

DEFENSE & SECURITY 2023 FACTS



565

EXHIBITORS FROM
40
COUNTRIES



23,573

VISITORS FROM
63
COUNTRIES



25

NATIONAL
PAVILIONS



282

DELEGATES OF
46 GROUPS FROM
30 COUNTRIES

BUSINESS MATCHING SUCCESS:

One of the standout achievements of Defense & Security 2023 was the successful facilitation of over 582 major business matches during the event.

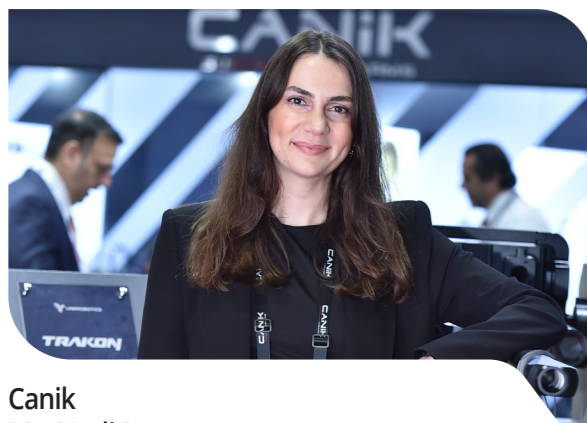
582

MAJOR
BUSINESS
MATCHES

Defense & Security 2023 not only provided a platform for showcasing products but also served as a nexus for forging strategic partnerships and driving the industry forward.

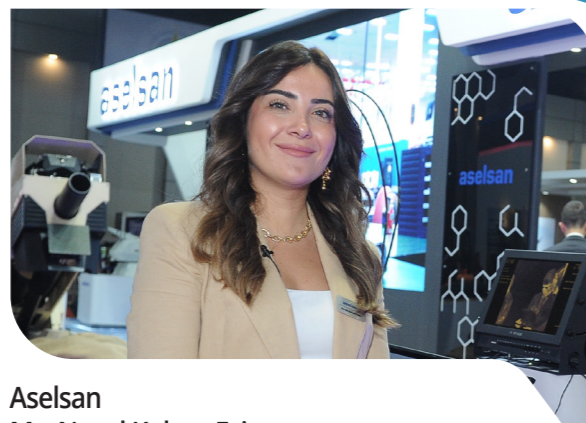


EXHIBITOR TESTIMONIALS OF SUCCESS



Canik
Ms. Nazli Deger
Export sales specialist

We are very cared about the Asian market and the Thai market, so we would like to show who is Canik and bring our products to show the Thai Army, Navy, and all the authorities.



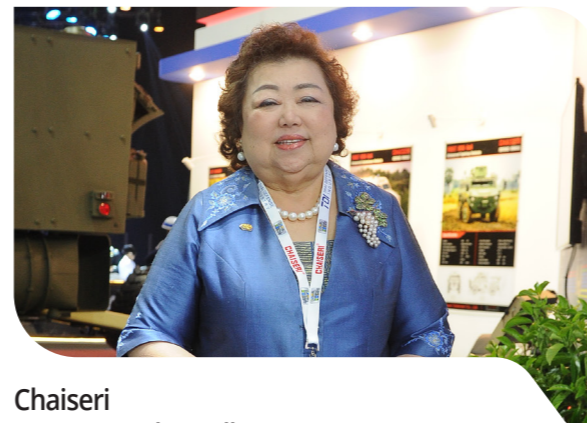
Aselsan
Ms. Neval Kolsuz Esin
Country Manager

The show was all great, and we are really glad to be a part of this exhibition this year, as always.



Norinco
Mr. Ding Bo
Chief of representative of Norinco

This is actually our 5th consecutive year to take part in this defense and security show. We have a good opportunity to meet a lot of friends from this area and other parts of the world.



Chaiseri
Dr. Noparath Koolhiran
Vice President

There are a lot of visitors from all over the world who come to Thailand, visit our stand, learn about Thai production, and especially we are very proud because we have a lot of visitors.



Emirates defense companies council
Mr. Anas Naser Al Otaiba
General Manager

We also had a chance to meet other officials and other pavilions from different countries to increase communication and networking between our company, the international company, and the Thai company as well.



LIG
Mr. Kim, Joonyub (Eric)
Manager

We have many visitors from all the military fractions—army, navy, marine, and air forces—and so far, we have them promoting our products on display, which is a good success.



Hungarian Defense Export Agency
Mr. Balint Abay
Business Development Manager

It was a great opportunity to meet the regional suppliers, partners, and potential customers and see what their needs are whenever we can meet them in the future or right now. Overall, it's a very good experience.



SAAB
Mr. Fredrik Lindblom
Vice President

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Tri-Service Asian Defense & Security Exhibition,
Conference and Networking Event

POST SHOW REPORT

6-9 November 2023

IMPACT, Muang Thong Thani, THAILAND

NEXT EDITION

10-13 November 2025



Power of Partnership

asiandefense.com



Organised by:



For more information visit : www.asiandefense.com

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Assistant Sales Manager

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Defense and Security 2023

Defense Security Thailand

BEYOND BOUNDARIES, BEYOND EXPECTATIONS: SUCCESS STORIES UNVEILED



Defense & Security 2023 - The 11th edition, themed **"The Power of Partnership,"** concluded with resounding successes. Building on its rich history as a regional platform fostering collaboration, the event facilitated enhanced cooperation among global manufacturers, delegations, military decision-makers, and government officials, with a special focus on the ASEAN region.

Participants seized outstanding opportunities for networking, knowledge exchange, business transactions, and the initiation of long-term partnerships across all levels. Unique engagement avenues included VIP tours of the exhibition, Government-to-Government (G2G), and Government-to-Business (G2B) meetings with exhibitors and business networking functions, as well as technical presentations, seminars, and more!

With over two decades of recognition within the industry, Defense & Security has consistently provided exceptional business prospects and a platform for establishing new connections with key decision-makers. International manufacturers in defense and internal security found a special window of opportunity to conduct business, forge contacts, and access new markets, particularly within the ASEAN region. The event garnered excellent feedback from official delegations, with exhibitors expressing particular satisfaction.

A major highlight of the event was the international seminar on **"AI The New Player in Cyber Security"** which achieved significant success. Technical presentations covering diverse and relevant areas attracted a significant attendance. Leading experts in their respective fields shared knowledge, insights, and trends, generating substantial interest among participants keen on exploring these topics. The event served as a nexus for industry leaders to discuss and shape the future landscape of defense and security.



EXHIBITOR SUCCESS:

TOP 5 OBJECTIVES ACHIEVED:

The exhibitor survey for Defense & Security 2023 underscores remarkable success, with the top five exhibitor objectives being met.



TARGET MARKETS ACHIEVED:

Exhibitors reported successfully reaching their target markets during the show.



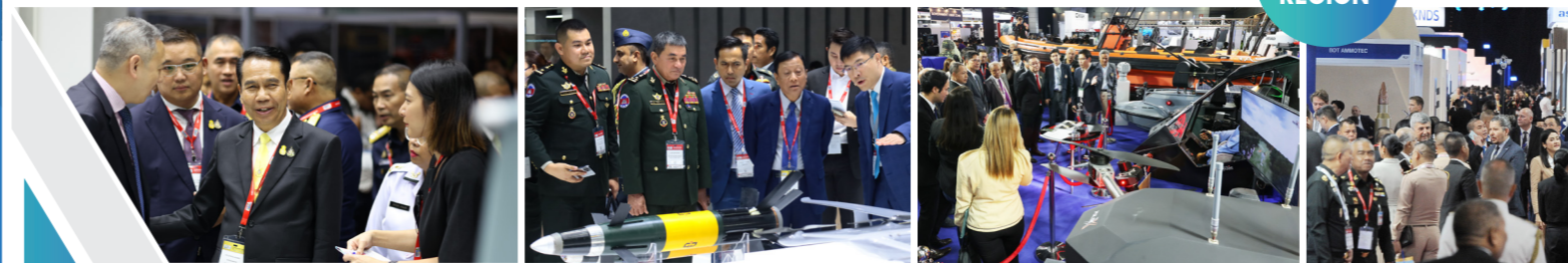
EXHIBITOR SATISFACTION:

94% SATISFACTION OR EXTREME SATISFACTION.

High Satisfaction Rates: The exhibitor survey reflects an impressive satisfaction rate, with 94% of exhibitors expressing satisfaction or extreme satisfaction.

98% PLANNED OR CONSIDERING PARTICIPATING AGAIN

Continued Participation: An overwhelming 98% of exhibitors have either planned or are considering participating again in the 2025 edition.



VISITOR INSIGHTS:

97% SATISFIED OR VERY SATISFIED WITH THEIR EXPERIENCE.

Visitor Satisfaction: The visitor survey highlighted that 97% of attendees left Defense & Security 2023 satisfied or very satisfied with their experience.

TOP 5 VISITORS NATURE OF BUSINESS

The report sheds light on the diverse nature of businesses represented among the visitors at Defense & Security 2023.

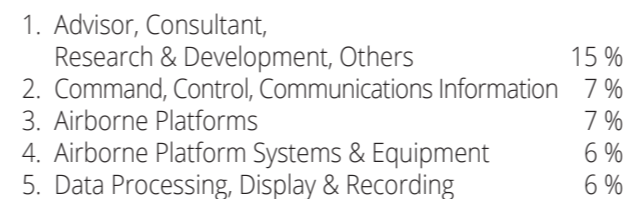


99% MUST-ATTEND EVENT

Must-Attend Status: An overwhelming 99% of visitors affirmed that Defense & Security is a, solidifying its reputation as an essential gathering in the defense and security industry.

TOP 5 VISITORS MAIN INTEREST

The report delves into the primary interests of the visitors, highlighting the focal points that captured the attention of attendees.



Official Delegations at Defense and Security 2023

- Bahrain**
Major General Salman Ibrahim, Commander of the Royal Defense Force Training Center
- Brazil**
Colonel (EB) Fábio Negrão de Souza, General Coordinator of the Trade Promotion Department of the Secretariat for Defense Products (DEPCOM/SEPROD)
- Brunei Armed Forces**
Lieutenant Colonel (U) Peter bin Ulat, Director of Force Capability Development, MINDEF
- Cambodian Air Force**
Lieutenant General Kong Mony, Deputy Commander and Chief of Staff of Royal Cambodian Air Forces
- Cambodian Armed Forces**
General Vong Pisen, Commander-in-Chief of Royal Cambodian Armed Forces
- Cambodian Army**
Lieutenant General Prak Sovanna, Deputy Commander of the Royal Cambodian Army
- Cambodian General Secretariat of the Ministry of National Defence**
Lieutenant General Samchan Sopheakra, Deputy Secretary General of General Secretariat of MOD
- Cambodia MOD**
H.E. General Neang Phat, Permanent Secretary of State, Ministry of National Defence
- Cambodian Navy**
Admiral Tea Vinh, Deputy Commander-in-Chief of the Royal Cambodian Armed Forces and Commander of the Royal Cambodian Navy
- Canada**
Lieutenant Colonel Patrick Herbert Masterson, Defence Attache, The Embassy of Canada in Bangkok
- China**
Rear Admiral Wang Zheng, Defence Attache
- Czech**
Mr. Daniel Blažkovec, Deputy Defence Minister, Ministry of Defence
- France**
Brigadier General Caroline Salahun, Director for Asia-Pacific in the Directorate for International Development of the French Defence Procurement Agency
- Germany**
Lieutenant Colonel Philipp Doert, Defense Attache, The Embassy of Germany in Bangkok
- Indonesia Armed Forces**
Major General Djaka Budi Utama, Special Assistant to the Indonesia Armed Forces Commander-in-Chief
- Indonesia MOD**
Major General TNI Mohammad Fadjar, M. PICT, Director General Defence Potential Ministry of Defence of the Republic of Indonesia.
- Indonesia Navy**
Rear Admiral Denih Hendrata, Assistant Chief of the Indonesian Navy of Operations
- Israel**
Lieutenant Colonel Matan Sagi, Defense and Armed Forces Attache
- Japan**
Major General MATSUZAKI, Deputy Director General, Project Management (Aerial Systems), ATLA
- Lao**
Brigadier General Somphone Mittaphone, Deputy Chief of General Staff Department, MOND
- Malaysian Air Force**
Lieutenant General Dato' Zahani bin Hj Zainal Abidin RMAF, The Air Education and Training Commander
- Malaysian Armed Forces**
General Tan Sri Datuk Seri Mohammad bin Ab Rahman, Chief of Defence Forces
- Malaysian Army**
General Datuk Muhammad Hafizuddeain bin Jantan, Chief of Army
- Malaysia MOD**
Datuk Seri Isham bin Ishak, the Secretary General, Ministry of Defence Malaysia
- Malaysian Navy**
Vice Admiral Dato' Shamsuddin bin Hj Ludin, Western Fleet Commander
- Mexico**
Colonel Esteban Suárez Cervantes, Military and Air Attaché, The Embassy of Mexico in the People's Republic of China
- Netherlands**
Colonel Norbert Moerkens, Defence Attaché, The Embassy of Netherland in Jakarta
- Oman**
Commodore Essa Salim Alowaisi head of delegation
- Pakistan**
Commodore Muhammad Imran Rana, Joint Secretary Foreign Collaboration
- Philippine Air Force**
Major General Elpidio B Talja PAF, Air Force Reserve Command
- Philippine MOD**
Undersecretary Angelito M. De Leon, Undersecretary for Capability Assessment and Development (USCAD)
- Poland**
H.E. Mr. Artur Dmochowski, Ambassador of the Republic of Poland in Bangkok
- Qatar**
Major General (Pilot) Dr. Rashid Hamad Al-Nuaimi, Commander of Strategic Studies Center
- Saudi Arabia**
H.E. Lieutenant General Mazyad Sulaiman M Alamro
- Singapore**
Dr. Ng Eng Hen, Minister of Defence of Singapore
- Singapore Air Force**
Brigadier General Teo Soo Yeow, Head Air Operations
- Singapore Armed Forces**
Brigadier General Frederick Choo, Chief of Staff (Joint Staff)
- Singapore Army**
Lieutenant Colonel Gilbert Foo
- Spain**
Brigadier General Cesar Saenz de Santa María, General for Armament Material, Spanish National Armament Directorate (ESP NAD)
- Sweden**
H.E. Mrs. Anna Hammargren, Ambassador Extraordinary and Plenipotentiary
- Timore-Leste**
The Honorable General Domingos Raul "Falur Rate Laek", Chief of the Armed Forces
- Turkiye**
Colonel Serhan Karabulut, Turkish Military Attaché in Kuala Lumpur accredited to Bangkok
- Turkiye (SSB)**
Mr. Hüseyin AVŞAR, Vice President of the Defence Industry Agency
- UK**
Mr. Frank Clifford, the Deputy Director for UK Defence Exports in the Asia Pacific Region
- USA**
Brigadier General Gent Welsh, Commander, Washington Air National Guard
- Vietnam**
Senior Lieutenant General Phung Si Tân, Deputy Chief of General Staff of Vietnam People's Army.