd.	Switzerland	IrisGuard Inc.	UAE
RUAG Ammotec	Switzerland	Falcon Securigate L.L.C.	UAE
Dallmeier Electronic GmbH & Co. KG	Germany	Sofia Trading	UAE
AGT Advanced German Technology FZ LLC	UAE	safety Vision	Co-Exhibitor
Raytheon	USA	Implant Science	Co-Exhibitor
Decision Sciences Corporation	USA	American Science	Co-Exhibitor

Group 4 Securitor	UAE	Field Foreignsils	Co-Exhibitor
Norbain	UK	SPHeron VR	Co-Exhibitor
AlFahad Smart Systems	UAE	Air Robot	Co-Exhibitor
Emirates for American and European cars LLC	UAE	First Chlose Armor	Co-Exhibitor
Advanced Interactive Solutions Ltd	UAE	Meyers	Co-Exhibitor
Advanced Integrated Systems	UAE	Rofl	Co-Exhibitor
OFFSETS	UAE	Perceptics	Co-Exhibitor
Emirates Driving Company	UAE	Tactical Series	Co-Exhibitor
EADS Defence & security Systems	France	Aimpoint	Co-Exhibitor
THALES Security Solutions & Services Division	France	Telerob	Co-Exhibitor
Atlas Technologies	UAE	X Compositions	Co-Exhibitor
International Golden Group LLC	UAE	Surfire	Co-Exhibitor
International Golden Group LLC	UAE	ANT	Co-Exhibitor
Abu Dhabi Airports Company	UAE	Dynasafe	Co-Exhibitor
Al Naboodah Protection LLC	UAE	KDS	Co-Exhibitor
ADCOM Group	UAE	NIC	Co-Exhibitor
Softech	UAE	Fiber Fish Group	Co-Exhibitor
Atlas Telecommunication	UAE	Emirates for American and European cars LLC	Co-Exhibitor
Falcon Eye Technology LLC	UAE	Nissan	Co-Exhibitor
Advanced Interactive Solutions Ltd	UAE	Escape	Co-Exhibitor
Bin Salem Group	UAE	Huchunson	Co-Exhibitor
STREIT Group of Companies	UAE	Bonowi	Co-Exhibitor
Al Hamra Group	UAE	Desautel	Co-Exhibitor
Smart Vision for Information Systems	UAE	Top Trock	Co-Exhibitor
Al Dhafra Trading Enterprises EST (ADECO)	UAE	Gunnebo	Co-Exhibitor
Etisalat	UAE	TAKEX	Co-Exhibitor
SAGEM Defence Securite	UAE	Bachmann	Co-Exhibitor
BOEING	USA	Dallmier	Co-Exhibitor
Telecommunication Regulatory Authority	UAE	Malrec	Co-Exhibitor
UAE General Civil Aviation Authority	UAE	Infinova	Co-Exhibitor
ICx Technologies	USA	Zenon	Co-Exhibitor
EPSCO Security Solutions	UAE	Brodersen	Co-Exhibitor
ATECO Trading	UAE	Empolyvox	Co-Exhibitor
Technology Partners FZ LLC	UAE	DENEL	Co-Exhibitor
Metallic Equipment Technologies Est	UAE	ICS	Co-Exhibitor
		SSC	Co-Exhibitor
		EGSS	Co-Exhibitor
		TEKNAYAT	Co-Exhibitor

Visitors
Official Delegations
Registered Media



International Security
National Resilience
Exhibition & Conference

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VISITORS

Total Attendance Onsite Registered, Online Registered + VIP + Delegation + Repeat: **7614**

Total Registered On site: **4271** Divided as follows:

- National Visitors Registered on site: **3576**
- International Visitors Registered on site: **695**

Number of Countries: **54**

Visitors Profile

- Officials From the Interior and Defense Ministries from the region
- Staff involved in management of security and emergency planning
- Facilities Directors
- Specifying and purchasing managers for:
 - Airports
 - Ports
 - Border Security
 - Urban Transport System
 - Government Facilities

ISNR '08 - Daily Report

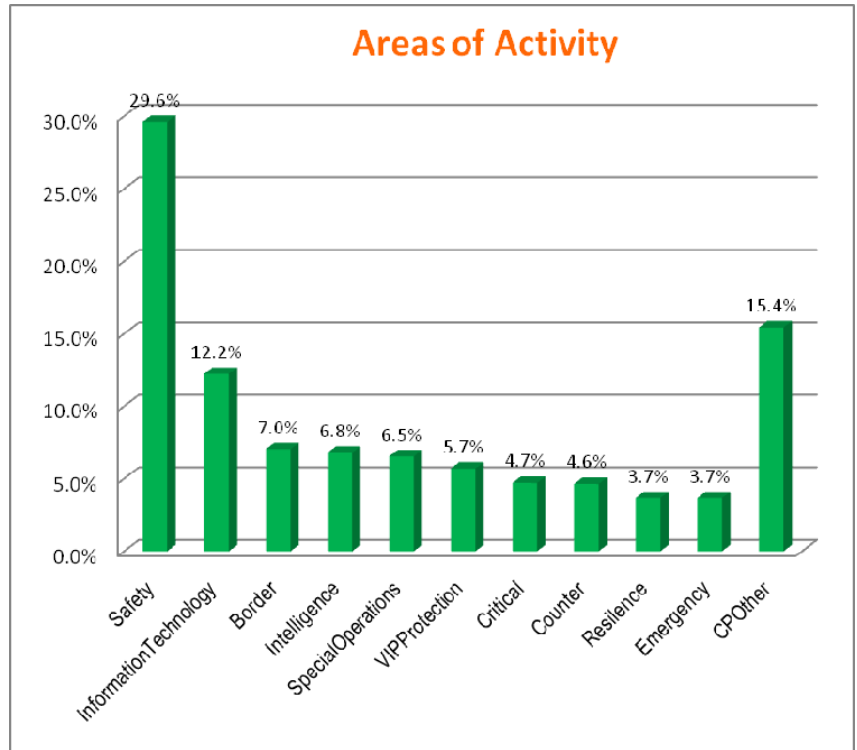
	2-Mar		3-Mar		4-Mar		5-Mar		Total						
	Nr.	%	Nr.	%	Nr.	%	Nr.	%	Nr.	%					
Entered by Hall	Hall1	361	23.8%	Hall1	585	30.1%	Hall1	611	27.3%	Hall1	612	32.0%	Hall1	2169	28.5%
	Hall2	623	41.0%	Hall2	663	34.2%	Hall2	629	28.1%	Hall2	713	37.3%	Hall2	2628	34.5%
	Hall3	117	7.7%	Hall3	98	5.0%	Hall3	130	5.8%	Hall3	118	6.2%	Hall3	463	6.1%
	Hall4	238	15.7%	Hall4	245	12.6%	Hall4	333	14.9%	Hall4	142	7.4%	Hall4	958	12.6%
	VIP	179	11.8%	VIP	350	18.0%	VIP	538	24.0%	VIP	329	17.2%	VIP	1396	18.3%
	1518	100.0%	1941	100.0%	2241	100.0%	1914	100.0%	7614	100.0%					

On the opening day, probably a great share of the 647 Attendants to the Conference visited the ISNR sometimes during the day.

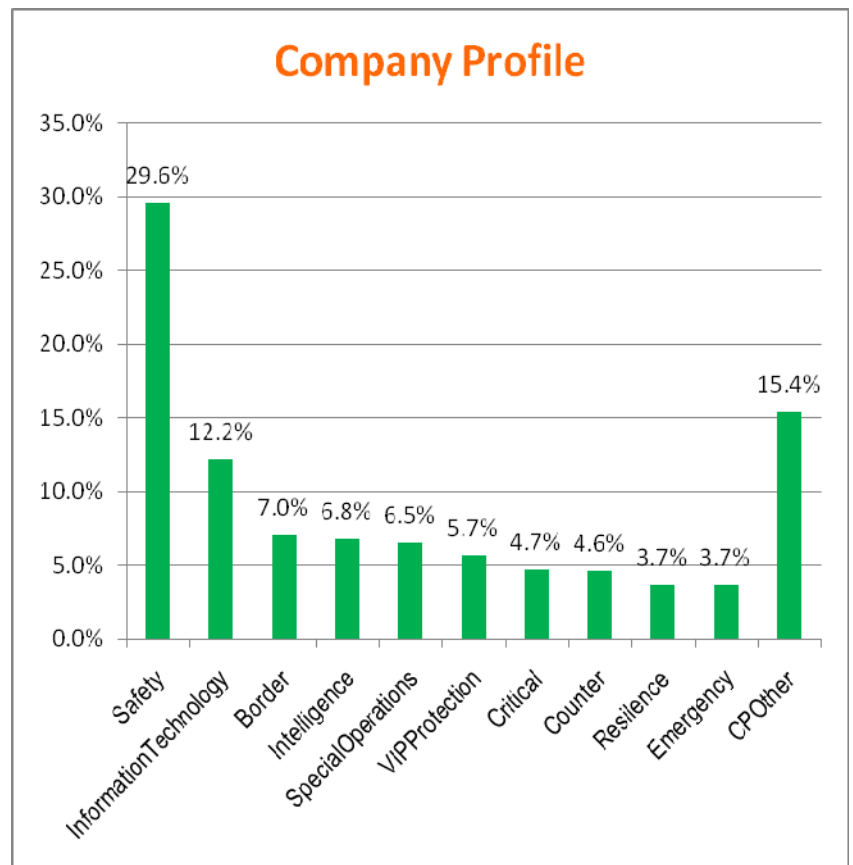
Moreover, several VVIP's and Dignitaries visited the ISNR without being checked at the entrance

Attendance by Country			
1	ALGERIA	2	0.1%
2	AUSTRALIA	8	0.2%
3	AUSTRIA	6	0.1%
4	BAHRAIN	20	0.5%
5	BELGIUM	1	0.0%
6	CANADA	7	0.2%
7	CHINA	5	0.1%
8	DENMARK	5	0.1%
9	EGYPT	6	0.1%
10	ETHIOPIA	1	0.0%
11	FRANCE	30	0.7%
12	GERMANY	49	1.1%
13	GREECE	1	0.0%
14	HOLLAND	4	0.1%
15	INDIA	15	0.4%
16	INDONESIA	2	0.1%
17	IRAQ	7	0.2%
18	IRELAND	1	0.0%
19	ITALY	25	0.6%
20	JORDAN	12	0.3%
21	KAZAKHSTAN	1	0.0%
22	KOREA (SOUTH)	7	0.2%
23	KUWAIT	21	0.5%
24	LEBANON	15	0.4%
25	LIBYA	12	0.3%
26	LUXEMBOURG	6	0.1%
27	MALAYSIA	1	0.0%
28	NEPAL	1	0.0%
29	NEW ZEALAND	1	0.0%
30	NIGERIA	5	0.1%
31	NORWAY	6	0.1%
32	OMAN	11	0.2%
33	PAKISTAN	4	0.1%
34	PHILIPPINES	1	0.0%
35	QATAR	30	0.7%
36	RUSSIA	2	0.1%
37	SAUDI ARABIA	64	1.5%
38	SINGAPORE	9	0.2%
39	SOUTH AFRICA	4	0.1%
40	SPAIN	12	0.3%
41	SUDAN	1	0.0%
42	SWEDEN	11	0.2%
43	SWITZERLAND	50	1.2%
44	SYRIA	6	0.1%
45	TANZANIA	1	0.0%
46	TURKEY	4	0.1%
47	UAE	3576	83.7%
48	UGANDA	1	0.0%
49	UK	96	2.2%
50	UNKNOWN	5	0.1%
51	USA	92	2.2%
52	UZBEKISTAN	1	0.0%
53	VIETNAM	1	0.0%
54	YEMEN	5	0.1%
	TOTAL	4271	100.0%

Safety	29.6%
Information Technology	12.2%
Border	7.0%
Intelligence	6.8%
Special Operations	6.5%
VIP Protection	5.7%
Critical	4.7%
Counter	4.6%
Resilience	3.7%
Emergency	3.7%
CP Other	15.4%



Activity	%
Safety	29.6%
Information Technology	12.2%
Border	7.0%
Intelligence	6.8%
Special Operations	6.5%
VIP Protection	5.7%
Critical	4.7%
Counter	4.6%
Resilience	3.7%
Emergency	3.7%
CP Other	15.4%



Official Delegations

Number of delegations: **73**

Number of countries: **16**

Yemen, Lebanon, Egypt, Oman, Italy, France, Afghanistan, Bahrain, Tanzania, United Kingdom of Great Britain and Northern Ireland, International Dignitaries – Europol, Jordan, Syria, Kuwait, Iraq and Qatar

ISNR Official Delegation 2008

No.	Salutation	Name
Republic of Yemen		
1	Staff Major General	Mohammed Abdulla Alqosi
2	Brigadier	Mohammed Abdulqader Alramli
3	Brigadier	Dr. Abdulqader Mohammed Qahtan
4	Brigadier	Abdo Thabit Mohammed
5	Brigadier	Hashim Abdulmalik Alghazali
6	Colonel	Abdulaziz Mahmoud Mahfouth
7	Lt. Colonel	Najib Abdulwahab Sharhan
8	Captain	Yehia Ahmed Al Aishi
Republic of Lebanon		
9	H.E	Hassan Okaif Sabaa
10	Major General	Ashraf Reefi
11	Brigadier Eng.	Nicola Alhaber
12	Lt. Colonel	Emad Othman
13	Captain	Arif Ghailani
14	Captain	Mohammed Al Sabaa
15	Lieutenant	Mohammed Al Arab
16	Lieutenant	Saleh Qaiss
Arab Republic of Egypt		
17	Major General	Mustafa Magdi Khalil Mohammed Shaheen
Sultanate of Oman		
18	H. E. Staff Major General	Salim Bin Musallam Bin Ali Qoton
19	Colonel Eng.	Mohammed Bin Awad Bin Salim Al Rowas
20	Colonel	Mubarak Bin Mohammed Ahmed Al Alawi
21	Lt. Colonel	Yasser Bin Hmood Bin Hamad Al Mamari
22	Lt. Colonel Eng.	Azhar Bin Haroon Bin Saleh Al Kindi
23	1st Lieutenant	Abdullah Bin Saeed Bin Khamis Al Alawi
24	Lieutenant	Mohammed Bin Ali Bin Hameed Al Badi
Italian Republic		
25	Dr.	Sandro Minbekelli
French Republic		
26	H. E. Brigadier	Emile Perez
Islamic Republic of Afghanistan		
27	H.E.	Dhirar Ahmed Muqbil
28	Mr.	Mr. AbdulDia'a
29	Mr.	Mr. Zamri Bashri
30	Mr.	Mr. Abdulwahid Genbash
31	Mrs.	Angella

No.	Salutation	Name
Kingdom of Bahrain		
32	Brigadier	Bassem Yacoub Al Hamar
33	Brigadier	Khaled Salim Al Absi
34	Lt. Colonel	Ghazi Saleh Snan
35	Lt. Colonel	Mansour Mohammed Al Hajri
36	Major	Abdullah Hamad Al Kubaisi
37	1 st Lieutenant	Mohammed abdulqader Al Qouti
38	Mr.	Mr. Ahmed Ail Bokhwa
Tanzania		
39	H.E. Ambassador	Alexander Calist Mushi
United Kingdom of Great Britain and Northern Ireland		
40	H. E. Brigadier	Bob Evans
41	Mr.	Gareth Owen
International Dignitaries - Europol		
42	Colonel	Peter Sehr
43	H.E.	Dr. Raphael Perl
The Hashemite Kingdom of Jordan		
44	Brigadier	Fahad Alkasasba
45	Lt. Colonel	Montasir Alnawaisah
Syrian Arab Republic		
46	Major General	Mahmoud Ramadhan Mohammed
47	Major General	Abdulhanan Mohammed Alhajo
State of Kuwait		
48	Major General	Sulaiman Fahad
49	Brigadier	Dr. Husain Ali Abdulsalam
50	Brigadier	Mohammed Abdullah Albannai
51	Brigadier	Hamdi Sulaiman Alqanai'e
Republic of Iraq		
52	H.E.	Jawad Kathem Eidan
53	Mr.	Rafe'a Jarallah Janahi
54	Major General	Jasim Jawad Ali
55	Mr.	Saad Hameed Husni Albolani
56	Mrs.	Marwa Jawad Eidan
State Of Qatar		
57	Colonel	Ahmed Khalifa Al Kawari
58		Moubarak Sultan Al mahdy
59	Colonel	Abdulla Ibrahim Al Khalifi
60	Colonel	Abdullah Hamid Al Suwaidi
61	Colonel	Khaled Hazim Al Sada
62	Colonel	Abdullah Mhd Al Hajri
63	Captain	Hassan Mhd Al Kawari
64	Captain	Khaled Ahmed Al Meraikhi
65	Captain	Soud Ali Al Kaabi
66	Captain	Abdulla Mhd Al Kaabi
67	Captain	Khaled Al Kaabi
68	Captain	Jaber Saif Al Suwaidi
69	Captain	Nawaf Abdullah Al Saliti
70	1st Lieutenant	Abdullah Habib Al hayek
71	1st Lieutenant	Ajlan Ali Al Kaabi
72	2 nd Lieutenant	Othman Salem Al Hmoud
73	2 nd Lieutenant	Aayed Mhd Ali Al Kaabi

Registered Media

Total Registered Media Members: **122**

Media Houses: **49**

Number of Countries: **UAE & UK**

#	Name	Last Name	Company	City	Country
1	Sharaf El Deen	AL TAHIR	Abu Dhabi Police	ABU DHABI	UAE
2	Hisham Wadi	ODWAN	Abu Dhabi Police	ABU DHABI	UAE
3	Abdullah	RAEEBE	Abu Dhabi Police	ABU DHABI	UAE
4	Sabah	RAJEH	Abu Dhabi TV	ABU DHABI	UAE
5	Rustu K.	SOYDAN	Airports Cities	DUBAI	UAE
6	Salama	ABU ZEID	Akhbar Al Arafb	ABU DHABI	UAE
7	Lara	AL DARASI	Akhbar Al Arab	ABU DHABI	UAE
8	Sameh	ELLITHY	Akhbar Al Arab	ABU DHABI	UAE
9	Esam El Din	MAHMOUD	Akhbar Al Arab	ABU DHABI	UAE
10	Mohammad	BADREDDIN	Al Arabia Press And Media	ABU DHABI	UAE
11	Mohammad	ELGEDAWY	Al Arabia Press And Media	ABU DHABI	UAE
12	Najah Raees	SAFAR	Al Arabia Press And Media	ABU DHABI	UAE
13	Salim	BOUASLA	Al Arabiya Channel	DUBAI	UAE
14	Shafiq	AL-ASSADI	Al Hayat	LONDON	UK
15	Shafiq	AL-ASSADI	Al Hayat		UAE
16	Hamed	HAMED	Al Sadiyat Maint & Cleaning	ABU DHABI	UAE
17	Mubarak	AL NAQEEB	Al Surita	ABU DHABI	UAE
18	M S	HUSSAIN	Alley,S Studio On Wheels		UAE
19	Mubarak S	AL DHAHERI	Arab Media	ABU DHABI	UAE
20	Muqadus	ALI	Arab Media	ABU DHABI	UAE
21	Ahmed	ABU ABDA	Arab Media Group	DUBAI	UAE
22	Ahmed	GAMAL	Arab Media Group	DUBAI	UAE
23	Magdy	ISKANDER	Arab Media Group	DUBAI	UAE
24	Inas	SOULEIMAN	Assayad Pub.House	ABU DHABI	UAE
25	Lara	AZAIZEH	City 7	DUBAI	UAE
26	Roy	TARROBAL 11	City 7	DUBAI	UAE
27	Mohammad	AL MASHAWRA	Cnbc TV	ABU DHABI	UAE
28	Naji	KHOURY	Cnbc TV	ABU DHABI	UAE
29	Rajan	KUMAR	Cnbc TV	ABU DHABI	UAE
30	Oni		Cnbc TV	ABU DHABI	UAE
31	Alaa	AL FARES	Decision Makers TV		UAE
32	Essa	AL BALUSH	Dubai Tv	DUBAI	UAE
33	Ismail	AL MAJED	Dubai Tv	DUBAI	UAE
34	Rita	SAFEER	El Nahar Newspaper		UAE
35	Nada	AL ZAABI	Emirates Media	ABU DHABI	UAE
36	Nissar	HOATH	Emirates Businessuae	DUBAI	UAE
37	Rym	GHAZAL	Emirates Group	ABU DHABI	UAE

#	Name	Last Name	Company	City	Country
38	Ibrahim	AHMED MOHAMMED	Emirates Media	ABU DHABI	UAE
39	Ibrahim	AHMED MOHAMMED	Emirates Media	ABU DHABI	UAE
40	Saeed Obaid Eid	AL ZAABI	Emirates Media	ABU DHABI	UAE
41	Mohamed	ALLOUZE	Emirates Media	ABU DHABI	UAE
42	Peter	CARLETON BAKER	Emirates Media	ABU DHABI	UAE
43	Mattev Jordan	CHUNG	Emirates Media	ABU DHABI	UAE
44	Mahmoud	HABBOUSH	Emirates Media	DUBAI	UAE
45	Gregor	MCCLLENAGHAN	Emirates Media	ABU DHABI	UAE
46	Shaukat Ali Sufi	MUHAMMAD	Emirates Media	ABU DHABI	UAE
47	Mohamed	AL BAKHSHUWAGY	Emirates News Agency	ABU DHABI	UAE
48	El Wissia	SAINT THEREZA	Emirates News Agency	ABU DHABI	UAE
49	Grace	BALAGTAS	Fonoon	ABU DHABI	UAE
50	Rosemarie	QUIAMBAO	Future Studio	ABU DHABI	UAE
51	Jamal	CHAHINE	Group Plus	ABU DHABI	UAE
52	Himendra	KUMAR	Gulf News	ABU DHABI	UAE
53	Arif	RAZA	Gulf Today	ABU DHABI	UAE
54	Tareq	ABU SAHA	Hurrah TV	ABU DHABI	UAE
55	Raed	FAKIH	Hurrah TV	ABU DHABI	UAE
56	Binoj		Infinity TV	DUBAI	UAE
57	Adel	ARAFAH	Khaleej Times	ABU DHABI	UAE
58	Adel	ARAFAH	Khaleej Times	ABU DHABI	UAE
59	Rajo	EAPAN	Khaleej Times	ABU DHABI	UAE
60	Allwyn	RODRIGUES	Khaleej Times	ABU DHABI	UAE
61	Haseeb	ZAIDI	Khaleej Times	ABU DHABI	UAE
62	Tony	KINGHAM	KnM Media		UK
63	Mohd Hassain	ALI	M B C	DUBAI	UAE
64	Yamen	HAZEEM	M B C	DUBAI	UAE
65	Mohd	HUSSAIN ALI	M B C	DUBAI	UAE
66	T Abdulla	SAMAD	Malayala Manorama	ABU DHABI	UAE
67	Ch	ARSHAD	Malik News Agency & Distributors	ABU DHABI	UAE
68	Ahtesham	AHMED	Media One	DUBAI	UAE
69	V.	PANDIYAN	Media One	DUBAI	UAE
70	Ahtesham	AHMED	Mediaone	DUBAI	UAE
71	M. Fayaz	KHAN	Mediaone	DUBAI	UAE
72	Shaik	MADEENA ASLAM	Mediaone	DUBAI	UAE
73	Mahmood	AL ANSARI	Ministry Of Interior	ABU DHABI	UAE
74	Rashed Essa	AL HAMMADY	Ministry Of Interior	ABU DHABI	UAE
75	Saif	AL JABRI	Ministry Of Interior	ABU DHABI	UAE
76	Awad	AL KINDI	Ministry Of Interior	ABU DHABI	UAE
77	Hasan	AL MANSOORI	Ministry Of Interior	ABU DHABI	UAE
78	Ahmad	AL MANSOURI	Ministry Of Interior	ABU DHABI	UAE
79	Hassan M	AL MARZOOKI	Ministry Of Interior	ABU DHABI	UAE
80	Majed	AL MARZOUKI	Ministry Of Interior	ABU DHABI	UAE

#	Name	Last Name	Company	City	Country
81	Hassan Abdullah	AL MULLA	Ministry Of Interior	ABU DHABI	UAE
82	Mubarak	AL NAQEEB	Ministry Of Interior	ABU DHABI	UAE
83	Youssuf	AL SALMAN	Ministry Of Interior	ABU DHABI	UAE
84	Thani	AL SHAMSI	Ministry Of Interior	ABU DHABI	UAE
85	Moh. Kamal	BADRELDIN	Ministry Of Interior	ABU DHABI	UAE
86	Mohammed Rumaisy	BU THEKRAT	Ministry Of Interior	ABU DHABI	UAE
87	Khawla	EL SHEHHI	Ministry Of Interior	ABU DHABI	UAE
88	Mahmoud	FATHI	Ministry Of Interior	ABU DHABI	UAE
89	Shaaban Ibrahim	HASAN	Ministry Of Interior	ABU DHABI	UAE
90	Khalid	HASSAN	Ministry Of Interior	ABU DHABI	UAE
91	Mahmoud	HUSSEIN	Ministry Of Interior	ABU DHABI	UAE
92	Waseem Hamad	HUSSEIN	Ministry Of Interior	ABU DHABI	UAE
93	Shabaan	IBRAHEEM	Ministry Of Interior	ABU DHABI	UAE
94	Ali M	KHALIFA AL YOUSHA	Ministry Of Interior	ABU DHABI	UAE
95	Younis	MOHAMMED	Ministry Of Interior	ABU DHABI	UAE
96	Mohsen	MOSTAFA	Ministry Of Interior	ABU DHABI	UAE
97	Abdullah	NASER	Ministry Of Interior	ABU DHABI	UAE
98	Hisham	ODWAN	Ministry Of Interior	ABU DHABI	UAE
99	Jasem	AL BELOOSHI	Nation Shield Journal	ABU DHABI	UAE
100	Hamdan	AL NUAIMI	Nation Shield Journal	ABU DHABI	UAE
101	Ferdinand Almonte	FLORESCA	National Broadcast Centre FZ-LLC	DUBAI	UAE
102	Mustapha	HARAKE	Next Vision	ABU DHABI	UAE
103	Yamen	SAFI	Next Vision	ABU DHABI	UAE
104	Mansour	LARDHI	Nmc	ABU DHABI	UAE
105	Khaleefa	AL OBAIDLI	Office Sheikh Omar Bin Zayed Al Nahyan	ABU DHABI	UAE
106	Hisham	ADWAN	Police Magazine	ABU DHABI	UAE
107	Sharat Elseem	ALTAHIR	Police Magazine	ABU DHABI	UAE
108	Laila	AL DHAHAI	Sama Dubai TV	DUBAI	UAE
109	Faten	AMAN	Snob A Monthly Family Magazine	ABU DHABI	UAE
110	Mohammed Hany	EL-GAMAL	The Arab,S Voice And The Egyptian TV		UAE
111	Jamil	MOROUE	The Daily Star	ABU DHABI	UAE
112	Daisy	DA VEIGA	United International Press	LONDON	UK
113	Marjan	OKHOWAT	United International Press	LONDON	UK
114	Marjan	OKHOWAT	United International Press	LONDON	UK
115	Faisal	AHMAD	Wam News Agency	ABU DHABI	UAE
116	Faisal	AHMED	Wam News Agency	ABU DHABI	UAE
117	Maher	ALSHEIHADAT	Wam News Agency	ABU DHABI	UAE
118	Mohamed	EL BAKHSHWARGY	Wam News Agency	ABU DHABI	UAE
119	Mohamed	MOKHTAR	Wam News Agency	ABU DHABI	UAE
120	Pan	JIHAN	Xinhua News Agency	ABU DHABI	UAE
121	Li Zhi	PING	Xinhua News Agency	ABU DHABI	UAE
122	Zhang	XIAOJUN	Xinhua News Agency	ABU DHABI	UAE

Promotion



International Security
National Resilience
Exhibition & Conference

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Promotion

Visitors Advertising Campaign

Medium	Lang / Freq	Size / Type	Position	No. of Ins.
UAE				
Newspapers				
Al Ittihad	Arabic / Daily	FPC	Inside Page - Main Section - GNP	3
		HPC	Inside Page - Main Section - GNP	5
Al Khaleej	Arabic / Daily	FPC	Inside Page - Main Section	1
		HPC	Inside Page - Main Section	4
Al Bayan	Arabic / Daily	FPC	Inside Page - Main Section	3
		HPC	Inside Page - Main Section	5
Gulf News	English / Daily	QPC	Inside Page - Business Section - GNP	4
Khaleej Times	English /Daily	HPC	Inside Page - Main Section	1
		QPC	Inside Page - Main Section	4

Outdoor Advertizing campaign

Media	Size	Specification	Number Of Units	Period
Lamppost	3 M x 1M (Twin Type)	Poles Distributed in the main streets of Abu Dhabi (160 faces)	40	02 Weeks
Megacomms	4 M x 3 M	40 faces distributed in Abu Dhabi	2	02 Weeks
Road Stands	3.5M x 2.5M	Distributed in the main Roads of Abu Dhabi	14	2 monthes

Media Coverage Before & During

ISNR (International Security and National Resilience)

Period: August 2007-March 2008

Number of Hits: 142

Total size (col. Cm): 9333.8

Total Circulation: 7,355,427

Total Reach: 22,066,281

Please Note:

Total Reach determines the total number of visibility opportunities and is estimated at: Circulation x 3 times

Perceived Editorial Value indicates the value of editorial over advertising and is estimated at: Advertising Rate x 3.5 times

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Al Sharq	Qatar	Newspaper	Arabic	2nd August 2007	47,292	141,876	34.5
Al Resallah	Kuwait	Newspaper	Arabic	6th August 2007	25,000	75,000	29
Al Ittihad	UAE	Newspaper	Arabic	12th September 2007	94,275	282,825	217
Akhbar Al Arab	UAE	Newspaper	Arabic	12th November 2007	59,300	177,900	33.9
Al Khaleej	UAE	Newspaper	Arabic	4th December 2007	98,300	294,900	19.5
Al Ittihad	UAE	Newspaper	Arabic	4th December 2007	94,275	282,825	8.1
Akhbar Al Arab	UAE	Newspaper	Arabic	4th December 2007	59,300	177,900	18.2
Al Wahda	UAE	Newspaper	Arabic	4th December 2007	25,000	75,000	24.6
Al Bayan	UAE	Newspaper	Arabic	6th December 2007	94,550	283,650	135
Al Watan	Kuwait	Newspaper	Arabic	6th December 2007	100,000	300,000	25
Al Shahed	Kuwait	Newspaper	Arabic	6th December 2007	55,000	165,000	48.6
Al Wasat	Kuwait	Newspaper	Arabic	8th December 2007	100,000	300,000	19.3
Al Defaiya	Pan Arab	Periodical	Arabic	Dec. 2007 - Jan. 2008	24,831	74,493	22
Al Ittihad	UAE	Newspaper	Arabic	9th January 2008	94,275	282,825	112.5
Akhbar Al Arab	UAE	Newspaper	Arabic	21st January 2008	59,300	177,900	22.4
Akhbar Al Arab	UAE	Newspaper	Arabic	24th January 2008	59,300	177,900	109.8
Al Khaleej	UAE	Newspaper	Arabic	24th January 2008	98,300	294,900	58.2
Al Wasat	Kuwait	Newspaper	Arabic	26th January 2008	100,000	300,000	69.2
Al Ittihad	UAE	Newspaper	Arabic	15th February 2008	94,275	282,825	73.8
Akhbar Al Arab	UAE	Newspaper	Arabic	15th February 2008	59,300	177,900	33
Al Khaleej	UAE	Newspaper	Arabic	15th February 2008	98,300	294,900	42
Al Wahda	UAE	Newspaper	Arabic	15th February 2008	30,000	90,000	60
Al Ittihad	UAE	Newspaper	Arabic	21st February 2008	94,275	282,825	32
Al Wahda	UAE	Newspaper	Arabic	21st February 2008	30,000	90,000	51
Al Fajr	UAE	Newspaper	Arabic	21st February 2008	25,000	75,000	9.3
Akhbar Al Arab	UAE	Newspaper	Arabic	21st February 2008	59,300	177,900	35
Al Khaleej	UAE	Newspaper	Arabic	21st February 2008	98,300	294,900	71.1
Al Bayan	UAE	Newspaper	Arabic	21st February 2008	94,550	283,650	77.5
Al Bayan	UAE	Newspaper	Arabic	28th February 2008	94,550	283,650	28.5
Akhbar Al Arab	UAE	Newspaper	Arabic	28th February 2008	59,300	177,900	82
Al Ittihad	UAE	Newspaper	Arabic	28th February 2008	94,275	282,825	30
Al Khaleej	UAE	Newspaper	Arabic	28th February 2008	98,300	294,900	59.2
Al Wahda	UAE	Newspaper	Arabic	28th February 2008	30,000	90,000	34
Al Khaleej	UAE	Newspaper	Arabic	2nd March 2008	98,300	294,900	163.2
Al Fajr	UAE	Newspaper	Arabic	2nd March 2008	25,000	75,000	84
Al Fajr	UAE	Newspaper	Arabic	2nd March 2008	25,000	75,000	80
Al Ittihad	UAE	Newspaper	Arabic	2nd March 2008	94,275	282,825	136.8
Al Ittihad	UAE	Newspaper	Arabic	2nd March 2008	94,275	282,825	91.8
Al Wahda	UAE	Newspaper	Arabic	2nd March 2008	30,000	90,000	58.5
Al Bayan	UAE	Newspaper	Arabic	2nd March 2008	94,550	283,650	46.5
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March 2008	59,300	177,900	87.2
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March 2008	59,300	177,900	48

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Akhbar Al Arab	UAE	Newspaper	Arabic	3rd March 2008	59,300	177,900	257.5
Al Bayan	UAE	Newspaper	Arabic	3rd March 2008	94,550	283,650	418.4
Al Khaleej	UAE	Newspaper	Arabic	3rd March 2008	98,300	294,900	117.5
Al Wahda	UAE	Newspaper	Arabic	3rd March 2008	30,000	90,000	6
Al Wahda	UAE	Newspaper	Arabic	3rd March 2008	30,000	90,000	210.8
Al Fajr	UAE	Newspaper	Arabic	3rd March 2008	25,000	75,000	280
Al Ittihad	UAE	Newspaper	Arabic	3rd March 2008	94,275	282,825	235
Al Ittihad	UAE	Newspaper	Arabic	3rd March 2008	94,275	282,825	269.5
Al Fajr	UAE	Newspaper	Arabic	3rd March 2008	25,000	75,000	64.4
Al Ittihad	UAE	Newspaper	Arabic	4th March 2008	94,275	282,825	357
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March 2008	59,300	177,900	54
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March 2008	59,300	177,900	48
Al Wahda	UAE	Newspaper	Arabic	4th March 2008	30,000	90,000	22
Al Khaleej	UAE	Newspaper	Arabic	4th March 2008	98,300	294,900	254.4
Al Bayan	UAE	Newspaper	Arabic	4th March 2008	94,550	283,650	417.6
Al Wahda	UAE	Newspaper	Arabic	4th March 2008	30,000	90,000	36
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March 2008	59,300	177,900	95.2
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March 2008	59,300	177,900	6.7
Al Fajr	UAE	Newspaper	Arabic	4th March 2008	25,000	75,000	120
Al Fajr	UAE	Newspaper	Arabic	4th March 2008	25,000	75,000	38
Al Fajr	UAE	Newspaper	Arabic	5th March 2008	25,000	75,000	28.6
Al Fajr	UAE	Newspaper	Arabic	5th March 2008	25,000	75,000	278.5
Al Ittihad	UAE	Newspaper	Arabic	5th March 2008	94,275	282,825	32.6
Al Ittihad	UAE	Newspaper	Arabic	5th March 2008	94,275	282,825	306
Al Khaleej	UAE	Newspaper	Arabic	5th March 2008	124,500	373,500	126.7
Al Wahda	UAE	Newspaper	Arabic	5th March 2008	30,000	90,000	64.5
Al Wahda	UAE	Newspaper	Arabic	5th March 2008	30,000	90,000	159
Akhbar Al Arab	UAE	Newspaper	Arabic	5th March 2008	59,300	177,900	27.4
Akhbar Al Arab	UAE	Newspaper	Arabic	5th March 2008	59,300	177,900	78
Al Bayan	UAE	Newspaper	Arabic	5th March 2008	94,550	283,650	42.9
Al Fajr	UAE	Newspaper	Arabic	5th March 2008	25,000	75,000	27
Al Bayan	UAE	Newspaper	Arabic	5th March 2008	94,550	283,650	60
Akhbar Al Arab	UAE	Newspaper	Arabic	5th March 2008	59,300	177,900	27
Al Wahda	UAE	Newspaper	Arabic	6th March 2008	30,000	90,000	128.5
Al Khaleej	UAE	Newspaper	Arabic	6th March 2008	124,500	373,500	120
Al Ittihad	UAE	Newspaper	Arabic	6th March 2008	94,275	282,825	147
Al Fajr	UAE	Newspaper	Arabic	6th March 2008	25,000	75,000	32
Akhbar Al Arab	UAE	Newspaper	Arabic	6th March 2008	59,300	177,900	200
Akhbar Al Arab	UAE	Newspaper	Arabic	6th March 2008	59,300	177,900	36
Al Bayan	UAE	Newspaper	Arabic	6th March 2008	94,550	283,650	180
Al Fajr	UAE	Newspaper	Arabic	8th March 2008	25,000	75,000	74
Al Khaleej	UAE	Newspaper	Arabic	9th March 2008	124,500	373,500	31.8
Al Bayan	UAE	Newspaper	Arabic	14th March 2008	94,550	283,650	144
Al Resallah	Kuwait	Newspaper	Arabic	16th March 2008	25,000	75,000	55
Emirates Today	UAE	Newspaper	English	12th November 2007	75,000	225,000	33.9
Gulf News	UAE	Newspaper	English	24th January 2008	100,609	301,827	28.6
Khaleej Times	UAE	Newspaper	English	25th January 2008	72,700	218,100	11.3
Emirates Business 24/7	UAE	Newspaper	English	27th January 2008	75,000	225,000	111
Khaleej Times	UAE	Newspaper	English	29th February 2008	72,700	218,100	35
Emirates Business 24/7	UAE	Newspaper	English	2nd March 2008	75,000	225,000	54
Gulf Today	UAE	Newspaper	English	2nd March 2008	36,000	108,000	58
Gulf Today	UAE	Newspaper	English	2nd March 2008	36,000	108,000	13
Gulf News	UAE	Newspaper	English	2nd March 2008	100,609	301,827	26
Khaleej Times	UAE	Newspaper	English	3rd March 2008	72,700	218,100	62.5

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Gulf News	UAE	Newspaper	English	3rd March 2008	100,609	301,827	84.4
Gulf Today	UAE	Newspaper	English	3rd March 2008	36,000	108,000	126.9
Emirates Business 24/7	UAE	Newspaper	English	3rd March 2008	75,000	225,000	136.2
Emirates Business 24/7	UAE	Newspaper	English	4th March 2008	75,000	225,000	93
Khaleej Times	UAE	Newspaper	English	4th March 2008	72,700	218,100	21.5
Gulf News	UAE	Newspaper	English	4th March 2008	100,609	301,827	23
Gulf Today	UAE	Newspaper	English	5th March 2008	43,500	130,500	22
Gulf News	UAE	Newspaper	English	5th March 2008	100,609	301,827	5
Khaleej Times	UAE	Newspaper	English	5th March 2008	72,700	218,100	10.3
Khaleej Times	UAE	Newspaper	English	5th March 2008	72,700	218,100	18
Gulf News	UAE	Newspaper	English	5th March 2008	100,609	301,827	52.8
Emirates Business 24/7	UAE	Newspaper	English	6th March 2008	75,000	225,000	60
Connector	UAE	Periodical	English	March 2008	30,000	90,000	11.7
Ameinfo.com	N/A	Internet	Arabic	11th November 2007	N/A	N/A	N/A
Business.maktoob.com	N/A	Internet	Arabic	4th December 2007	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	Arabic	4th December 2007	N/A	N/A	N/A
Wam.org.ae	N/A	Internet	Arabic	4th December 2007	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	Arabic	5th December 2007	N/A	N/A	N/A
Business.maktoob.com	N/A	Internet	Arabic	5th December 2007	N/A	N/A	N/A
Wam.org.ae	N/A	Internet	Arabic	27th February 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	Arabic	28th February 2008	N/A	N/A	N/A
Wam.org.ae	N/A	Internet	Arabic	2nd March 2008	N/A	N/A	N/A
Wam.org.ae	N/A	Internet	Arabic	3rd March 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	Arabic	3rd March 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	Arabic	5th March 2008	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	11th November 2007	N/A	N/A	N/A
Gowealthy.com	N/A	Internet	English	3rd December 2007	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	3rd December 2007	N/A	N/A	N/A
Business.maktoob.com	N/A	Internet	English	3rd December 2007	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	English	4th December 2007	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	5th December 2007	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	English	5th December 2007	N/A	N/A	N/A
Tradearabia.com	N/A	Internet	English	5th December 2007	N/A	N/A	N/A
Gowealthy.com	N/A	Internet	English	5th December 2007	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	23rd January 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	English	23rd January 2008	N/A	N/A	N/A
Tradearabia.com	N/A	Internet	English	27th January 2008	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	20th February 2008	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	27th February 2008	N/A	N/A	N/A
Arabianbusiness.com	N/A	Internet	English	27th February 2008	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	2nd March 2008	N/A	N/A	N/A
Arabianbusiness.com	N/A	Internet	English	2nd March 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	English	3rd March 2008	N/A	N/A	N/A
Arabianbusiness.com	N/A	Internet	English	4th March 2008	N/A	N/A	N/A
Ameinfo.com	N/A	Internet	English	4th March 2008	N/A	N/A	N/A
Zawya.com	N/A	Internet	English	6th March 2008	N/A	N/A	N/A
TOTAL					7,355,427	22,066,281	9333.8

Top firms eye region's Dh11bn security market

EMIRATES TODAY STAFF
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Global security firms will vie for a slice of the Middle East's Dh11.8 billion homeland security market through their participation at Abu Dhabi's biannual security show.

The International Security and National Resilience (ISNR) Abu Dhabi will be the Middle East's first event focused exclusively on homeland security. The four-day exhibition and conference will be held at Abu Dhabi International Exhibition Centre from March 2 next year.

A study commissioned by Reed Exhibitions, one of the event's organisers, has found

that the region's security market will be worth Dh7.7bn next year and will grow more than 50 per cent to reach Dh11.8bn in 2013. In 1998, security spending in the region was just over Dh2.9bn.

Over the past few months, an ISNR Abu Dhabi delegation, headed by Brigadier Matar Salem Al Nayadi, Chairman of the ISNR Abu Dhabi organising committee, and officials from Reed Exhibitions, has undertaken an international promotion campaign to highlight the Middle East's homeland security market potential.

It is currently being promoted at the Dubai Airshow.

"The response from top

global security companies has been outstanding. Our participants value the unrivalled platform the show provides in the region," said Mohammed Nabhani, show director.

Leading firms that have confirmed their participation include EADS, Thales, Sagem, Allen-Vanguard, Britten-Norman, Plextek and Honeywell. The Ministry of Interior is expected to host official delegations led by top security officials from more than 33 countries at the show.

Conference topics will include issues such as early warning and defence preparedness, building defences against catastrophic events and infrastructure protection.

جهاز حماية المنشآت يوقع صفقة بقيمة ٥٤ مليون درهم بمعرض آيسنار أبوظبي ٢٠٠٨



وقع «جهاز حماية المنشآت والمرافق الحيوية» أمس صفقة بقيمة ٥٤ مليون درهم مع شركة «انترناشيونال جولدن جروب» تتضمن توريد معدات أمنية ذات مواصفات خاصة تناسب مع طبيعة عمل الجهاز.. مع توفير التدريب على الاستخدام والصيانة.

جاء ذلك ضمن مشاركة جهاز حماية المنشآت والمرافق الحيوية في فعاليات معرض الأمن الدولي ودرء المخاطر «آيسنار أبوظبي ٢٠٠٨» الذي اختتم أعماله بمركز أبوظبي الوطني للمعارض أمس. وقع الاتفاقية كل من العقيد الركن المهندس مهير علي الخاطري المدير العام لجهاز حماية المنشآت والمرافق الحيوية وفاضل سيف الكعبي الرئيس التنفيذي للشركة.

للمنشآت والمرافق الحيوية لإمارة أبوظبي. جدير بالذكر أن جهاز حماية المنشآت والمرافق الحيوية هيئة حكومية تابعة لإمارة أبوظبي تختص بحماية جميع المنشآت الحيوية من خلال اتخاذ الإجراءات الكفيلة بتأمين وحماية المنشآت الحيوية بما يحقق الاستقرار الاقتصادي للإمارة.. وهو تابع للمجلس التنفيذي لإمارة أبوظبي. وام

وتم اختيار شركة «انترناشيونال جولدن جروب» بعد إجراء الاختبارات العملية على تلك المعدات وأثبتت النتائج مدى قدرتها وكفاءتها والتقنية العالية والمواصفات العالمية المتوافرة بها. وأكد العقيد الركن المهندس مهير الخاطري أهمية التعاون مع الشركة.. وقال «تحقق الصفقة أهدافنا المنشودة في توفير الحماية والحلول الأمنية

Middle growth East's homeland security sector entering sustained phase

The increasing need in the Middle East for sophisticated equipment to counter international terrorism, protect national borders and build disaster resilience has led to expectations of sustained growth of the region's security market, according to Reed Exhibitions, the organizer of a newly-launched security show.

A study commissioned by Reed Exhibitions has concluded that the Middle East's security market will be worth over AED 7.7 billion pounds next year (2008) and will grow at a rate of over 50 percent to reach AED 11.8 billion in 2013. In 1998 security spending in the region was just over AED 2.9 billion.

ISNR (International Security & National Resilience) organised by Reed is a key addition to the global security events calendar and will act as a platform to address homeland security challenges confronting the region's governments. It will focus on the entire range of homeland security issues including intelligence and threat assessment, border and transport security, counter terrorism, critical infrastructure protection, crisis management and resilience, and emergency preparedness and response.

ISNR Abu Dhabi will take place 2-5 March 2008 at the Abu Dhabi National Exhibitions Centre 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. It will be held in association with the UAE Ministry of Interior.

The safety and security industry is booming throughout the Middle East as the region deals with a wide variety of concerns ranging from disaster resilience, border control and private citizen safety to transaction fraud", said Mohamad Nabhani, Show Director, ISNR Abu Dhabi.

"ISNR provides an ideal business environment for companies with high technology security products and services as they have the unique opportunity to communicate and interact with senior government procurement personnel who are engaged in all aspects of security, homeland defence and preparedness", he added.

EADS, Thales, BAE Systems, IBCOL, SAGEM, CARACAL and Honeywell are among several world leading players from the defence and security industries who have already confirmed their participation at ISNR Abu Dhabi, in a bid to tap the Middle East's expanding market potential.

In response to requests by exhibitors to streamline the region's security events calendar, ISNR will incorporate the former Security and Safety Middle East, Infosecurity and APTS (Airport, Port & Transport Security) Middle East exhibitions.

Stating that Abu Dhabi was the ideal choice for the first edition of ISNR in the Middle East as it served as a gateway to a high potential region, Rear Admiral John Tolhurst, Chairman of Reed Exhibitions Aerospace & Defence Board said that there was a fast-growing awareness in the region on the need for up-to-date security and safety systems. "Agencies are continuously developing new plans to improve security around sensitive installations, for key officials and for populations, together with the capability to respond effectively and resiliently after attacks or natural disasters".

Brigadier Matar Salem Bin Mosaie'd Al Nayadi, Chairman of the ISNR Abu Dhabi Organizing Committee said: "The UAE Ministry of Interior is pleased to support ISNR Abu Dhabi. The Middle East is spending significantly to bolster its defences to combat emergency situations and terrorist threats and we expect top government officials in the region to participate in the event".

Besides the exhibition, ISNR Abu Dhabi will also consist of a high-level conference and workshops by companies that specialize in high-end security technology, systems and services. ISNR Abu Dhabi is the second leg in the ISNR series and follows ISNR London which will be held 4-5 December 2007 at the National Hall, Olympia, London.

Conference Website Traffic



International Security
National Resilience
Exhibition & Conference

[www • isnrabudhabi • com](http://www.isnrabudhabi.com)

Conference

Total Attendance: **360**

Number of Speakers: **8**

International Security and National Resilience (ISNR) Conference

March 2, 2008, Abu Dhabi National Exhibition Center

An INEGMA Event Under the patronage of

H. H. General Sheikh Mohammed bin Zayed Al-Nahyan

Deputy Supreme Commander of UAE Armed Forces and Crown Prince of Abu Dhabi

Time	EVENT
8:00	Pre-Conference Registration
9:00	Opening Remarks by Organizer
9:05	Welcome Address by Chief of ISNR Higher Committee Brig. Gen. Matar Niyadi.
9:10	Welcome Address by INEGMA President Maj. Gen. (Ret) Khaled Al-Bu Ainnain
Session One // Chairman: Lt. Gen. Saif Abdullah Al-Shafar, Undersecretary ministry of interior	
9:15	"Police work requirements in a Multicultural environment" By: Dubai Police Chief Gen. Dhahi Khalfan.
9:35	"Security Preparation for the UK Olympics" By: Assistant Commissioner of London Metropolitan Police Tarique Gaffur
9:55	"Cyber-Terrorism and its Security, Social & Economic consequences" By: Director of the Criminal Institute of German Federal Police Office Mr. Carl-Ernst Brisach.
10:15	Panel Discussion with Q&A.
10:35	Coffee Break
Session Two // Chairman: Brig. Gen. Abdullah Ahmad Al- Mushrekh, Director general of Planning and development at UAE Ministry of Interior	
10:50	"Modern Techniques & Strategies for the Security of Critical Structures and Facilities" By: Director of Training for French Police Emile Perez.
11:10	"UAE Vision for protection of government and strategic facilities" By: Mr. John A. McCarthy, Executive Manager for Operations, Critical National Infrastructure Authority in UAE.
11:30	Panel Discussion with Q&A
11:50	Official Opening Ceremony of ISNR Show by HH Sheikh Seif Bin Zayed Al-Nahyan, UAE Minister of Interior, followed by conference luncheon.
Session Three // Chairmen: Maj. Gen. Khaleefa Harib Al-Khalayili, Assistant Under Secretary for administration and Planning at UAE Ministry of interior	
14:10	"Challenges Facing Security & Legal Cooperation in Combating International Crimes" By: Rapahel Perl, Head of the Action Against Terrorism Unit of the Organization for Security and Cooperation in Europe (OSCE).
14:30	"Use of Technology in the Enhancement of Ports & Airports' Security" By: Bob Evans Assistant Chief Constable of South Wales Police.
14:50	"Modern Means to Combat Human Trafficking: U.S. Experience" By: Ransom Avilla, Regional Attaché for Department of Homeland Security, USA.
15:10	Panel Discussion with Q&A
15:30	Thank you statement by Mr. H,kamad Al-Neyadi, managing director of Caracal, the Conference's Presenting Sponsor.
15:35	Conference Recommendations by Lt. Col. Dr. Mohammed Al-Humaidi, Manager of the Officers Training Institute at Abu Dhabi Police College.
15:40	Closing statement by INEGMA Director General Riad Kahwaji
15:45	End of the ISNR Conference.
20:00	Conference Dinner Reception at Hiltonia Lake Garden, Hilton Hotel Abu Dhabi

Website Traffic

Site Name: www.isnronline.com

Date Range: January, 2007 to April, 2008

