

LAND AND AIRLAND DEFENCE AND SECURITY EXHIBITION

# EUROSATORY

11-15 JUNE 2018 / REVIEW

THE UNMISSABLE  
**WORLDWIDE**  
EXHIBITION

EN



**NEXT EXHIBITION: 08-12 JUNE 2020 / PARIS**

**GICAT**

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

 **COGES**

## Editorial

The 2018 edition of Eurosatory is over and we thank you once again for your participation. With 1,802 exhibitors and more than 57,000 visitors the exhibition re-confirms itself as the world reference in Land and Airland Defence and Security domains. **This 26<sup>th</sup> edition is undeniably marked by innovation, strongly visible on many exhibitors stands. Innovation has also been highlighted by Eurosatory LAB and the Generate by GICAT start-up areas.**

You will discover through these pages the new features of the exhibition, the key figures and the efforts implemented by the COGES team.

You have contributed once again to the success of Eurosatory and we thank you for it. We are already preparing the next edition, which will be held from 8 to 12 June 2020. We are looking forward to meeting you there with an even more efficient exhibition.

Yours sincerely,  
**Patrick Colas des Francs**  
Exhibition's Director



## Key figures

 **81,329.92sqm**

Net indoor and outdoor  
exhibition space

 **98,721**  
**Total attendance**  
(exhibitors, visitors,  
press, organisers)

  
**1,802**   
**exhibitors** **+14.7%**  
from 63 countries  
65.9% of international

 **57,056**  
**visitors**  
from 153 countries,  
50.1% foreigners

  
**696**  
**journalists**

 **227**  
**Official Delegations**  
from 94 countries  
and 4 organisations



# Opening of the 3<sup>rd</sup> Hall

**11,000sqm**  
mainly dedicated to security

gathering **210 exhibiting companies** including 43 companies exhibited next to the Ministry of the Interior stands in the technological clusters (NRBCe, Intelligence, Civil Security and Crisis Management, Security of Infrastructures and Sensitive Sites).

with **3 national pavilions** including Japan, Latvia and Turkey.

**A BtoB Meetings Space**



## Live Demonstrations

**New place, new live demonstrations**

**Institutional demonstrations:** For the first time, presented at the exhibition: **The French Army, Prefecture de Police Inter-Services (BRI, BSPP, CSI), CFST, RAID and GIGN\***.

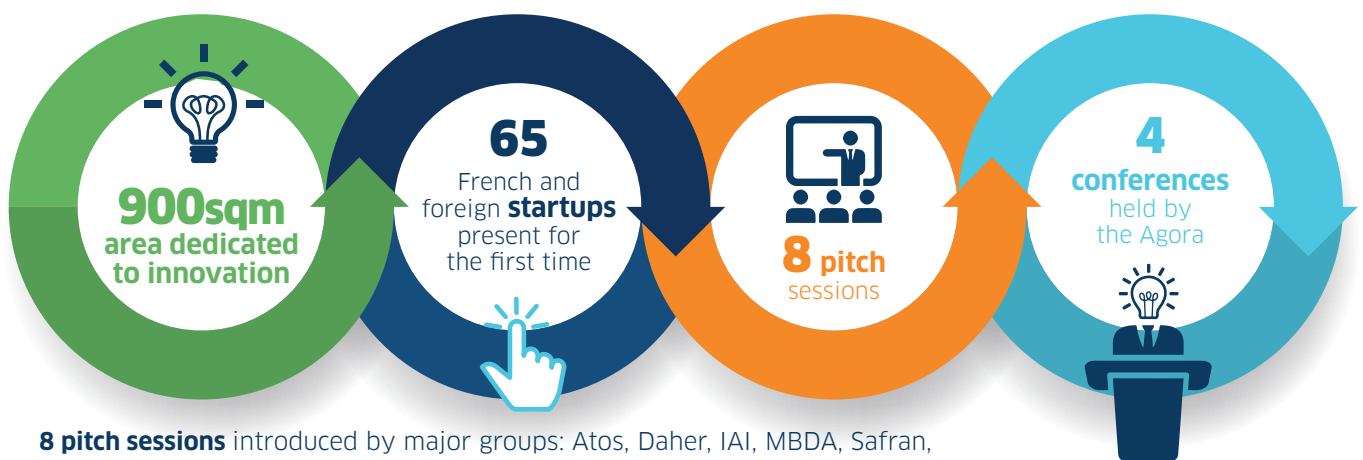
**Industrial demonstrations:** 12 exhibitors presented their equipment in the course of predefined scenarios. 1h dedicated to each technical know-how in real situations.

**An audience of specialists seduced! More than 5,000 spectators.**

\*BRI: Brigade of Research and Intervention - BSPP: Brigade of Firefighters of Paris - CSI: Security and Intervention Group - CFST: French Army Special Forces - RAID: Intervention Unit of the National Police - GIGN: Gendarmerie Nationale Intervention Group.

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## Eurosatory LAB



**8 pitch sessions** introduced by major groups: Atos, Daher, IAI, MBDA, Safran, Lockheed Martin, SAAB and Microsoft

**4 conferences held in the Agora on major themes:** Counter Terrorism, Defence Funding, GAFA and Intelligence ...

**Produced in partnership with Starburst Accelerator**

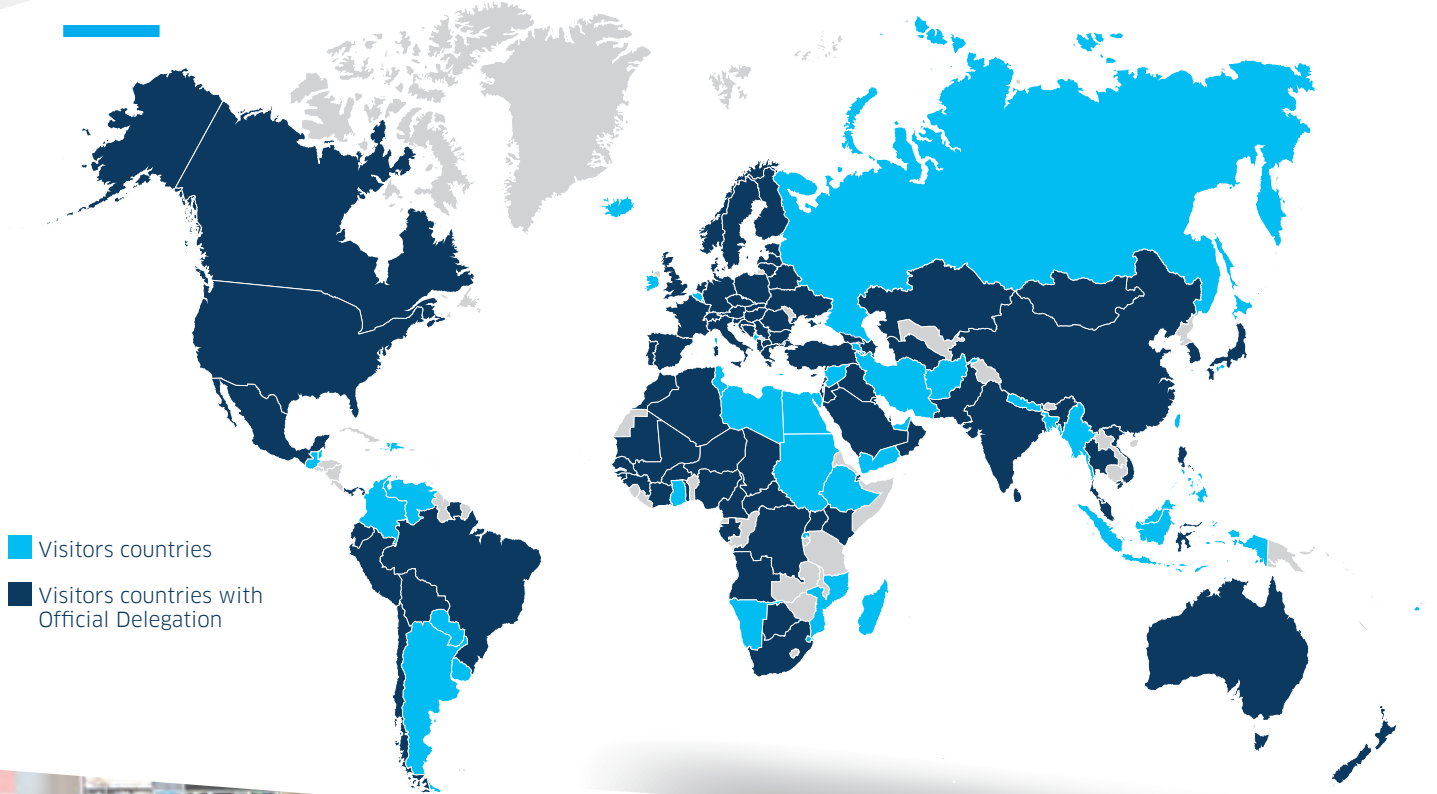
At the same time as the Eurosatory LAB, GICAT hosted at its stand

**12 companies of the Generate innovation label.**

**Generate**  
S'unir pour innover



# Visitors countries



**2 days and more**



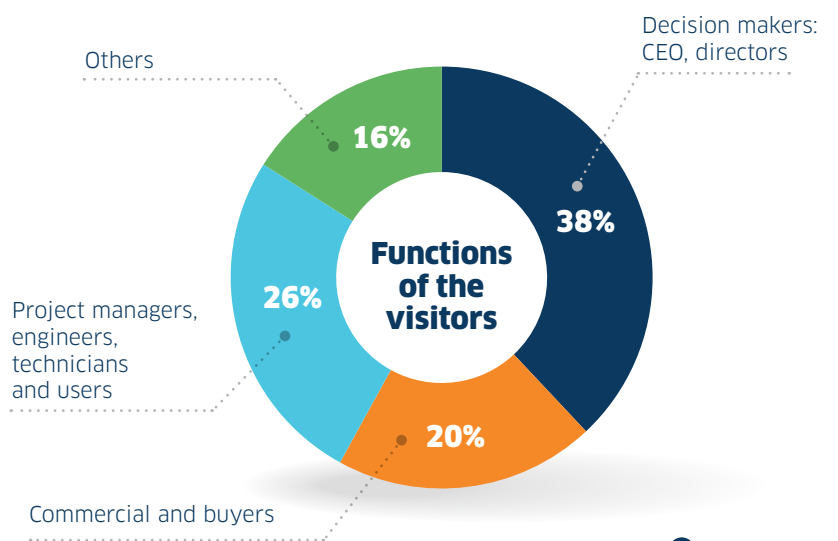
**AVERAGE LENGTH OF EXHIBITION PRESENCE**  
1.5 days

**3 days and more**



**57%**  
of visitors

**31%**  
of visitors



**68 Security VIP experts**  
including **16 international VIPs**  
and **52 French VIPs**

**110 Defence VIP experts**  
including **101 international VIPs**  
and **9 French VIPs**

**178 VIP experts of 34 countries**



# Authority Representatives and Official Delegations

	Total	Defence	Security	Characterisation
<b>Official Delegations</b>	227 official delegations from 94 countries (760 delegates)	141	86	17 ministers, 19 vice-ministers, 22 Chiefs of Staff, 27 Directors of National Armament
<b>VIP experts</b>	178 (34 countries)	110	68	National technical experts, corporate safety directors of private companies
<b>High French authorities</b>	16	Minister of Defence, General Delegate for Armament, Chiefs of State (Land Army or Armed Forces)	Directors of the Ministry of Interior, Directors and Deputy Directors of National Gendarmerie, of the National Police	National elected, Members of Parliament committees, Members of the Court of Auditors
<b>Forces</b>	4,115	3,269	846	Of whom 377 general officers from 57 countries

Function	Country
<b>Minister of Defence</b>	Albania, Côte d'Ivoire, Cyprus, Estonia, France, Gabon, Greece, Latvia, Lebanon, Montenegro, Niger, Senegal, Serbia, South Korea
<b>Vice-minister of Defence, Secretary of State</b>	Bosnia and Herzegovina, Croatia, Cyprus, France, Georgia, Germany, Iraq, Israel, Kazakhstan, Lithuania, Philippines, Thailand, the Republic of Macedonia, Turkmenistan, Turkey, Uganda, Ukraine, United States
<b>Chief of Staff and Inspectors of Armies</b>	Austria, Bolivia, Botswana, Cameroon, Central African Republic, Chad, China, Côte d'Ivoire, Estonia, Finland, France, Israel, Italy, Kenya, Kuwait, Malaysia, Mali, Pakistan, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Thailand, Togo, Vietnam
<b>National Armament Director and Equipment of Armed Forces Director</b>	Angola, Australia, Austria, Azerbaijan, Belarus, Belgium, Chile, Congo, Denmark, Finland, France, Germany, Japan, Mauritania, Morocco, Netherlands, Norway, Romania, Senegal, Slovakia, Spain, Switzerland, United Kingdom
<b>Logistics and Support Director</b>	Belgium, Côte d'Ivoire, France, Italy, Lebanon, Nigeria, Spain, United Kingdom
<b>Police / Gendarmerie Director</b>	Algeria, Belgium, Brazil, Canada, Central African Republic, Djibouti, Ecuador, Equatorial Guinea, France, Greece, Guinea, India, Italy, Lebanon, Mexico, Niger, Nigeria, Portugal, Sweden, Suriname, Thailand, United Kingdom, United States
<b>Rescue and Fire Security Directors</b>	Belgium, Cameroon, Germany, Nigeria, Switzerland, European Union



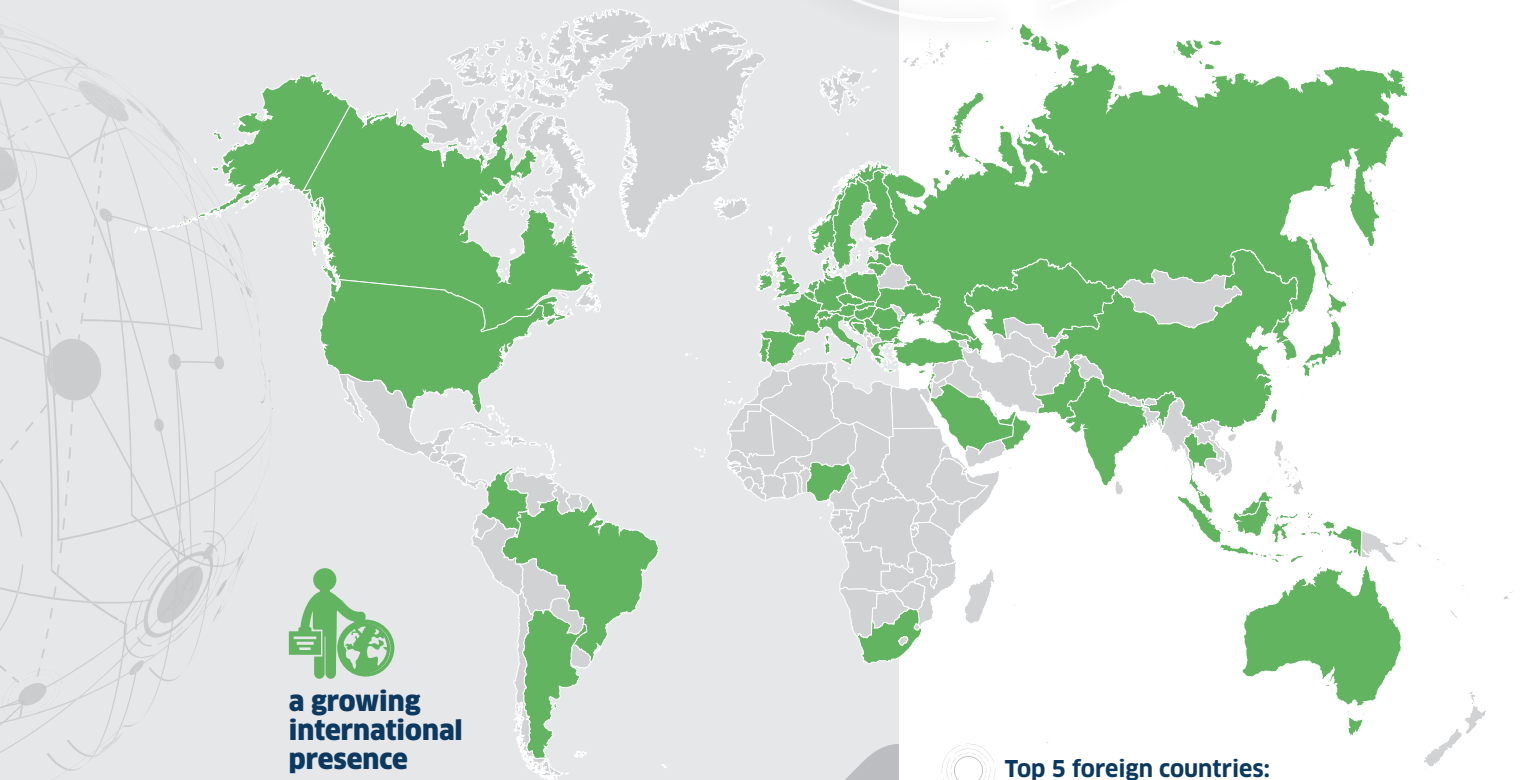
**227**  
official  
delegations  
including 86  
from the security  
domain



# Exhibiting countries



Countries represented



**a growing international presence**

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## Exhibitor loyalty rate:

**64.6%** (versus 63% between 2014 and 2016)

**39 national pavilions** (including France)

**New countries:** Cape Verde - Georgia - Kazakhstan - Nigeria - Oman.

**High growth countries:** Australia (+42 companies), Denmark (+14 companies), United States (+12 companies), India (+25 companies), Israel (+24 companies), Czech Republic (+12 companies), Slovakia (+12 companies), Turkey (+33 companies).

## Groups of products and services represented:

Land, air and marine vehicles
Sub-units land, air and marine vehicles
Weapons and ammunition
Information and communication systems
Detection, localization, acquisition and deception
Simulation and training
People's equipment
Infrastructure protection
Operational logistics and camp and infrastructure support
Health and emergency support
Land preparation and development - demining
Research, design realisation - Equipment
Natural disasters, resilience and internal security
Services



## Top 5 foreign countries:

1. United States (150 exhibitors)
2. Germany (118 exhibitors)
3. United Kingdom (85 exhibitors)
4. Israel (72 exhibitors)
5. Turkey (61 exhibitors)

# Technological clusters



## Intelligence (new cluster)

Civil Security, Crisis Management and Security of populations

Securing infrastructure and sensitive sites

Engineering, Tests & Measurements

CBRNe

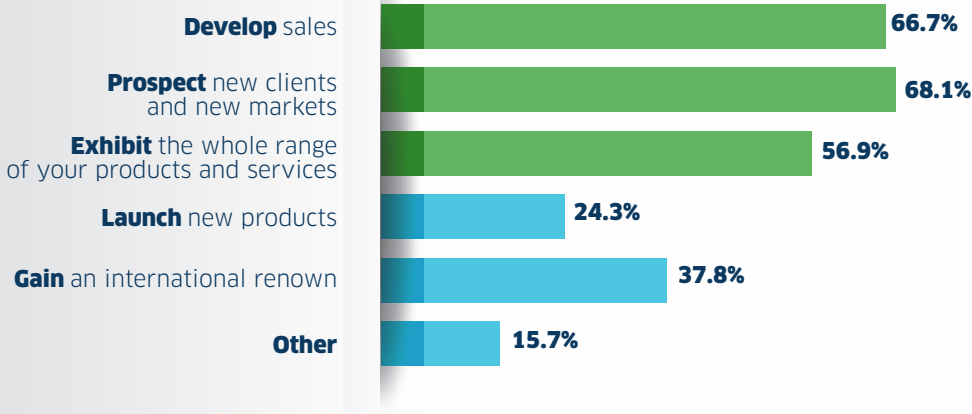
Training and Simulation

Drones and Robotics

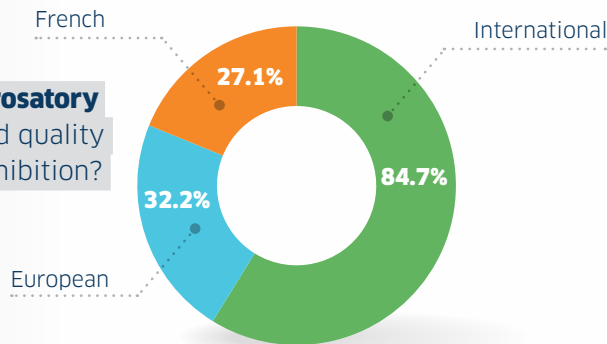
Embedded electronics

# Exhibitors Satisfaction Survey

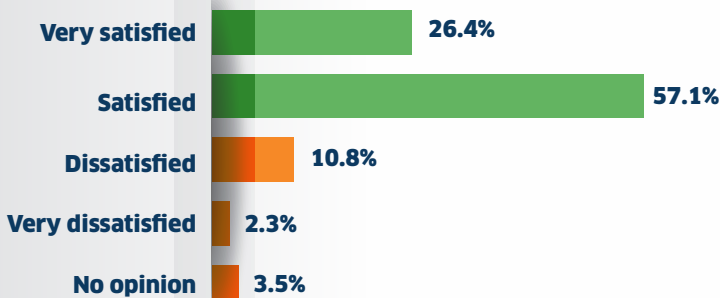
## 01 Main reasons for taking part in this exhibition



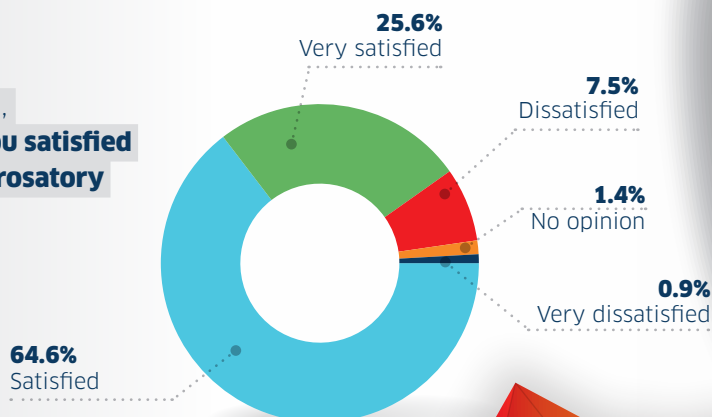
## 02 Did you come to Eurosatory with the number and quality of visitors to the exhibition?



## 03 Are you satisfied with the number and quality of visitors to the exhibition?



## 04 All in all, were you satisfied with Eurosatory 2018?





# Networking at Eurosatory



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<p><b>Table Top Exercise (TTX)</b> Innovation 2018 60 international experts from CBRNe domain participated in a TTX</p>	<p><b>8</b>  <b>Strategy consulting</b> Bring an expertise and a personalised assistance on markets and special topics</p>	<p><b>14</b>  <b>Exhibitor Conferences</b> 20- or 45-minutes presentations to discover products and innovations</p>	<p><b>57</b>  <b>General Conferences</b> About 20 themes discussed by international experts</p>
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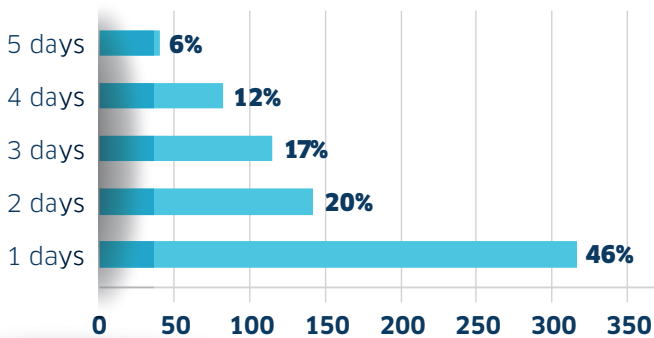
# Media coverage

**696**  
journalists  
including  
**47%**  
international

**390**  
media from  
**44**  
countries  
including  
**10 news media**

**82**  
press partners  
representing  
**115**  
magazines  
sur **434sqm**

## Journalists visit rates during the week of the exhibition



**1,830** international articles  
**43.3%** international

Servicemedia TV: **11,749** views  
and **1,630** downloads of videos



# Communication



## NEW: Eurosatory Live

Live broadcasting of interviews during the exhibition on the website and Facebook  
**2,108** unique users and 57 min of average connection



## Eurosatory TV

dissemination of general information (conference, demonstrations, ...) and thematic subjects (drones, training & simulation, ...) on **18** screens

## Website

**457,010** visits, 1,532,815 page views (from January 2017 to June 2018),  
77,834 visits, 275,124 page views (11-15 June 2018)



## Social networks

LinkedIn, Facebook, Twitter, YouTube



## Mobile app

**7,438** downloads in iOS and Android



# Strong media coverage



**Defence Production India** @DefProdIndia · 14 Jun  
Department of Defence Production participated in #Eurosatory2018 held in Paris.  
Director MoD Mr. RR Thakur explained Indian defence offset policy.

Department of Defence Production Participated in  
**EUROSATORY**  
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Mr. RR Thakur  
Director MoD,  
Explaining Indian  
Defence Offset Policy

**Maeda Vorkov** @M\_Vorkov · 12 Jun  
A thread compiling all the news about robotics, AI and autonomy from #Eurosatory, the arms fair held right now in land and air-land weapons in Paris.

**Lockheed Martin** @LockheedMartin · 15 Jun  
Thanks for all your great questions on missile defense this week at #Eurosatory2018! Find our experts' answers in the photos below: [link](#)

Missiles have the same engines as a fighter jet?  
Many cruise missiles what a fighter jet use. These engines take in combine it with fuel chamber to produce...  
Other types of missile with their engine. It could rocket motor a motor. Other way without using...

**US Army Europe** @USArmyEurope · 14 Jun  
#HappeningNow! LTG Cavoli visit @2dCavalryRegt Soldiers demonstrating the #StrongEurope capabilities during #Eurosatory2018. Eurosatory provides @DeptofDefense the opportunity to promote US interests, illustrate importance of land power & showcase the US commitment to @NATO

**BAE Systems Land** @BAESystemsLand · 13 Jun  
Elevating the M777 for the final day of #Eurosatory - thanks everyone, it's been a blast!

**Michael Sharpe** @MSHSharpe  
Congrats to Jack Cullen @JAR\_aerospace representing the Australian Defence Industry with Minister @cpyne at Eurosatory.  
@AMGC\_Ltd #defence #military #drones #uas #entrepreneur #manufacturing #conference #aviation #startup

**NEW DEFENCE ORDER STRATEGY** **НОВЫЙ ОБОРОННЫЙ ЗАКАЗ СТРАТЕГИИ**

**EUROSATORY 2018: Выставка вооружений и средств защиты открылась в пригороде Парижа**

Израильский партнер РФ на выставке по ракетной...  
В 2018 году Израиль представит выставке в пригороде Парижа...  
Израильский партнер РФ на выставке по ракетной...  
Израильский партнер РФ на выставке по ракетной...  
Израильский партнер РФ на выставке по ракетной...

**TACC**

**TACC - информационный партнер выставки вооружений Eurosatory-2018**

На крупнейшей международной выставке вооружений Eurosatory 2018 агентство представит информационные продукты военной тематической тематики



**EMERGENCY LIVE**

THE GREATEST THE CATALOGUE...  
LICKSOME...  
SPENDER...  
PROMENTRY

**Trực tiếp từ Eurosatory 2018 - Xem bộ sưu tập và chương trình!**

**MILITARY TECHNOLOGY** @MILTECH1 - 12 Jun  
#Eurosatory2018: University of Pisa #ASAS lightweight tracked vehicle prototype #Eurosatory2018. Firm configured an an MCV with new LANCE 2.0 turret include #Future in Tank

**الدفاع العربي**  
Arab Defence Journal

**FAST FIELD TESTING WITH PORTABLE GC/MS. SEE NOW**

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**MSI**

**SAHA**

**Eurosatory 2018'de Öne Çıkanlar**

Eurosatory 2018'de Öne Çıkanlar  
MSI...  
SAHA...  
Eurosatory 2018'de Öne Çıkanlar

