

FINAL REPORT



IDET
2013

12th International Exhibition
of Defence and Security
Technologies

www.idet.cz



PYROS



16th International Fair for Fire
Fighting Equipment, Security
Technology and Services

www.pyros-iset.cz

22.–24. 5. 2013
Brno – Czech Republic

BVV



Veletřhy
Brno

Exhibitors

IDET

302 exhibitors from **26** countries
42% foreign exhibitors

The greatest foreign exhibiting participations

Slovakia, Poland, France, Germany

Represented countries

Austria, Belgium, Bulgaria, Canada, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Hungary, Italy, Luxembourg, Macedonia, Netherlands, Norway, Poland, the Republic of South Africa, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Ukraine, USA

PYROS/ISET

101 exhibitors from **19** countries
18% foreign exhibitors

The greatest foreign exhibiting participations

Poland, Switzerland, Germany

Represented countries

Austria, Belgium, Canada, People's Republic of China, Czech Republic, Finland, France, Germany, Great Britain, Italy, Japan, Netherlands, Poland, Slovakia, Spain, Sweden, Switzerland, Ukraine, USA



The fair is held under auspices of:

**Prime Minister
Ministry of Defence
of the Czech Republic**

**Ministry of Industry and Trade
of the Czech Republic**

Partners:

**Defence and Security Industry
Association of the CR**

AFCEA Czech chapter

The fair is held under auspices of:

**Police of the Czech Republic
General Directorate
of Fire Rescue Service
of the Czech Republic**

Partner:

Asociace Gremium Alarm

VISITORS

26,056 visitors from **61** countries
1,544 of visitors came from abroad

Foreign delegations from 21 countries, invited by Minister of Defence of the Czech Republic and Chief of Staff of the Army of the Czech Republic, participated in the fair: Algeria, Australia, Bosnia and Herzegovina, Bulgaria, Egypt, France, Georgia, Hungary, Jordan, Libya, Lithuania, Mexico, Montenegro, Pakistan, Poland, Serbia, Slovakia, Slovenia, Sweden, Turkey, United Arab Emirates

The highest number of foreign visitors came from Slovakia, Poland, Hungary, Germany, Austria, France and United Arab Emirates.

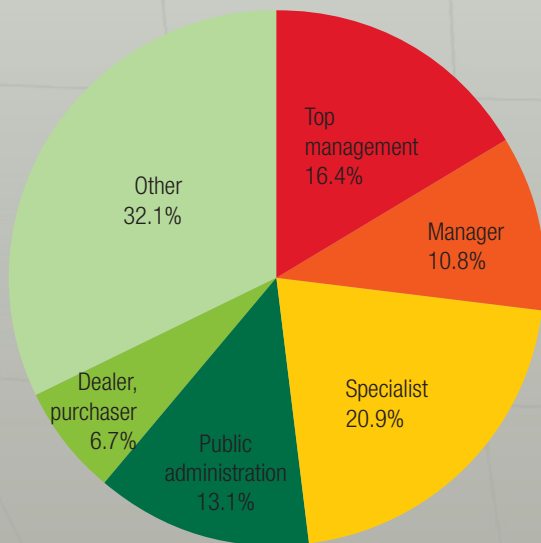
150 journalists from **10** countries accredited for the event.

Represented countries

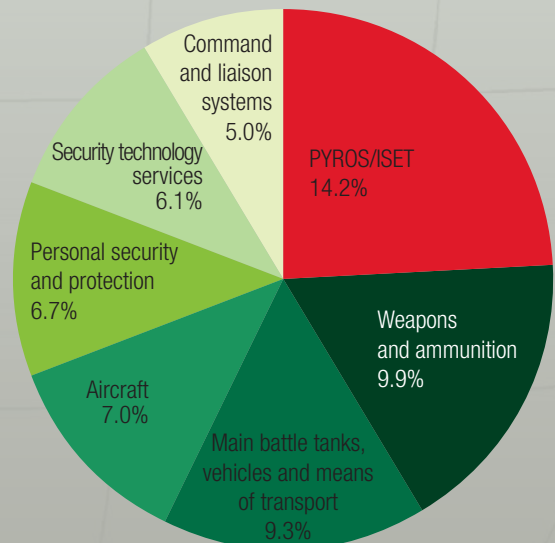
Algeria, Armenia, Australia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Brazil, British Virgin Islands, Bulgaria, Canada, Czech Republic, Dem. People's Republic of Korea, Denmark, Egypt, Ecuador, Finland, France, Georgia, Germany, Great Britain, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Jordan, Lebanon, Libya, Lithuania, Mali, Mexico, Montenegro, Netherlands, Norway, Pakistan, Paraguay, Peru, People's Republic of China, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Arab Emirates, USA, Uruguay, Uzbekistan, Vietnam, Yemen

86% of visitors were primarily interested in IDET
14% of visitors were primarily interested in PYROS/ISET

Position within the company



Which branches were they most interested in

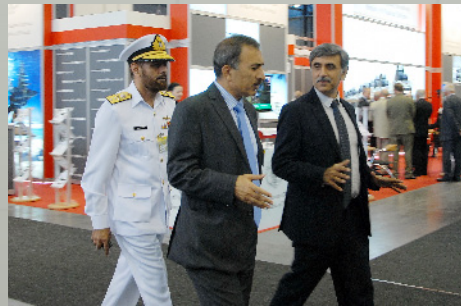


Joint presentation of the Ministry of Defence and the Armed Forces of the Czech Republic

- Presentation of the latest technology in the sector
- Presentation of the 20th anniversary of the Army
- Support of the defence and security industry at a prestigious event of international significance
- Presentation to the international political, military and professional public
- Latest technology and material for the ground and air forces, logistical support
- Equipment for individuals – new clothing, personal weapons, communication technology
- Research activities of the defence sector, results of the University of Defence in Brno
- Technology used by Military Police
- Equipment and material for military health care, utilities, accessories
- Comparison of technology, gear and equipment used at the time of the formation of the independent Army of the Czech Republic and in various stages of its development

Accompanying activities

- CATE Conference
- Meetings with ASC Dukla athletes
- Experience from Afghan Air Force training
- A project supporting bone marrow donation “The Army Gives Hope”
- Exhibition of Foreign Missions in Pictures
- Demonstration performances of Honorary Guards, COMMANDOS performances
- Castle Guard parade
- Riders project demonstration
- Performances of Olomouc Garrison Orchestra and Ondráš folklore ensemble



Conferences and Seminars

The most significant event was the **CATE International Conference** (Community – Army – Technology – Environment) consisting of six sub-conferences on the following topics: Military Technology in 2013, Security and Protection of Information, Logistics and Ecology in the Armed Forces, Distance Learning, Simulation and Communication, Security and Risk Management, Army and Knowledge Society. These were attended by nearly a thousand specialists from the Czech Republic and abroad.

IDET also included a two-day **30th NATO Support Agency committee meeting**.

Very good participation was recorded at the **ITTE 2013 International Conference** on Defence Against Cyber Attacks on Critical State Infrastructure. It included workshops with illustrative examples of defence against external and internal attacks.

Twelfth PYROMEETING International Conference focused on fire protection of historic monuments. Discussions of 150 experts provided information on the most advanced fire-fighting techniques as well as possible ways to further improve the prevention and better protect irreplaceable cultural heritage.



The **LEGION 100 Project** organised by the **Czech Legionary Community**
100 years of legions – 1914–2014

A replica of a legionary train from the Trans-Siberian Railway was premiered at the event, accompanied by the exhibition about the Czechoslovak legions, talks with historians and film screenings.



IDET NEWS Awards 2013 for the best exhibits

An international journalist jury selected the best products in the IDET exhibition which were awarded the traditional prestigious IDET NEWS Awards. The winners of this year were decided by professional journalists from six countries and the jury was chaired by colonel Jörg Aschenbrenner, chief editor of the Austrian Truppendienst and former president of the European Military Press Association EMPA. The ceremony took place at the stand of the MS Line publishing house. Prestigious IDET NEWS Awards were presented to the following companies for their exceptional exhibits:



DAJBYCH, s.r.o.

Nomenclature: *Light All-terrain Vehicles*

WMIK Rapid Deployment Vehicle Demonstrator 3,5T GVW

KARBOX s.r.o.

Nomenclature: *Logistics Support*

Modular Field Hospital

S.P.M. Liberec s.r.o.

Nomenclature: *Personal Equipment*

SPM US 2013



BUMAR PCO S.A.

Nomenclature: *Optoelectronic*

Night vision monocular MU3M

SVOS, spol. s r.o., Přelouč

Nomenclature: *Multi-purpose Armoured Vehicle*

VEGA



ERA a.s.

Nomenclature: *Passive Surveillance Systems*

Silent Guard

ELDIS Pardubice s.r.o.

Nomenclature: *Radiolocating Systems*

Radar PAR-E

MSM Martin s.r.o.

Nomenclature: *Weapons and Ammunition*

Mobile Technological Line for Destruction of Ammunition



Gold prize of IDET NEWS

Nomenclature: *Infantry Fighting Vehicles*

VOP Trenčín, a.s., EVPÚ a.s., Nová Dubnica,

EXCALIBUR ARMY spol. s r.o.,

BVP-M2 SKCZ

Quotes about the fair



Vlastimil Picek, Minister of Defence of the Czech Republic

IDET 2013 is among the most important events of its kind in Europe, as evidenced by the presentation of 300 exhibitors from 25 countries. The stand of the Ministry of Defence and the Army of the Czech Republic are obviously dominant and our participation involved more than 400 members of the Army, soldiers and civilian employees. We have recently intensified cooperation with our long-standing partner, the Association of Defence and Security Industry, as well as with the entire defence industry, and I am very happy about that. There is a lot to see, there are interesting products, weapons and weapon systems produced in the Czech Republic. I am also pleased by the extensive presentation of exhibitors from Slovakia and Poland.

Petr Pavel, Chief of Staff of the Army of the Czech Republic

We need to find new solutions, how to get more effect for less money and also how to enable the realization of business objectives of our domestic defence industry. At the same time, interoperability with our NATO partners is our goal. I saw a number of suggestions at the fair, which we will certainly consider and perceive them as very positive. From this perspective, IDET fulfilled its purpose for me, and I am pleased that this open platform for the exchange of ideas exists here. By presenting the army and its 20th anniversary we want to bring the army closer to the public, but also to make clear that even with the current budgetary constraints, we want to achieve such quality so that we can ensure the country's defence fully and in line with our commitments.

Ladislav Vybíral, chief executive, Croy s.r.o., Mercedes-Benz

Services of the Exhibition Centre are perfect, our company is satisfied even with the three-day duration of the fair. It seems to me that the exhibitors were much better this year, that is why we are actually here. We are satisfied with the trade fair in terms of attendance, there were things to talk about in Brno. We have established new contacts and from this perspective I see IDET as successful.



Petr Bulis, sales director, ELDIS Pardubice, s.r.o.

This year's IDET was more successful for our company than the previous one. In my opinion, the fair took a step forward. There were real technical innovations to be seen, the organizers brought foreign delegations to our stand, which we highly valued. We were satisfied.

Lukáš Novotný, marketing manager, EXCALIBUR ARMY spol. s r.o.

The fair is an important part of the presentation of companies from the defence and security industry. Our company has presented itself with the largest exhibition of IDET this year. Our stand was the most visited by experts and the public. We are very pleased with the attendance, our presentation in Brno is an integral part of our company marketing.

Ilona Menclová, business representative, KARBOX s.r.o.

The company is satisfied with our participation at the fair, it was beneficial for us. It is also important that we have met with representatives of collaborating companies here and could meet with peers who are also involved in the supply of military equipment.

Šárka Vodáková, head of trade department, military production, Meopta – optika, s.r.o.

Due to the fact that we are exhibiting military optics, there was great interest in our exposition. The Association of Defence and Security Industry also did their share and invited a number of delegations that have also visited the Meopta stand. We had an opportunity to talk to them and we contacted various experts. I think it is beneficial for our trade with foreign countries. The company is satisfied with this year's participation in the fair.

**Ján Lasab, dealer for ammunition,
MSM s.r.o. Martin**

The company is satisfied with IDET. We have been exhibiting here for many years, we must not be missing in Brno. We meet with our business partners and pyrotechnician colleagues here, there are about a hundred of them in our countries. We went to school together and continue to meet in Brno.

**Zdeněk Burian, advertising director,
OMNIPOL, a.s.**

The fair has met the expectations of our company. It should be noted that it reflects the current economic situation of our country, and also the investments sector in military equipment of the army.

**Pavel Šulc, service technician,
Pramacom Prague spol. s r.o.**

We regularly exhibit at both IDET and PYROS/ISET, where we present our offer for the police, fire fighters and rescue workers. The fair is somewhat reduced compared to the past and attendance was good only on Thursday. We invited customers who really arrived, and thanks to that we got what we expected. We supply to the integrated rescue system bodies, therefore large clients are interesting for us and we have met with them here.

**Marika Přinosilová, marketing communications director,
Saab Czech s.r.o. Market Area Europe and
Greater Middle East**

Saab expresses great appreciation to the organizers of IDET 2013 for outstanding work and the resulting smooth running of our presence at the fair. The event met our expectations in all key respects. It gave us the opportunity to meet with almost all of our current and potential partners in one place and in a short time, including distinguished guests from abroad. It allowed us to introduce a broad portfolio of SAAB products to media representatives from the national level to the specialists and journalists from the regional press. Last but not least, we appreciate the constant interest of the general public in our presentation, which offered a possibility of interactive involvement. We appreciate the opportunity of being part of such an important event as IDET and look forward to the next, let us hope even more successful year.

**Milan Nedvěd, deputy director,
Sellier & Bellot a.s.**

We have been participating in IDET throughout its history. It is smaller this year than it used to be but there was great interest in our exhibits from the military as well as the public. We had a number of business meetings, our foreign partners from Bahrain came, etc. There was no lack of interested parties.

**Štěpán Černý, business manager,
SVOS, spol. s r.o.**

The fair has met our expectations, we were visited by a dozen foreign delegations, we were satisfied already after the first day. IDET is realistic, and moreover, Brno has been a focal point for common discussions, partners from all industries are properly connected in one place.

**Tomáš Imlauf, business manager,
Tesla, a.s.**

IDET turned out well for us, we introduced a portfolio of our work and everything that is connected with our collaboration with three scientific research institutes. We have established many business contacts we will benefit from in the future, we look forward to evaluating the results of our further work at the next IDET.

**Štefan Hlavatý, marketing manager,
VOP Trenčín, a.s.**

The fair brought us new insights, we had the opportunity to establish contacts with customers. Many foreign customers came to us, and we were able to show them our modernized combat vehicle. This version of modernization meets all NATO requirements on combat vehicles, the „old vehicle“ got all the modern technology. All countries of the Eastern bloc and also other countries are in fact equipped with BVP technology which get progressively older and pose the problem of what to do with them. This method is a good alternative for upgrading these vehicles. Therefore IDET completely met the objective with which we came to Brno.





**Ludmila Celiková,
JaGa, spol. s r.o.**

We were pleasantly surprised by the trade fair in the end, despite its small size, visitor attendance is relatively good. We expected it to be worse, but compared to previous years it is still weak. We went into it with little expectations, but all the people with whom we are in contact came here, so in a way the fair has fulfilled its purpose for us even in this form.

**Petr Wessely, salesman,
KES – kabelové a elektrické systémy, spol. s r.o.**

We are exhibiting at PYROS/ISET for the first time, so I do not have the opportunity to compare. We have acquired some new contacts here and most importantly, we had the opportunity to showcase our novelties. Customers whom we expected and who are our target group really came. We talked with both small and large potential buyers, thus our participation fulfilled its purpose, although I would like to see bigger attendance.

**Daniel Polák, project manager,
Moravský výzkum, s.r.o.**

We are satisfied with our premiered participation in PYROS / ISET. Our expectations were fulfilled, a lot of visitors came to us in the first two days and people were interested in our news. Our exhibited multipurpose robotic transporter had great success with both large and small customers who wanted to sit inside, some even lied down and others did not even want to leave. Both exhibits were much liked both mechanically and in terms of the idea., Therefore we evaluate our participation positively and in our view it has fulfilled its main purpose – to promote the company and our products.

**Luděk Štěpánik, chief executive,
WISS CZECH, s.r.o.**

We returned to PYROS after about ten years and it is a little different fair now. The interest of visitors was the greatest on Thursday, when we were meeting with clients we wanted to speak to here all day. As a Polish producer we entered the Czech market through direct representation last year and gained significant orders, therefore presentation at this fair was sort of a moral obligation for us. The aim was to show ourselves to other clients and to demonstrate that we are not only manufacturers of tank fire engines, but also other products. This goal was certainly accomplished, so the fair participation made sense to us.

