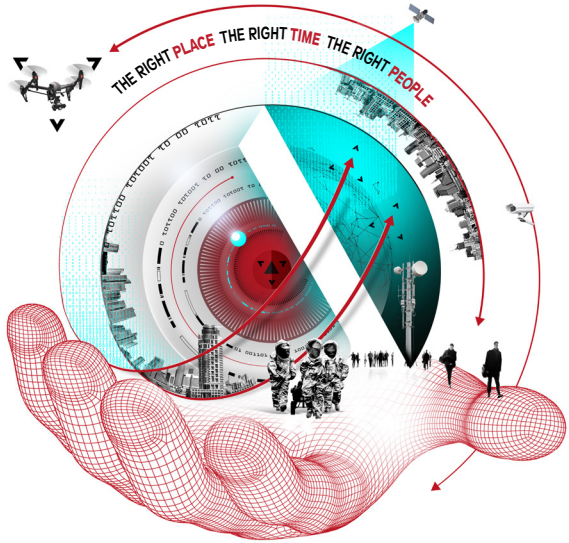


ISRAEL'S LARGEST HLS, DEFENCE & CYBER EXHIBITION



WHY EXHIBIT AT ISDEF?

THE RIGH PLACE, THE RIGHT TIME, THE RIGHT PEOPLE

- ▶ Optimal conditions for ROI! Meet your target audience
- ▶ Decision makers from the IDF, MOD, Police, Prison Service, Fire Department, SAR, Defense Industries, Civil Security Agencies, Government Offices as well as the Cyber Security Community.
- ▶ Senior Israeli defense procurement and capability staff.
- ▶ Top level international delegations CEO's, BD and R&D executives.
- ▶ Buyers and distributors.
- ▶ National and international media.
- ▶ 85% of attendees have buying power.

ISDEF'S UNIQUE PLATFORM

- ▶ ISDEF gives you a unique opportunity to interact directly with the Israeli and International Defense, Homeland Security, and Cyber markets on a grand scale.
- ▶ Significant opportunities for manufacturers to interact with potential clients, generate business, and form relationships.
- ▶ Interact directly with the relevant contacts you seek.
- ▶ Participation in conferences, seminars, workshops & demos parallel to the exhibition.

3RD PARTY MARKET OPPORTUNITIES

ISDEF provides an ideal platform for foreign companies to penetrate the Israeli market alliances defined by joint ventures and industrial cooperations that will meet the requirements of end users in Israel. ISDEF facilitates 3rd party market opportunities for companies and increased exports.

MARCH 21-23
2022

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