

# INTERNATIONAL DEFENCE EXHIBITION AND SEMINAR

**12<sup>th</sup>** EDITION OF  
INNOVATION & EXCELLENCE

**IDEAS**  
**2024**   
**PAKISTAN**

**ARMS FOR PEACE**  
**19 - 22 November 2024**  
Karachi Expo Centre



**DEFENCE EXPORT  
PROMOTION ORGANIZATION**



**MINISTRY OF  
DEFENCE PRODUCTION**



**PAKISTAN  
ARMED FORCES**



[www.ideaspakistan.gov.pk](http://www.ideaspakistan.gov.pk)







**Major General  
Asad Nawaz Khan, HI(M)  
Director General, DEPO**

The International Defence Exhibition and Seminar (IDEAS) is one of the mega regional events, biennially organized in Pakistan by the Defence Export Promotion Organization (DEPO), Ministry of Defence Production (MoDP). A continuous success story since 2000, IDEAS has emerged as an iconic event on the global defence exhibitions canvas. Today, it is regarded as an established rendezvous for the convergence of international defence exhibitors, delegates, security analysts, and top-level policy planners.

IDEAS is the ultimate platform to showcase innovations in defence and security technologies of tomorrow, with a variety of weapon systems and equipment on display. A number of conferences and a capstone seminar are its hallmark events for evaluating the defence and security outlook of the future. The event also brings together international manufacturers and suppliers of products and services to explore new avenues of defence cooperation through joint ventures, outsourcing, and collaboration.

IDEAS truly demonstrates a successful public-private partnership model. Its participation and international attendance are a manifestation of our deeply embedded and mutually beneficial relations with the international fraternity. Moreover, the high profile of visiting delegates adds to its prestige and stature. In fact, IDEAS is a shared vision for global peace, stability, and prosperity.

The 12th eventful edition, IDEAS - 2024, is scheduled to be held from 19 to 22 November 2024 at Karachi Expo Centre.

I look forward to welcoming the distinguished participants.

## **IDEAS 2024 AN ABSOLUTE DEFENCE INDUSTRY SHOW REGION'S BEST PLATFORM FOR INTERNATIONAL DEFENCE SYSTEMS PROMOTION AND PROCUREMENT**





# REGION'S FINEST DEFENCE INDUSTRY EVENT

The International Defence Exhibition & Seminar (IDEAS) is one of the finest meeting points of the World defence industry for demonstrating, selling, joint venturing, outsourcing and technological collaboration in the Asian defence market. IDEAS showcases a wide range of modern and conventional defence equipments, weapon systems and vehicles. IDEAS provides a perfect Interactive platform to defence forces and governments to assess the best products and technology to meet their defence and security related needs.

## WHY PAKISTAN

Pakistan's premier industrial sector is among the most dynamic in the World; aspiring to meet the modern security challenges and technological advancements. Its defence manufacturing industry is fully capable to meet the requirements in the area of medium, as well as, selected areas of advance technologies. Superior R&D and core competencies are the significant hallmark of its innovative defence products. Through mutual partnerships and joint ventures, Pakistan defence industry offers new avenues of cooperation and collaboration to its global partners and customers.



## THE REGIONAL DEFENCE MARKETS

The most volatile geopolitical region of Asia is one of the largest markets for defence products. In a bid to effectively meet the new challenges posed by the transformed regional and global security dynamics, the Asian as well as neighboring African governments allocate significant budget for modernization and upgradation programs for their armed forces.





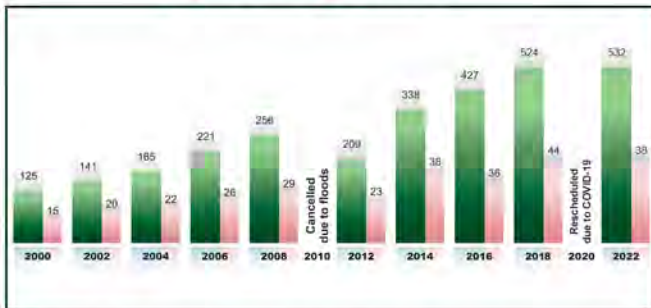
**IDEAS HAS GROWN IN ITS REACH, PARTICIPATION & INTERNATIONAL ATTENDANCE TO A LEVEL THAT IS SECOND TO NONE IN THE REGION**

## 532 COMPANIES EXHIBITED FROM 38 COUNTRIES IN IDEAS 2022

1. Australia	10. France	18. Korea, Republic of South Korea	25. Russia	33. Taiwan
2. Austria	11. Georgia	19. Malaysia	26. Saudi Arabia	34. Thailand
3. Azerbaijan	12. Germany	20. Netherlands	27. Serbia	35. Turkey
4. Belarus	13. Greece	21. Norway	28. Singapore	36. UAE
5. Brazil	14. Hungary	22. Pakistan	29. South Africa	37. United Kingdom
6. Canada	15. Ireland	23. Philippines	30. Spain	38. United States of America
7. China	16. Italy	24. Romania	31. Sweden	
8. Denmark	17. Japan		32. Switzerland	
9. Finland				

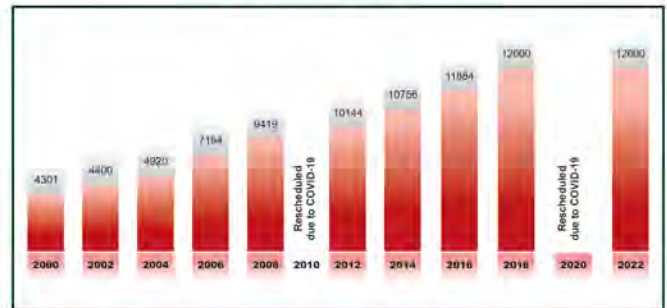
**Exposition Companies**

■ Exhibitors ■ Countries



**Exposition Space**

■ Space in SQM



IDEAS 2024 is the region's most important market place for presenting innovative ideas. It brings together International manufacturers and suppliers of defence products and future technologies to explore opportunities for cooperation, joint ventures, collaboration and outsourcing.

**Following options are available for exhibitors:**

- Indoor stands
- Outdoor stands
- Country pavilions
- Ancillary defence product pavilion

## OFFICIAL DELEGATIONS

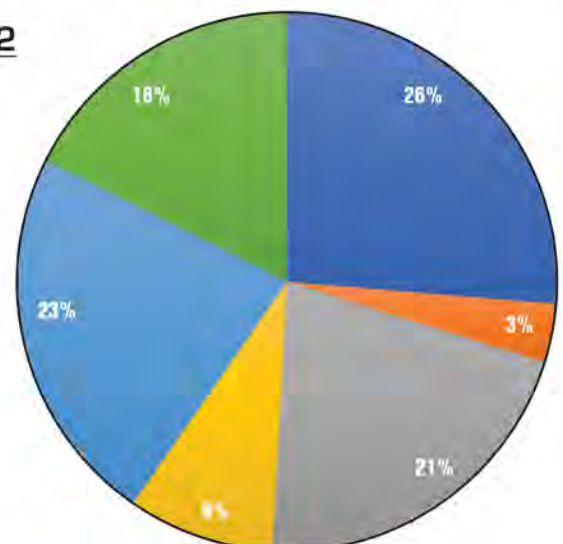
IDEAS is ranked as one of the top International events with regard to participation by foreign delegations. IDEAS 2024 is again likely to be attended by high level defence delegations from friendly countries, headed by ministers and heads of armed forces.

### Participation - Official Delegations in IDEAS 2022

- 350 Delegates from 57 countries.
- High level delegations headed by defence ministers, defence secretaries and heads of armed forces.

### Delegations Demographics

■ Africa ■ Americas ■ Asia & Pacific  
 ■ Central Asia ■ Europe ■ Middle East





# MEETINGS & NETWORKING

IDEAS offers a comprehensive program to effectively coordinate meetings and networking sessions between foreign delegations, government officials, senior armed forces leaders and exhibitors, thereby ensuring effective connection between all participants of the exhibition. Equipped with modern facilities and custom-designed software, the networking specialists at IDEAS Coordination Cell have very comprehensive plans for arranging meetings and networking with precision.

## VISITORS

IDEAS is a destination for top level decision makers and policy planners, including:-

- Ministers, diplomats & senior government officials.
- Ministries & departments of defence.
- Armed forces hierarchy.
- Senior management of defence related organizations.
- Defence procurement experts.
- Sales & marketing executives.
- Research & development specialists.
- Engineers & consultants.
- Law Enforcement Agencies.
- Electronic & Print Media.

## INTERNATIONAL DEFENCE SEMINAR

The International Defence Seminar is a globally recognized platform, fostering interactive engagement in the Asian region, offering a unique international perspective on the defence sector. With a spotlight on the evolving security landscape in Asia, the Middle East, and Southwest Asia, the seminar emphasizes the strategic importance of defence collaboration in response to prevalent security challenges.

This influential event garners the attention of key decision-makers worldwide, drawing participation from ministers, high-ranking officials across defence ministries, armed forces, defence technology entities, academia, research institutions, and training centers.





**IDEAS 2024** WILL BE A UNIQUE OCCASION FOR SHAPING TARGET AUDIENCE ATTITUDE, NETWORKING OPPORTUNITIES, CREATING POSITIVE PUBLICITY AND HIGHLIGHTING VISIBILITY IN THE DEFENCE INDUSTRY

## EXHIBIT PROFILE

### CATEGORY A : Weapon - Ammunition - Turret

- A.1 Air Defence Systems
- A.2 Anti air, ground and Coastal Defence System
- A.3 Anti-Tank/Wall Breaching Weapon Systems
- A.4 Army Ordnance and Ammunition
- A.5 Mortars and Mortar Ammunition
- A.6 Specific Weapon Systems and Ammunition
- A.7 Guns and Ammunition for armoured vehicles > 40mm Turrets
- A.8 Medium Calibre Weapons and Ammunition (20 to 40 mm) Turrets & Mounts
- A.9 Small Calibre Weapons and Ammunition <20 mm - Turrets & Mounts
- A.10 Close Defence Weapons
- A.11 Land Mines and Explosive Charges
- A.12 Signalling and Illuminating Devices
- A.13 Igniters and Firing Mechanisms
- A.14 Propellants, Explosives and Charges
- A.15 Fuses, Homing Heads and Guidance Systems
- A.16 Class A Sub-Assemblies and Components
- A.17 Upgrading Category A equipment

### CATEGORY B : Vehicles - Aircraft - Drones (UAV)

- B.1 Main Battle Tanks and variants > 30 ton
- B.2 Armoured Vehicles < 30 ton
- B.3 Light Armoured and Un-armoured Vehicles - Other vehicles - Robotic Vehicles
- B.4 Aircraft - Drones (UAV)
- B.5 Parachuting and Air Delivery
- B.6 Vehicle Engines and Transmission systems - Amphibious Propulsion Systems
- B.7 Fuel, Lubricants, Storage and Supply
- B.8 Class B Sub-assemblies and Components
- B.9 Upgrading Category B equipment

### CATEGORY C: Battlefield Management /C4IS-TAR (C4ISTAR + Target Acquisition)

- C.1 C4I Systems
- C.2 Observation - Driving / Piloting Position finding and Navigation
- C.3 Measuring Devices - Observation - Target Acquisition
- C.4 Automatic Liaison Systems - Fire Coordination Systems
- C.5 Military Space
- C.6 Military Telecommunications Networks
- C.7 Communications Equipment
- C.8 Electronics (Vetronics) - Onboard systems
- C.9 Detection, Information - Gathering and Identification Systems
- C.10 Deception and Countermeasures Equipment
- C.11 Electric Power Supply
- C.12 Cables, Fibres and Insulations
- C.13 Class C sub-assemblies and components
- C.14 Upgrading Category C equipment

### CATEGORY D: Training & Simulation - Support - Protection - Operational Logistics

- D.1 Training & Simulation
- D.2 Supporting and Equipping the man
- D.3 Medical Treatment, Casualty Handling, Hospitals and Rescue Field Hygiene
- D.4 Protection during Conventional Operations
- D.5 NRBC Protection
- D.6 Operational Logistics and Installations
- D.7 Upgrading Category D equipment

### CATEGORY E: Special Equipment: Engineering Works - Crossing - Terrain Clearance - Army Participation in Homeland Security -Peacekeeping - Urban Operations (MOUT)

- E.1 Engineer Field Works
- E.2 Water Crossing and Diving
- E.3 Bridging and Obstacle Crossing
- E.4 Terrain Clearance and Explosive Ordnance Disposal
- E.5 Homeland/Internal Security
- E.6 Peacekeeping - Population control - Military Operations in Urban Terrain (MOUT) Note: Humanitarian relief: see D3
- E.7 Upgrading Category E equipment

### CATEGORY F: Industrial and Logistic Support

- F.1 Equipment Support and Packaging
- F.2 Engineering - Manufacturing
- F.3 Measuring and Testing Systems
- F.4 General use Components and Subassemblies - Treatment of Materials
- F.5 Upgrading Category F equipment

### CATEGORY G: Industry Sectors Involved

- G.1 Trials, Measuring and Verification
- G.2 Electricity, Electro-technique, Electronics & Computing
- G.3 Thermal and Electric Power
- G.4 Manufacture and Industrial Use of Metals, Plastics, Textiles and Composite Materials
- G.5 Hydraulics
- G.6 Oil and Chemical Industries
- G.7 Optics and Optronics - Lasers
- G.8 Pyrotechnics
- G.9 Robotics
- G.10 Simulation
- G.11 Telecommunications
- G.12 Local Trade Bodies / Chambers

### CATEGORY H: Services

- H.1 Professional organizations
- H.2 Teaching and Training Organizations
- H.3 Government-related Security Organizations (Police, Civil Defence)
- H.4 Research Institutes and Laboratories, Trials Organizations
- H.5 Security and Land Defence Consultancy Companies, Technical Assistance
- H.6 Service Providers and Suppliers
- H.7 Defence Exhibition and Defence linked Events Organizers
- H.8 Press - Specialized Publications, Publishing and Printing
- H.9 Miscellaneous
- H.10 Software Houses

### CATEGORY I : Naval Ships and Submarines

- I.1 Ships
- I.2 Submarines
- I.3 Naval Boats
- I.4 Naval Equipments





**IDEAS** is an event that delivers your vision, values and strategy globally



**IDEAS OFFERS YOU A PLATFORM TO  
MARK YOUR PRESENCE AND ESTABLISH PARTNERSHIPS IN THE REGION**





## FOR FURTHER DETAILS

Please contact IDEAS Secretariat:

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### ORGANIZER



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### EVENT MANAGER



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