

Post Event Report 2014

The Successful Culmination of International Defence Exhibition and Seminar IDEAS-2014

Introduction

The fluid geopolitical climate, resulting from the rapid changes in the global security situation in recent years, has forced many governments to take a fresh look at their national security mechanisms. At present, structural and technological improvements dominate the planning of most militaries and law enforcement agencies throughout the world. The most volatile geopolitical region in the Asia has now become one of the biggest markets for defence products.

Pakistan's defence industry is in quest for seeking international alliances to meet the requirements of its armed forces and the growing needs of the regional defence forces. Pakistan's own defence products present a perfect mix of indigenous and foreign technologies thus offering an opportunity for defence collaboration.

Defence Export Promotion Organization (DEPO) was established under Ministry of Defence Production in year 2000. One of the major roles of DEPO is to conduct International Defence Exhibition and Seminar (IDEAS). It provides a platform for facilitation, promotion and coordination of the defence exports in public and private sectors. International Defence Exhibition and Seminar (IDEAS) is conducted, biennially, at Expo Centre Karachi, since 2000. It presents an ideal platform to local defence industry to showcase their products ranging from the equipment used in the third world countries to the most sophisticated weapon systems. On one hand IDEAS provides a perfect interactive forum for the defence forces to assess the products and technologies suited / fulfilling their requirements, on the other hand, it also offers an ideal opportunity to the defence manufacturers for entering into collaboration and joint

ventures with Pakistan and other prospective international partners. It is the biggest defence exhibition of international stature in Pakistan.

Significance of IDEAS

With the passage of time, IDEAS has significantly contributed towards promoting strategic partnership with our friends and has served to achieve the shared objectives of peace and stability in the region. It is also the IDEAS slogan “Arms for Peace” which reflects Pakistan’s principle stand that a more balanced arms equation amongst neighboring countries acts as an effective deterrent. It provides a platform to showcase technology of tomorrow and innovations in defence with variety of weapon systems and items of equipment on display. It is a market place of innovative ideas and also brings together international manufacturers and suppliers of products and services to explore the opportunities for cooperation in the field of defence.

Conduct of IDEAS-2014

8th International Defence Exhibition & Seminar (IDEAS) was successfully conducted from 1-4 Dec 2014 at Expo Center Karachi. The event was managed by Pakistan’s leading event management company Badar Expo Solutions. The event received an overwhelming response from across the globe. A total of 56 nations were represented in IDEAS – 2014 in the form of Foreign Delegations and International Exhibitors. 88 Delegations representing 50 nations attended IDEAS – 2014 including 47 high level delegations headed either by their Defence Ministers, Secretaries or Services Chiefs of the respective countries. A total of 333 companies (256 foreign and 77 local) exhibited their products during the exhibition.

IDEAS – 2014 embodied a host of activities comprising of a display of different defence products and equipment's, an impressive Inauguration Ceremony, a seminar, sideline conferences and networking of high level delegates with exhibitors and OEMs.

The Inauguration Ceremony of IDEAS – 2014 was conducted on 1st December 2014. Prime Minister of Pakistan Mr. Muhammad Nawaz Sharif graced the occasion as the Chief Guest. The ceremony was attended by Official Delegates, Chairman Joint Chiefs of Staff Committee, Services Chiefs, Senior Government Officials, Foreign Diplomats and a large number of Exhibitors.

The Seminar, conducted in the evening of 1st December at Movenpick Hotel. The main theme of the Seminar was “Matching research and production to the challenges of a dynamic security environment”. General Rashad Mahmood NI (M) Chairman Joint Chiefs of Staff Committee was the chief guest. The panel of speakers included prominent international defence analysts and expert William Stevenson (Executive Director of Malaysian Institute of Defence and Security, Malaysia) Dr. Maleeha Lodhi (Ex Ambassador, Pakistan), Dr. Vladimir P. Kozin (Head, Group of Advisers to the Director of Russian Institute for Strategic Studies, Russia), and Air Marshal Javaid Ahmed, (Chairman PAC Board, Pakistan). The Presiding Officer of the Seminar, Mr. Munir Akram, (Former Ambassador and Permanent Representative of Pakistan to the United Nations in New York), in his concluding remarks stated that “given the fast pace of technological change, it would be perfectly natural to expect development of significantly new technologies, including those, which will alleviate our security and threat concerns”.

IDEAS-2014 also featured Sideline Conferences. Learned international and local defence analysts were participated including Pakistan's Services Chiefs who candidly shared their views in these sideline conferences.

Some of the major indigenously developed products showcased during IDEAS – 2014, included Main Battle Tank Al-Khalid, Fighter Aircraft JF-17 Thunder, Jet Trainer Aircraft K-8 and a variety of UAVs etc. IDEAS – 2014 offered a unique opportunity to the international delegates and visitors in acquiring an insight into the entire defence manufacturing and training capabilities of Pakistan, exhibited under single umbrella. It may be pertinent to highlight that Pakistan has a large defence manufacturing, training and support infrastructure in place, which not only meets the needs of Pakistani Armed Forces, but also has the capacity to fulfill demands of other countries with exceptionally high quality products at mutually acceptable terms.

Amongst the international exhibitors, exclusive country pavilions were set up by Turkey and China. Defence products and equipment's from companies representing North America, South America, Europe, Asia, and Far East were also impressively displayed through various stalls. Russian Helicopter Company also exhibited its stall. There were nine countries like Australia, Canada, Hungary, Lithuania, Portugal, Romania, Serbia, Thailand and UAE, who participated in IDEAS for the first time.

On diplomatic front, Foreign Delegates / Trade Visitors and Media endorsed the efficiency of IDEAS – 2014 as an extremely valuable and interactive forum for the defence trade. Signing of several MoUs between the governments and private companies has further enhanced the utility and success of this event.

Meetings and Networking

A comprehensive program was laid out to effectively coordinate meeting and networking sessions between Foreign Delegations, Govt. Officials, Senior Armed Forces Officers and Exhibitors, whereby ensuring effective connections between all participants of the exhibition.

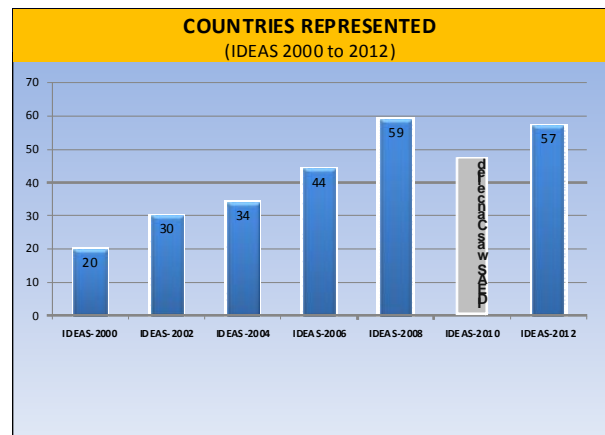
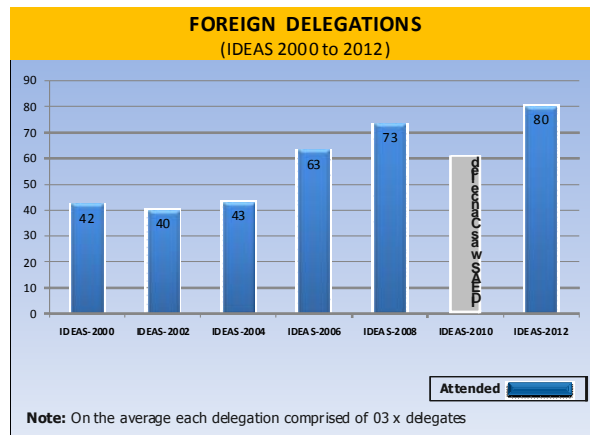
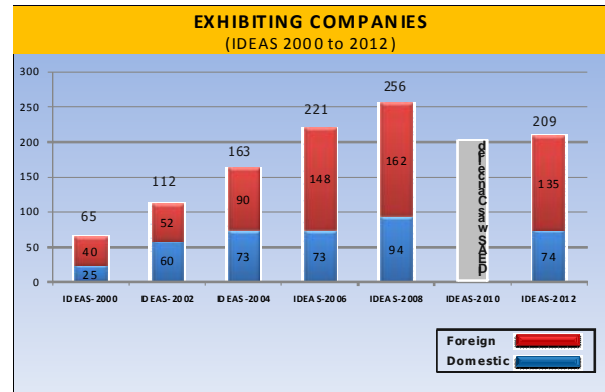
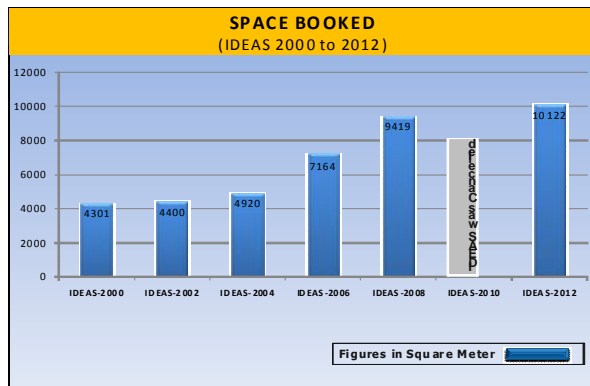
The chronicles of IDEAS series is one of the continuous success, with IDEAS-2014 as the most consequential in the history of the exhibition industry of Pakistan. It is a market place of innovative ideas and also brings together international manufacturers and suppliers of products and services to explore the different opportunities for forging cooperation and alliances in the field of defence production with friendly countries.

Exhibiting Countries

Exhibiting countries are shown in the diagram:-

Australia	Greece	Pakistan	Sweden
Austria	Ireland	Poland	Switzerland
Belgium	Italy	Portugal	Thailand
Canada	Japan	Romania	Turkey
China	Lebanon	Russia	UAE
Cyprus	Lithuania	Serbia	UK
Czech Republic	Malaysia	Singapore	Ukraine
Finland	Netherlands	South Africa	USA
France	Norway	South Korea	
Germany	Oman	Spain	

Statistical Analysis of Previous Events



Conclusion

IDEAS exemplify a successful public and private sector partnership. It has grown in its reach, size, stature, participation and international attendance to a level that is “second to none” in the region. In addition, the profile of the high level delegations, ever increase in number of exhibitors and trade visitors visiting Pakistan to attend this exhibition adds to the prestige and stature of this event. IDEAS, in-fact, is a great meeting point to promote friendship and cooperation with the international community in the defence field.

The next IDEAS will take place from 22nd to 25th of November 2016 at Karachi Expo Centre.