

Sophisticated defence technologies are a necessity



**CZECH REPUBLIC  
BRNO, 10. - 13. 5.**

11<sup>th</sup> International Exhibition of Defence  
and Security Technologies

[www.idet.cz](http://www.idet.cz)



15<sup>th</sup> International Fair for Fire Fighting  
Equipment, Security Technology and Services

**12. - 14. 5. 2011**  
**BRNO - EXHIBITION CENTRE**

[www.pyros-iset.cz](http://www.pyros-iset.cz)



final report



# Final Report IDET & PYROS/ISET 2011

The 11<sup>th</sup> International Exhibition of Defence and Security Technologies IDET took place at joint dates with the 15<sup>th</sup> International Fair of Fire and Security Technology and Services PYROS / ISET for the first time, commonly subtitled as Integrated Rescue System Fairs. The result was a comprehensive range of products and services for the military, safety and rescue sector, which attracted a record number of more than thirty thousand visitors to the Brno Exhibition Centre, among them 80 percent registered professionals. The whole complex of IRS Fairs presented 555 companies from 27 countries. 165 journalists from 12 countries were accredited.

## IDET -11<sup>th</sup> International Exhibition of Defence and Security Technologies

IDET as a biennial fair alternates with Europe's largest exhibition of the branch Eurosatory Paris and maintains a long-term position as the largest show of defence and security technologies in the area of the new NATO member states. This year it was attended by **369 companies from 26 countries across three continents.**

More than **30 thousand visitors** passed through the fairground gates during the fair - a historically record-breaking interest in the IDET Fair by the professional public. Traditionally, there was great interest of foreign partners. **Visitors from 34 states** were present. These included exclusively registered professionals.

with exhibitors - members of the Defence and Security Industry Association. These data confirm the export-promoting importance of the fair in Brno.

Further VIP guests attended the expert accompanying programme. The most significant event was the **CATE International Conference** (Community-Army-Technology-Environment) consisting of five sub-conferences on the topics: Military Technology 2011; Distance Learning, Simulations And Communications; Safety And Security of Information; Army And the Knowledge society, Security Management and Society. New priorities of European security policy were the focus of an international conference "What Security



At the invitation of Minister of Defence, **21 official military delegations from 19 countries** and military and air attaches from **23 other countries** visited. The Slovak delegation was headed by Minister of Defence, other delegations led by state secretaries, chiefs of staff, the national armament directors and other senior military leaders. A total of **18 bilateral meetings of foreign guests** with representatives of the Ministry of Defence were held during the exhibition, and approximately **110 meetings of foreign guests**



For Europe In A Changing World?". Great attention was attracted by a presentation of the White Paper on Defence as an important strategic material, which will determine the vision and direction of the Army of the Czech Republic in the nearest future. A traditional part of the exhibition programme included the announcement of the best exhibits which have received the prestigious IDET NEWS 2011 Awards.

**Next edition of IDET will take place on 22 – 24 May 2013.**





## PYROS / ISET - 15 International Fair of Fire fighting and Security Technology and Services

**PYROS / ISET** presented the novelties for professionals in the field of fire fighting, safety and all components of the Integrated Rescue System, but also for commercial entities, volunteer fire-fighters and other interested members of the public. This year's **PYROS / ISET** was attended by 182 companies from 21 countries in four continents. Attendance has exceeded the organizers' expectations this year. During the two concurrent exhibitions, more than 30,000 visitors came to the exhibition centre. Foreign visitors came from 34 countries.

A key part of the programme featured the 11<sup>th</sup> International PYROMEETING Conference with the central theme of Chemical and Radiation Safety of the Czech Republic. Discussions about the dangers of chemical terrorism, fire-fighters' preparedness for chemical accidents and new possibilities for disposal of hazardous substances involved over 150 experts headed by the highest representatives of the Fire and Rescue Service of the Czech Republic. Attractive supporting programme went on throughout the fair. The Czech Flood Plan Association prepared several examples of the most modern flood defences in action entitled Flood Protection Brno 2011 and shown in the pool in front of Hall Z. In cooperation with the Army of the Czech Republic and the University of Defence, the terrain polygon presented army machinery on seven challenging obstacles. The supporting programme culminated on Saturday - the Volunteer Fire-fighters Day, with competitions of young fire-fighters, men

and women in fire charge. Attractive examples of police and fire-fighter action or presentations of preventive educational programmes for children and adults met with great interest of the audience.



## Quotes about the fair

**Andrej Hronec, CEO, Audiopro s.r.o.:**

We are introducing many new products and joining the PYROS / ISET and IDET fairs is a good idea from our point of view, because we also have customers in the military. The first two days were most interesting for us when all whom we



expected came to see us. Many clients we invited in advance, but a lot of people came even without invitations. We are certainly satisfied with our participation.

**Zdeněk Burian, marketing director, OMNIPOL a.s.:**

This fair is a major event to promote the company in this country. We had a chance to show our partners how military technologies develop. We belong to traditional exhibitors and have been participating in IDET since the first year. Therefore, we will certainly participate in the next years. This year the fair acquired new higher quality. A concentration of exhibitors was located in Hall P, all under one roof. The combination of a military trade fair and the ISET / PYROS fairs was appropriate, the event is bigger and has a broader scope, which also suits the visitors. They have seen more top technologies in one place.

**Gabriel Michlian, executive, Stražan s.r.o.:**

It is here at IDET where we acquire the first contacts with potential customers. STRAŽAN is dedicated to the production of special

vehicles for fire and rescue teams, police and army. They are designed for extreme conditions and situations, when decisions about people's life and death take place. Where else should we offer our products than at this prestigious fair in Brno.

**Petr Kalaš, commercial director, Aero Vodochody a.s.:**

We were very pleased to be able to participate in IDET, its organization was very well managed. For our company it was an opportunity for meetings with our business partners, and potential new customers also came to see us. We came to the fair because we wanted to get the idea into the subconscious of ordinary citizens that Aero is still very important to businesses in the Czech Republic.

**Jiří Lojan, executive, IVECO Defence Vehicles:**

Our company came to Brno to introduce

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## Quotes about the fair

innovations designed for the military. We think that the company has got ready solutions, which could serve the Czech army, there is no need to invent new concepts and new vehicle variants. Our cars are tested and deployed in other NATO armies. We would like to get the attention of exhibitors and visitors, and especially of those who are responsible for buying



military equipment.

### **Michal Mareček, chief of CZLS AČR**

The army is of course smaller, it has got far less people than fifteen years ago. The exhibition showed exactly what devices belong to the modern category, such as chemists' technologically advanced equipment, health services, field hospitals, etc., which are available to a top-level army. Our emergency services saw IDET as an opportunity to acquire people's awareness. The fact that we belong to the overall healthcare system, even if we wear uniforms. Visitors had the opportunity to get to know our work closer, including long-distance transports, which may not concern only military missions, but also people in need, not only in the Czech Republic but also abroad. Recently we had such event in Egypt.

### **Marta Blahová, commercial manager, EGO Zlín spol. s r.o.:**

This fair is very interesting for the company, because we are meeting with representatives of the army, rescue forces, police, etc. We speak with them and our company will develop further devices according to their requirements. We also looked at possibilities of cooperation with these authorities at IDET. And we succeeded in this in Brno. And we of course invited our business friends to the exhibition.

### **Michal Baka, project and security manager at Saab Czech s.r.o.:**

The management of our company had interesting meetings with the Czech army leadership as well as foreign armies and business partners. We made many new contacts which we will evaluate in the coming months. Such a comprehensive overview of military defence technology can only take place at such focused exhibitions.

### **Pavel Mañas, Head of the Engineering Department, of Faculty of Military Technology, University of Defence:**

We were pleased that the combined exhibition of the Department of Engineering Technology and the 15<sup>th</sup> Engineer Brigade was located in Hall Z, thus all visitors who pass through the hall will stop at our booth. It is true that the bridge is a landmark of this pavilion and that means great interest of visitors. Not only the military representatives but also foreign delegations had the construction of the bridge explained to them, as well as the activities of the 15<sup>th</sup> Engineer Brigade in cooperation with the Department.



### **Vladimír Hrabal, director, NIDES s.r.o.:**

We came to introduce our expanded offer and the latest innovations. IDET is for us especially an opportunity to strengthen contacts with clients and from this perspective, it was a success. We have had successful business meetings with foreign clients, and some business cases are already being finalized. There were so many visitors who came that I did not stop during the whole fair. From my perspective, this year was a very successful one



and exceeded my expectations, because I did not expect such a good result at a time of budgets reductions.

### **Petr Pícha, chief executive, PÍCHA Safety s.r.o.:**

We introduced CarbonX in its Czech exhibition premiere, as currently the best non-flammable material in the world. The visitors' response was extraordinary, but we expected it. We were selling directly at our stand and we presented the material to people who decide about awarding major contracts. However, we believe that volunteer fire-fighters will buy these products maybe even sooner than the professionals. Thanks to the combination with the IDET fair we have also had a good



response from the soldiers. I certainly feel very positive about this year's fair. It is not about how many people visit the stand, but what people will come. There certainly have been the right visitors here and the contacts we have obtained are very interesting for us.