



## DSEI 2017 Exhibition Report

prepared for

## Global Opportunities Agencies Program



Canadian Association of Defence and Security Industries

## Overview

Defence and Security Equipment International (DSEI) is a world-leading exhibition that brings together the global defence and security sector. This biennial event takes place in London, England. The entire supply chain is represented at DSEI, from concept to delivery. The event offers exhibits, demonstrations, seminars and conferences that support international networking and relationship building, and ultimately economic stimulation for many nations.

This year, the exhibition took place 12-15 September at the ExCel London exhibition and international convention centre.

DSEI 2017 exhibitors were organized into five key sector-focused Zones: Air, Land, Naval, Security & Joint, all showcasing the latest equipment and systems. Over 34,000 delegates and guests attended the event, including Defence Ministers, International Military and Armed Forces, key industry players and private sector companies.

More than 40 International Pavilions participated in 2017, representing businesses, associations and institutions from countries that have been identified<sup>1</sup> as having strong market opportunities, such as Australia, India, Chile, and South Africa, as well as European and Middle Eastern nations.

## Canada Pavilion

The Canada Pavilion at DSEI 2017 was produced by the Canadian Association of Defence and Security Industries (CADSI) with support from Canadian Economic Development for Quebec Regions (CEDQ), Western Economic Diversification Canada (WD), Trade Commissioners Service (TCS), Department of National Defence (DND), Global Affairs Canada (GAC), and Canada Commercial Corporation (CCC). The Pavilion was composed of a lounge, café, four meeting rooms and 36 exhibitors. Additional companies participating in the Canada Program, which was open to both CADSI members and non-members, brings the number up to 75. Overall, factoring in exhibitors outside of the Canada Pavilion, there were nearly 100 Canadian businesses at DSEI 2017.

The Canada Pavilion has grown tremendously since it first appeared at DSEI in 2011. In fact, the growth in Canadian companies participating in the Canada Program is pushing 1000% since that time! This indicates a mounting desire for Canadian companies to promote their capabilities in an international arena and to compete on the global defence and security stage. DSEI is a good investment, and it is important for CADSI to continue its leadership role in supporting companies with international business development goals.

It is important to note this growth trend has taken place across all regions of Canada, with each regional representation (Western Canada, Ontario, Quebec, Atlantic Canada), having at least doubled its number of exhibitors since 2013. This impressive increase demonstrates companies recognize the value of the Canada brand and of the impact it brings to the show.

**Canada had the third largest national pavilion at DSEI 2017.**

Right: The Canada Pavilion featured a branded lounge and cafe, providing a casual, comfortable place for networking and informal meetings.



<sup>1</sup> According to the Global Affairs Canada Global Markets Action Plan as well as CADSI survey results of companies attending IDEX 2017.

Below: Graphs visualize Canada Pavilion growth since 2013, in relation to exhibitors, floor space and regional representation.



Left: The Canada Pavilion provided a branded lounge and cafe area for casual networking.

Below: Four meeting rooms were available for Canada Pavilion participants to book for private sessions. Pictured is the CADSI and Quebec meeting rooms. The other two Canadian themes, supported by Western Economic Diversification Canada, were Prairies and Rockies.



Overall there were 85 Canadian companies that attended DSEI either as exhibitors within the Canada Pavilion, outside the Pavilion, or walking the show.

Canada Pavilion Exhibitors (excluding CADSI and Government):

1. 2G Robotics (Ontario)
2. Atlantic Canada Aerospace & Defence Association
3. AirBoss Defense (Quebec)
4. Alpha Optics (Ontario)
5. Analytic Systems (Western Canada)
6. ApexO Inc. (Quebec)
7. Armatec Survivability (Ontario)
8. Bionic Power (Western Canada)
9. BRIC Engineered Systems (Ontario)
10. CarteNav Solutions (Atlantic Canada)
11. Connect Tech Inc. (Ontario)
12. Evertz Microsystems (Ontario)
13. General Starlight Co. Inc. (Ontario)
14. Haivision (Ontario)
15. Hemisphere GNSS, Inc. (Western Canada)
16. International Test Pilots School (Ontario)
17. iXTROM Group (Quebec)
18. Logistik Unicorp Inc. (Quebec)
19. Matrox Graphics (Quebec)
20. MetOcean Telematics (Atlantic Canada)
21. MMIST (Ontario)
22. Nautel Limited (Atlantic Canada)
23. Newcon Optik (Ontario)
24. OSI Maritime Systems (Western Canada)
25. Professional Development TSCM Group Inc. (Ontario)
26. Scepter Canada (Ontario)
27. Soucy International Inc. (Quebec)
28. TACO Antenna (Ontario)
29. WOLF Advanced Technology (Ontario)

Canada Pavilion Walkers and B2B companies include:

30. 2G Robotics (Ontario)
31. ATH Steel (Ontario)
32. Capital Hill Group (Ontario)
33. Discovery Air Defence (Quebec)



The Canada Pavilion was a popular stop for delegates of DSEI 2017. With over 6000 square feet of space, and companies representing Canada from coast-to-coast, the nation's defence and security sector was well-represented. Ontario companies accounted for 47% of Pavilion exhibitors, followed by Quebec (22%), Western Canada (19%), and Atlantic Canada (12%).

34. Elasto Proxy Inc. (Quebec)
35. Lumiant Corporation (Western Canada)
36. MacDonald Dettwiler (Ontario)
37. PAL Aerospace (Atlantic Canada)
38. Raytheon ELCAN Optical Tech (Ontario)
39. Steelcraft (Ontario)
40. ThinkRF (Ontario)
41. TrackGen Solutions (Ontario)
42. Tulmar Safety Systems (Ontario)

During the course of the exhibition, the Canada Pavilion received many positive reviews, for its aesthetics, comforts and conveniences, as well as for the calibre of guests. Delegations from the UAE, Latvia, Oman, and Kuwait were amongst some of the visitors to the exhibitors under the Canada Pavilion.

*“Great value for the money.”*

*- CADSI DSEI 2017 survey feedback*

## **Canada Program**

In addition to producing the Canada Pavilion, CADSI developed a value-added program with the aim of maximizing the benefits for Canadian participants. Prior to the event, delegates were invited to participate in a webinar to help properly prepare for a successful DSEI. During the exhibition, participants were supported in a number of ways, including promotional assistance via show daily ads, banners, CADSI Canada Pavilion Show Guide, as well as business development support through access to trade commissioners, senior representation from Canadian government departments, defence delegations, and a Whole of Government communications team. The program also involved daily e-blasts thanking supporters and communicating Canada Program activities.

**Canadian Trade Commissioners:** Trade commissioners from several countries were available daily in the Canada Pavilion. Representatives from the UK, Norway, Germany, Jordan, Qatar, United Arab Emirates, Saudi Arabia, France, Italy, Romania, Hungary, Poland, Belgium and the Philippines were accessible to provide market guidance to Canadian companies.

**Communications Team:** Multiple federal departments and agencies provided communications and public relations team members who actively worked to secure national and international delegations to engage with the Canada Pavilion.

**Senior Representation:** CADSI and the Whole of Government Working Group spent the past year focussing on bringing senior representation to DSEI. Senior representatives from the following departments attended DSEI 2017:

- High Commission of Canada
- Various Embassies of Canada
- Global Affairs Canada
- Canadian Trade Commissioners Service
- Public Services and Procurement Canada
- Canadian Commercial Corporation

Innovation, Science and Economic Development Canada  
Department of National Defence  
Western Economic Diversification Canada  
Canada Economic Development for the Quebec Regions  
Federal Economic Development Agency of Southern Ontario

Market Briefing: CADSI arranged a Market Briefing held at Canada House in Trafalgar Square on September 11, ahead of the official opening of DSEI the following day. The session was designed to assist guests preparing to engage in international work by providing important information relating to doing business in the UK and Europe, and also touched on Brexit. Representatives from Jane's, BAE and Qinetiq contributed to the briefing by offering valuable insights regarding how Canadian companies can work with industry in the UK.

Seminar: Doing Business in Canada's Defence Sector was presented by CADSI on September 14. The seminar promoted how the Canadian supply chain is beneficial to foreign partnerships, and provided an overview of what it takes for foreign companies to establish business partnerships with Canadian industry.

Networking and Meeting Opportunities: Informal networking opportunities were scheduled after the September 11 Market Brief, during the Canada Reception and regularly in the Canada Pavilion Lounge and Café.

The Pavilion also contained four meeting rooms available daily from 8:30 a.m. to 5:00 p.m. Each exhibiting or B2B company had the option of advance booking two 30-minute meetings per day, while Walker participants could book one. After the show opened, space was available first come, first-served.

## **Outcomes/Conclusion:**

DSEI 2017 proved to be a great success for Canadian defence and security companies. A strong Canadian presence allowed companies to leverage greater opportunities to network, share their innovative technologies, and build their businesses. Surveyed companies placed a high value on the services offered by the Canada Pavilion, particularly the café, branding, and meeting rooms. The Canada Reception was also identified as a best value service, as was the central coordination element of the Pavilion. Business growth is the key motivator for companies to exhibit and it is particularly rewarding when companies benefit in unexpected ways. One exhibitor discovered a potential new market sector (medical).

A great indication of the event's success is demonstrated by the number of exhibitors who stated they would participate in the Canada Pavilion in the future: 91% said yes. We are confident that DSEI will continue to demonstrate a strong Canadian presence and deliver high value opportunities for our nation's defence and security companies.

*"It [Canada Pavilion] provided first class support."*

*- CADSI DSEI 2017 survey feedback*

**Appendix 1  
Post-event Survey Data**



**DSEI 2017 SURVEY RESPONDENT DATA**

**100%**

OF RESPONDENTS  
USED CANADA  
PAVILION SERVICES

*“This is my 3<sup>rd</sup> DSEI and this was the best by far. Well organized and executed by CADSI!”*

- CADSI 2017 Survey Feedback

**OVERALL QUALITY**  
of the Canada Pavilion

**9/10**



*“Well organized, successful exhibition.”*

- CADSI 2017  
Survey Feedback

Countries identified by Delegates as having the  
**BEST PROSPECTS FOR OPPORTUNITIES**

Middle East	Chile	Japan	Slovakia
Europe	Colombia	Jordan	South Africa
Caribbean	Denmark	Latvia	Sweden
Argentina	Estonia	Lithuania	Togo
Australia	Finland	Netherlands	Turkey
Belgium	France	Norway	UAE
Benin	Ghana	Peru	UK
Burkina Faso	Israel	Poland	USA

**DID YOU USE** the following services:

The services of the Canada Pavilion **100% YES**

The Cafe **91% YES**

The Meeting Rooms **73% YES**

**WOULD YOU PARTICIPATE IN THE CANADA PAVILION AGAIN?**

**91% YES**

## Appendix 2 Gallery: Canada Pavilion at DSEI 2017



Left: September 12, 2017. High Commissioner to the UK, Janice Charette, flanked by Cameron McKenzie, Vice-President of Business Development and Sales, Canada Commercial Corporation, along with Christyn Cianfarani, President and CEO of CADSI, officially open the Canada Pavilion at DSEI 2017 with a celebratory ribbon cutting, surrounded by Canada Pavilion Exhibitors.



Left: Suspended banners easily identified the Canada Pavilion area in the exhibition hall, reinforcing the Canada brand and the national identity of exhibiting companies.



Above left: Foreign defence delegations were invited to visit the Canada Pavilion to discover Canadian innovation and engage with Canadian companies. Above right: VIP Guest Major General Ibrahim Nasser Mohammed Al Alawi of the UAE has a conversation with Christyn Cianfarani, President and CEO of CADSI, while touring the Canada Pavilion.





Regional support was represented at DSEI 2017, with booth space for Ontario (above), the Atlantic region (below left) and the province of Quebec (below right), as seen prior to the opening of the exhibition hall to non-exhibitors.





Canada Pavilion Show Guide: CADSI produced its own DSEI 2017 show guide to highlight Canadian participants of all categories (Exhibitor, B2B/G, Walker) by including each company's profile, logo, and point of contact. The guide was available before, during and after DSEI, thus ensuring maximum visibility for participants. A print version was available on site and a digital version was accessible through CADSI and issuu.com.

*Issuu.com stats indicate the guide received  
23,000 impressions  
and each visit lasted an average of  
six minutes.*



Daily ads: CADSI purchased daily ads to promote the Canada Pavilion as a whole in The DSEI Daily. The half-page ads were designed to encourage visitors to the Pavilion and were consistent with Pavilion branding.



Market Briefing: Guests joined speakers at Canada House in on September 11, 2017, for a briefing on the Canadian defence and security market, as well as requirements for Canadian companies to conduct business in the UK.



CADSI President and CEO, Christyn Cianfarani, speaks to guests at the `Doing Business in Canada` seminar, which was held on September 14, 2017, at DSEI.



The Canada Reception, held on September, 14, 2017, provided additional opportunities for guests to network. Christyn Cianfarani, CADSI President and CEO, is seen here addressing the crowd.

The Canada and SME Lounge was a popular meeting spot for informal meetings. Visitors sit with Canada`s Innovation Wall as a back-drop.

