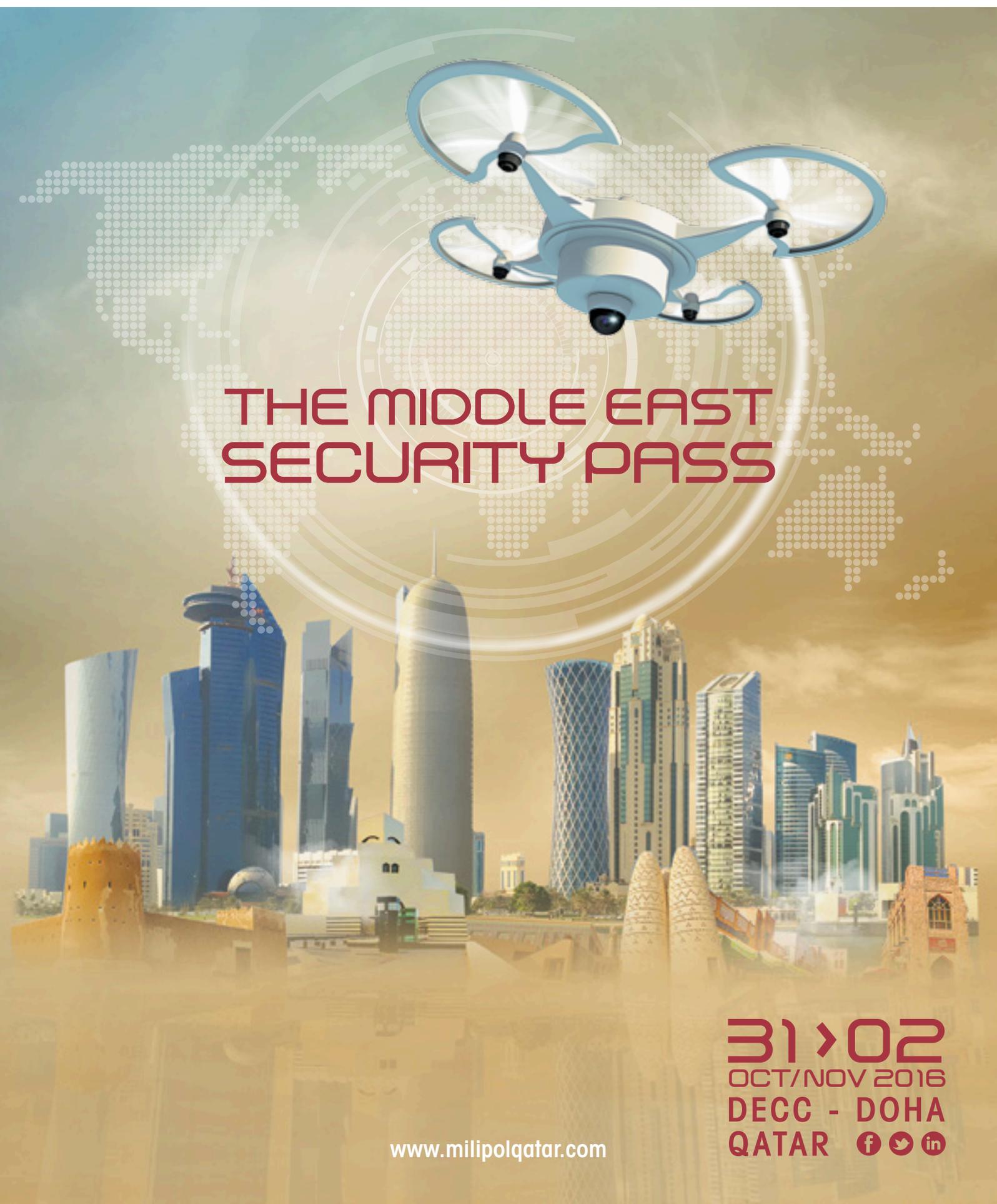




11th International exhibition of homeland security

A blue and white quadcopter drone is shown flying in the sky. Below it is a cityscape with modern skyscrapers and traditional Middle Eastern architecture. A large, semi-transparent world map is overlaid on the background, with a circular radar-like pattern centered on the Middle East region.

THE MIDDLE EAST SECURITY PASS

31 > 02
OCT/NOV 2016
DECC - DOHA
QATAR   

www.milipolqatar.com



Brigadier Nasser Bin Fahad Al-Thani
Head of Milipol Qatar Committee

Under the Kind auspices of H.H.Sheikh / Tamim Bin Hamad Al Thani, Emir of the State of Qatar, the Ministry of the Interior organizes the 11th session of the international event for Homeland Security « Milipol Qatar » from 31 October to 2 November 2016. The event attracts the biggest companies in the world which exhibit their latest products and innovations and compete to offer the best available products in the fields of security, safety, detection and prevention equipment and systems as well as various other defence supplies; it also meets a large part of the growing security needs of the State of Qatar, the GCC countries to the Arab Gulf States, Arab Countries, the regional countries and North Africa. This event comes in line with their Highnesses persistent efforts to support the activities and initiatives which develop the State of Qatar at all domains and seek the realization of «Qatar National Vision of 2030». The event has acquired throughout the years, a paramount fame and a distinguished status as the most substantial specialized event in the region for Homeland Security. It achieved an increasing and subsequent excellence since it was first launched at 1996.

Size the opportunity to engage with industry leaders at the very highest level, and showcase your products and services to a captured international audience: Having a presence at Milipol Qatar 2016 is simply a must for individuals, companies and governments who operate in this space.

Milipol Qatar is an event of outstanding quality, which will proudly be held in Doha - one of the region's leading business hubs. We are delighted to see the repeated return of major security and safety industry players to the event and elite leaders from many nations amongst the VIP delegations.

I warmly welcome you all to your second country Qatar.

MEET ALL YOUR INDUSTRY'S TOP PLAYERS

2014 KEY FIGURES:

6,583 visitors from **63 countries**

261 exhibitors from **36 countries**

146 Official Delegates from **30 countries**

213 journalists from **14 countries**

HIGH VISITOR SATISFACTION LEVELS

93% 

Satisfaction levels for:

The range of exhibitors: 93%

Exhibitors' new products / services: 83%

New potential suppliers: 85%

(Visitors survey - December 2014)

The vast majority of attendees are decision makers

68% of visitors play an active role in purchasing

68% of those visitors found at Milipol Qatar what they needed for their projects

 **23%**
Buyers

 **45%**
Purchasing advisors

 **32%**
Users

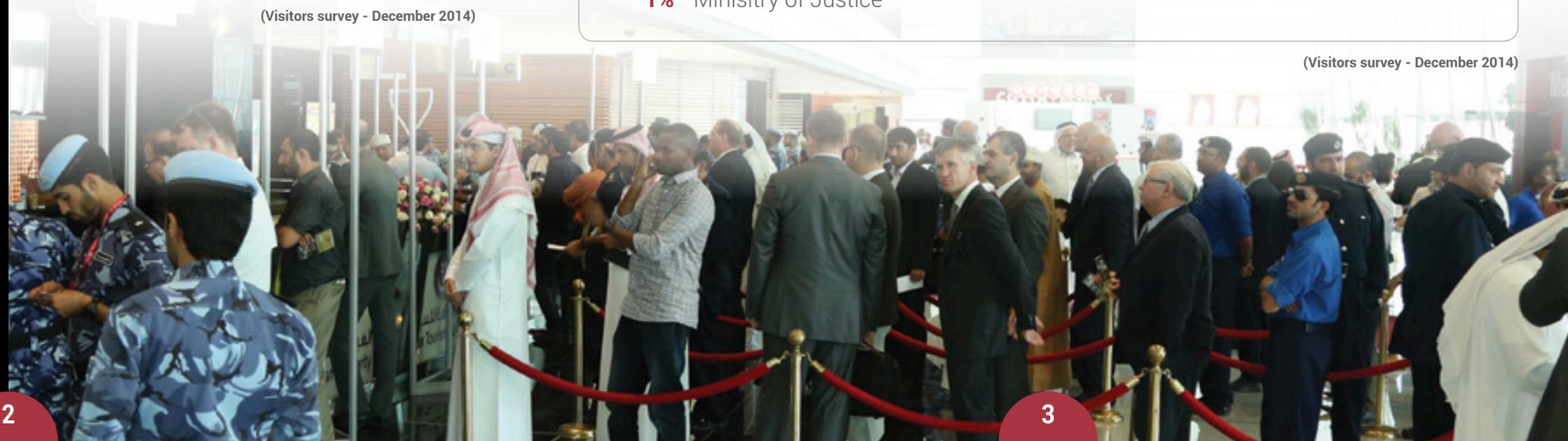
30% PUBLIC SECTOR:

- 30%** Ministry of Interior
- 24%** Other government department or local authority
- 18%** Embassy
- 13%** Ministry of Defence
- 5%** Customs
- 5%** Interministerial organisation
- 4%** Local authority
- 1%** Ministry of Justice

70% PRIVATE SECTOR:

- 32%** Service company
- 29%** Distributor
- 22%** Manufacturer
- 12%** Consultancy
- 4%** Non governmental organisation
- 1%** Association, Federation

(Visitors survey - December 2014)



TAKE PART IN THE INDUSTRY'S LEADING SHOW: MILIPOL QATAR



DESTINATION MILIPOL... QATAR

Doha's economic dynamism makes it the perfect Middle East venue

1ST COUNTRY

the most secure country in the Middle East
According to the Global Peace Index (GPI) 2015

2ND COUNTRY

with the best population growth

AN IDEAL POSITION

in the heart of the Middle East

AN EVENT PLATFORM

which welcomes big events such as:

- Asian Games 2006
- The COP18 Doha Climate Change Conference 2012
- The 24th Men's Handball World Championship 2015
- The 13th United Nations Congress on Crime Prevention and Criminal Justice 2015
- 2022 FIFA World Cup

9TH BIGGEST

Sovereign Wealth funds

A GDP OF

203 billion US\$ in 2014

3/4 OF VISITORS

come for business tourism

THE HOMELAND SECURITY MARKET

The Homeland Security industry across the globe is growing faster than ever before, and we are seeing this growth reflected in the region.

The Middle East's homeland security market will see a compound annual growth rate of 18.7 percent, and hit USD 34 billion per year by 2020, according to a recent **Frost & Sullivan** report. That is, essentially, a growth rate that is three times the global average, and it is driven primarily by good news: **economic diversification** and **mega-events**, such as the Dubai Expo 2020 in the UAE, and the FIFA World Cup 2022 in Qatar.

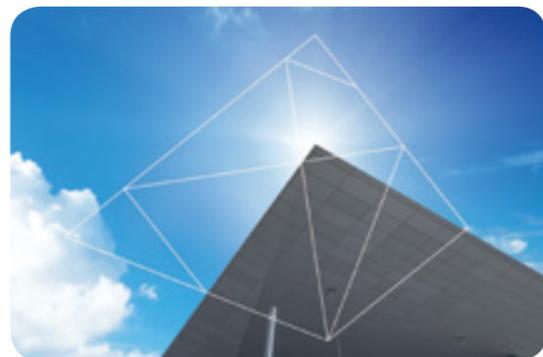
These regional mega-events alone are driving infrastructure investment of up to USD 700 billion between now and 2020 - residential and commercial construction, transportation infrastructure, and public utilities - and those investments must be protected with advanced security systems and solutions.

With ever-changing threats on the horizon - natural as well as man-made - and fresh challenges facing the Middle East, new solutions are constantly being developed to enhance homeland security, minimize the possibility of disasters, and improve emergency response rates.

(*source: Frost & Sullivan)

MILIPOL QATAR, THE KEY GLOBAL SECURITY FORUM

NEW!



Milipol Qatar 2014 Key figures:
261 exhibitors from **36** countries

ACTIVITIES / PRODUCTS:

- Transmissions - Communication - Positioning
- Authentication - Access Control - Surveillance
- Information Technology
- Optics - Optronics
- Consultancy - Training - Services
- Mobility
- Weapons - Ammunition
- Personal Equipment - Fabrics
- Major Risks - Crisis Management - Civil Emergencies
- Specific Transverse Technologies
- Corporate and Media

MARKET THEMES:

- Data Protection - Information and Communication Systems
- Economic and Industrial Intelligence
- Systems Integration
- Risk Analysis and Management
- CBRN
- Civil Defence
- Forensic Science Services
- Law Enforcement
- Anti-Terrorism - Special Forces
- Protection of Industrial and Sensitive Sites
- Fight against Organised Crime
- Security of Public Places - Urban Security
- Transport Security
- Port and Airport Security - Border Control
- Road Safety
- Security of Financial Systems
- Prison Sector
- Oil and Gas Sector

At 85%, Milipol's overall exhibitor satisfaction score is perfectly in keeping with the prestige of the event.

Satisfaction levels with the quality of the visitors

80%



(Exhibitor survey - December 2014)

An Event for business
Contracts signed during the last exhibition:

The total value of business contracts of the Ministry of Interior generated by the event reached **QG 309 million**. In addition, some **QR 20 million more** of business transactions were finalised in the following weeks.

6 international pavilions:

Austria / Germany,
Brazil,
France,
Italy,
United Kingdom,
USA / Canada.



Doha Exhibition and Convention Centre

This new exhibition centre is the most modern exhibition hall in the Middle East.

In fact this centre offers 29,000 square metres of exhibition space and a height of 18 metres.

The pillar-free halls will enable exhibitors to display effectively their vehicles, machines and other heavy equipment inside the halls.

The Centre is located in the middle of shopping malls and hotels, and it can welcome over 34,000 visitors.

The exhibition centre is destined to become **an important regional and international location for events such as exhibitions.**

MILIPOL QATAR, THE LEADING PUBLIC AND INDUSTRIAL SECURITY EVENT

The Milipol Qatar event, world reference in the field of Homeland Security, is organized every two years by the Ministry of Interior, State of Qatar. This major event provides the ideal place for suppliers of security products and services to meet relevant decision makers and advisors from the GCC countries, Arab Gulf States, Arab countries, the regional countries and North Africa.



His Highness
Sheikh Tamim Bin Hamad Al-Thani
Emir of the State of Qatar



MILIPOL QATAR 2014

- Official opening ceremony and visits by Qatar's Prime Minister and Minister of Interior,
- 146 Official Delegates from 30 countries,
- 4 Ministers of Interior.



His Excellency
Sheikh Abdullah Bin Nasser Bin Khalifa Al-Thani
Prime Minister and Minister of Interior

EXTRA SERVICES



SIMPLIFIED REGISTRATION:

Register online in 3 clicks at services.milipolqatar.com



ADDITIONAL OPPORTUNITIES TO RAISE YOUR PROFILE:

Venue signage, mobile app, exhibitor seminars and more.



TAILORED OPTIONS:

From bare space to event-ready stands.



PERSONALISED SUPPORT

A COMMUNICATION PLAN AND TARGETED VISIBILITY

ONLINE MARKETING CAMPAIGNS:

A series of e-newsletters sent to a database of 6,000 qualified contacts (event promotion and market news) plus dedicated messages sent by our partners to their members.

TARGETED DIRECT MARKETING:

Show passes are sent to some 28,500 professional contacts. The event is promoted Internationally.

OFFICIAL DELEGATIONS:

The Ministry of Interior invites senior officials from Ministries of Interior and Defence. Invitations are sent to GCC countries (Bahrain, Kuwait, Oman, Saudi Arabia and the United Arab Emirates), as well as Arab Gulf States, Arab countries, the regional countries and North Africa.

THE PRESS AT MILIPOL QATAR 2014:

5 press releases, a pre-show **press conference**, **international and Qatari press databases** and direct contact with journalists, **interviews** and more produced **110 items of press coverage**, **from 213 journalists** from 14 countries.

Numerous **national and international partnerships** with the trade press and industry associations.

www.milipolqatar.com

A top-ranking website with:

28,554 unique visitors

132,818 page views

32,134 visits



A VERY ACTIVE SOCIAL MEDIA COMMUNITY:

TWITTER : 960 visits in October 2014

YOUTUBE : 1711 views in 2014

FACEBOOK : +240% "likes" in 2014

But don't take our word for it:

“ Milipol Qatar offers a good occasion to meet law enforcement organisations and intelligence agencies in the Middle East. ”

Anna-Maija Graus,
Area Manager MEA,
MSAB

“ Over the past six years we have attended Milipol Paris and exhibited at Milipol Qatar. As a specialist company in security, forensic and identity solution provider in Qatar we have found Milipol to be the perfect venue for us. The quality of the visitors and the level of response from the visitors have always been very high, encouraging us to continue our presence. In 2014 we increased the size of our stand in Milipol Qatar and we found that to be worthwhile investment. The exhibitors at Milipol have been of high quality and we have found many new partners during each event. The professional and helpful approach of the organisers has also been a welcome help during each event. We look forward to participating in Milipol Qatar 2016. ”

Ahmad GHIASSI,
CEO,
Alzomar

“ Milipol Qatar has a significant importance to GET Group Holdings, we have been participating since the show first launched in 1996. Milipol Qatar offers a unique opportunity to meet delegates coming from a specific and highly focused background. It allows us to directly interact with end users and customers while offering a dynamic platform for marketing products, the show also allows us to study the market and see what our competitors are offering in the same range of products. ”

Yara Milbes,
Trade Show & PR Manager,
GET Group Holdings

“ This is my second participation at Milipol Qatar and I saw many improvements in 2014 over 2012 which include higher participation, more companies, an increase in the official visitors, and better overall schedule. ”

Nader El-Dajani,
CEO,
Janada

ONLINE REGISTRATION

Save time!

Online registration for exhibitors

services.milipolqatar.com

OPENING: January 2016



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here to assist you:

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Canada except Quebec

China

Czech Republic

Germany

Italy

Slovakia

South Africa

South Korea

Switzerland

Taiwan

The Netherlands

Ukraine

USA

Comexposium Asia-Pacific

Kallman Worldwide

Comexposium Shanghai

Active Communication

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