

DSEI

15 - 18 September 2015
The World Leading
Defence & Security Event
ExCeL, London www.DSEI.co.uk

VIPs & Delegations

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VIPs & Delegations



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Delegation Profile



Delegation Profile



- Develop operational strategies
- Specify future requirements
- Engaged in procurement decisions
- Influence and Shape future policy

Decision Makers

Influencers



- Military: MOD HQ Departments
 - Procurement/Purchasing
 - Capability/Requirement
 - Strategy and Plans
 - Policy and Doctrine
 - Supply and Logistics
 - Operational Commands/Units
 - Engineering
 - Personnel & Training
 - Gendarmerie/National Guards

- Government :
 - Cabinet Office
 - Home Office/MOI
 - Foreign Office
 - Executive Agencies

Security/Border Control

NATO/Joint Commands/Capabilities

Disaster Relief/Humanitarian/Medical/UN

Research & Development

Diplomatic Staff



DSEI 2013 - numbers



- 29% increase in number of Official Overseas Delegations (97 vs 75)
 - More Countries invited by HMG (69 vs 65)
 - 76% increase in number of additional VIP Delegations (2528 vs 1436)
 - More UK Ministers and Senior Officials (22 vs 17)
 - 57% increase in programmed meetings/stand visits (2273 vs 1446)
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- UK Ministers Engaged and Supported
 - UK MOD Represented for the First Time







D S E
The World
Defence & Security



MOD & Government Engagement



UK

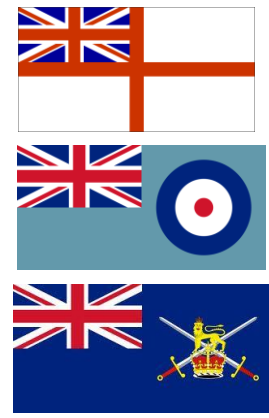
- 18-month programme of 'Shaping the Agenda' meetings with UK MOD and Government Officials

Overseas

- Focused on your priority markets
- Had a presence at over 40 defence and security shows around the world
- In the majority of cases we had a DSEI stand as well as staging receptions and holding private meetings with senior personnel from governments, defence ministries, military and media
- Targeted senior officers and equivalent defence & security officials serving in defence equipment, capability, policy, R&D and operational appointments



UK MOD & Government Engagement



MINISTRY OF DEFENCE



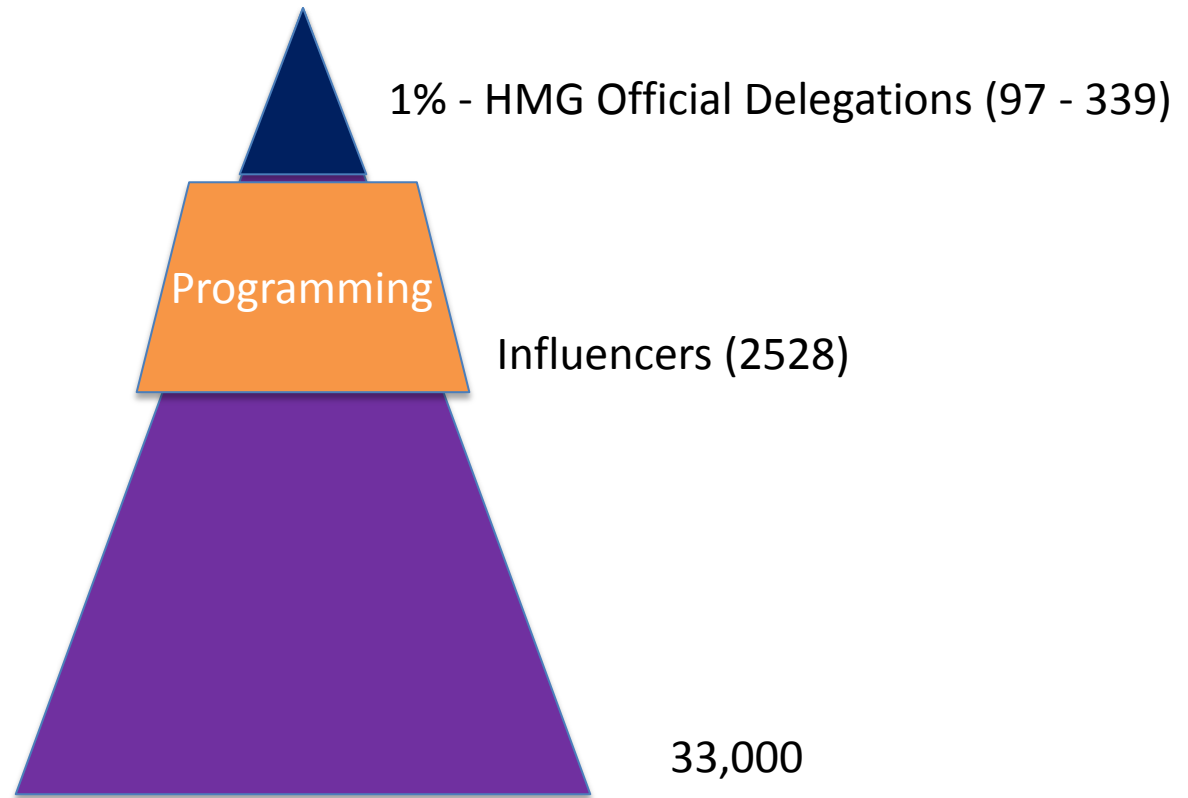
DSEI 2015 - objectives



- Build relationships with UK MODs and Governments globally
- Secure strong support from UK MOD and Government
- Invite them to DSEI
- Deliver them to you



DSEI 2015 - Initiatives



Large Programming Team comprising recently retired Military/Industry staff
Target: 8,000 Meetings – cw 2,273 (250% increase on DSEI 2015)



Delegation Visit Request Service



Delegation Visit Request Service

VIP Meeting Request > Supplemental Information > Final Check

Enter below your request, with supporting statements, and it will be passed to the appropriate programming authorities for consideration.

Please provide a comprehensive application with all relevant material to increase your chances of being contacted by a programming officer to arrange appointments.

Please select your exhibitor contact that will be meeting the VIP:

Exhibitor Contact

Please give your request an appropriate title:




* Request Title

Please explain the reason for your meeting request in 100 words or less:



Delegation Visit Request Service

* Meeting Description:

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Please specify which countries' delegates you wish to meet:

* Countries:

<input type="checkbox"/> United Kingdom	<input type="checkbox"/> Latvia
<input type="checkbox"/> United States	<input type="checkbox"/> Lebanon
<input type="checkbox"/> Afghanistan	<input type="checkbox"/> Lesotho
<input type="checkbox"/> Aland Islands	<input type="checkbox"/> Liberia
<input type="checkbox"/> Albania	<input type="checkbox"/> Libyan Arab Jamahiriya
<input type="checkbox"/> Algeria	<input type="checkbox"/> Liechtenstein



Delegation Visit Request Service

* Sectors:

- Air
- Joint Ops
- Land
- Naval
- Security

Proposed Date: 12 ▾ Mar ▾ 2015 ▾



Delegation Visit Request Service



The screenshot shows a web browser window with the URL www.dsei.co.uk/library/New-Ship-Fleet. The page header includes the DSEI logo and navigation links: Welcome, Exhibiting, Visiting, Media Centre, Conferences, Contact Us, and Clarion Events. The main heading is 'NEW SHIP FLEET'. Below this is a pagination control showing '1 | 2 | > | < |'. The form contains the following fields and values:

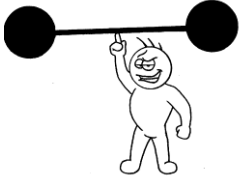
Request From:	Test
Date Requested:	11 Feb 2015 13:30
Title Of Meeting Request:	New Ship Fleet
Description of Meeting:	I would like to talk about the possibility of providing a new ship fleet to x country.
Requested Sectors:	Naval
Requested Countries:	United Kingdom, United States, Australia, Iraq, Russian Federation
Product Categories:	Amphibious Craft, Fleet Management, Shipbuilding, Repair & Conversion, Submarines & Submersibles, Vehicles, Warships
Product Image:	
Supporting File:	

The Windows taskbar at the bottom shows the Start button, several application icons (including Internet Explorer, Chrome, and Word), and the system tray with the date and time: 17:26, 12/03/2015.



Maximise your Opportunity

- Use your existing contacts (UK & Overseas) and invite them to DSEI
- Tell us if your VIP Exhibitor Guest accepts your invitation (Mil/Gov)
- Alert/Meet Defence & Security Staff in Embassies & High Commissions
- Alert/Meet UKTI DSO country desk officers
- Make good use of the Visit Request Service on EZONE

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- Submit a strong supporting statement for each visit request
 - Include details of what you wish to speak about
 - Provide information about what you will be displaying
 - Highlight the benefits that your product, technology or service will bring to the particular country or organisation

IT MUST BE RELEVANT TO THEIR NEEDS!



Meet the Supply Chain



- Seminar Content
 - Primes briefing to SMEs
 - SMEs briefing to Primes (dstl Market Place)
- Programming
 - EZONE Meet the Supply Chain
 - SMEs request to meet Primes - include supporting statement and marketing material
 - Requests passed to Primes - Chief Engineers, Procurement & Supply Chain Managers
 - Onus on Primes to accept meeting requests and arrange meetings – assisted by Programming Team



Deadlines & Contacts



VISIT REQUEST SERVICE - LIVE Friday 1 May 2015

VISIT REQUEST SERVICE - CLOSE: Friday 10 July 2015 (Deadline Day 2)

PROGRAMMING TEAM: 1 June – 18 September 2015

PROGRAMMING: 1 June to DSEI

- Programmers will match EZONE Visit Requests to Delegations
- Programmers will liaise with you throughout the programming period to arrange meetings

Not all requests will be successful



Deadlines & Contacts



Steve Baker

Head of Defence Engagement

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UKTI DSO Directory – Official Overseas Delegations:

<https://www.gov.uk/government/publications/ukti-dso-contact-directory>

London Diplomatic List - Defence Staff:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/408346/London_Diplomatic_List_-_March_2015.pdf

UK Defence Equipment and Support:

<https://www.gov.uk/government/publications/de-s-organisation-chart>

Programming Team Contact Details – passed to EZONE contact when known

