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The Israel Defence Exhibition (ISDEF) 2013



The Israel Defence

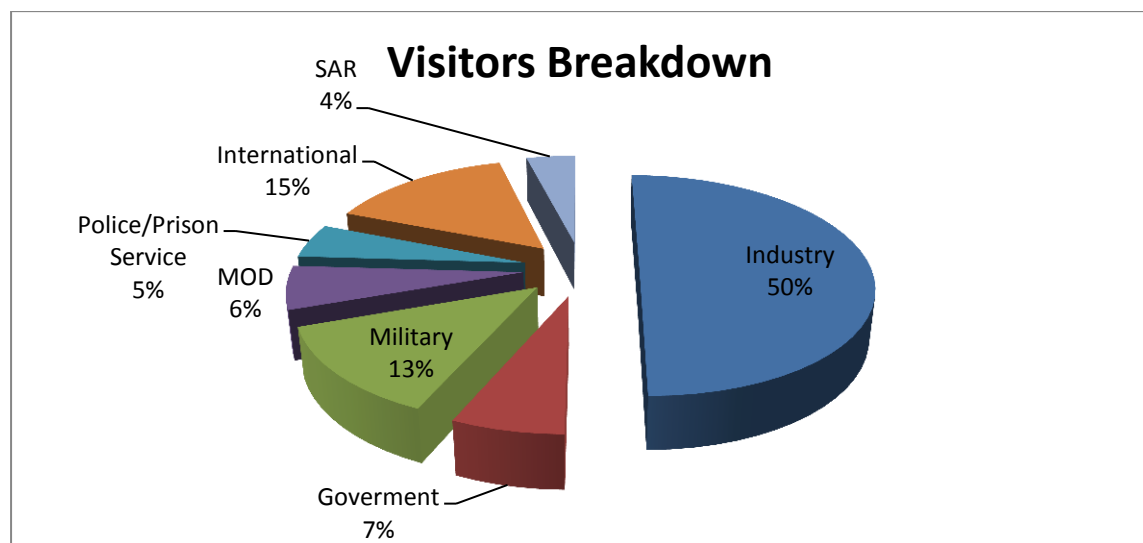
Exhibition (ISDEF) for Army & Police is taking place for the 6th time on the 4 – 6 June, 2013 in Tel Aviv, Israel. ISDEF is the leading event in Israel for the international HLS and defence Industry and a significant opportunity

for manufacturers to meet with clients, create business connections, and to be keep up to date with current market trends. ISDEF is a must-attend event for companies looking to discover and penetrate the Israeli market in addition to accessing global business opportunities. ISDEF incorporates the entire Israeli HLS and defence community and is aimed at promoting business transactions for both local and international companies.

ISDEF brings together the International and Israeli Defence and Homeland Security communities creating the optimum platform for international companies to exhibit their innovations to a worldwide audience; from key figures in the security and defence community, to local and international government and military officials. ISDEF offers the ideal arena to network with major players from across the globe.

Our goal is to highlight cooperation and innovative technology that is implemented in defense and security projects. If you are looking for distributors, networking prospects and exposure to the Israeli market with additional access to global market opportunities, ISDEF is the perfect business platform to accomplish all of that. The goal of ISDEF is to enhance business opportunities and strengthen business relationships for both the exhibitors and visitors.

We take pride in bringing together leading industry professionals, key decision makers and innovative companies to guarantee that we maximize your potential business opportunities.



All of the visitors at ISDEF are industry professionals, key figures & decision makers from Israel and abroad. From Israel visitors include: IDF, MOD, Police, Prison Authority, Israel Emergency Services & SAR.

The most effective way to maximize business opportunity for the exhibitor is to assure that the client and end user are able to interact with the direct supplier.

Top decision makers in Israel from all sections of the Military, Police, Intelligence Organizations and Civil Protection Units are in attendance throughout the course of ISDEF. In addition, the participation of technical officers has enabled tremendous opportunity for business development. No one knows the product better than the actual company representative.



AT ISDEF YOU WILL MEET:

- Decision makers from the IDF, MOD, Police, Prison Authorities, Israel Emergency Services & SAR
- Senior Israeli defence procurement and defence capability staff
- Top-level international delegations
- CEO's, Business Development and R&D executives from leading defence / security companies from Israel & abroad

WHAT WILL YOU SEE AT ISDEF?

Product Categories:

- | | |
|--|---|
| • X RAY AND SCANNING DEVICES | • COMMAND AND INFORMATION SYSTEMS |
| • DEFENCE SYSTEMS | • INFRASTRUCTURE PROTECTION AND WARNING SYSTEMS |
| • WEAPONS AND ACCESSORIES | • COUNTER IED SYSTEMS AND SOLUTIONS |
| • PROTECTIVE EQUIPMENT | • CBRN & EOD DETECTION |
| • CCTV AND SURVEILLANCE | • GREEN TECH |
| • UAV's & UGV's | • SAR EQUIPMENT AND TACTICAL GEAR |
| • HOMELAND SECURITY AND NON LETHAL WEAPONS | • OPTICS AND NIGHT VISION |
| • LAND VEHICLES | |
| • TRAINING AND SIMULATION | |

For Further Information Press [Here](#)

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Interview with Ms. Harte Feldman, Director of International Relations of ISDEF



“ISDEF represents the major international defence and security exhibition in Israel. There are hundreds of events for defence and security that take place across the globe and only 1 in Israel”, said Ms. Harte Feldman, Director of International Relations of ISDEF, in an exclusive interview that she gave to Epicos.

On 4th of June Israel Defence Exhibition (ISDEF) will take place in Tel-Aviv, Israel. Could you please describe us the concept of the aforementioned exhibition?

ISDEF is the premier international defence and security expo in Israel. Since 2007, ISDEF has catered to the needs of the Military, Police, Special Forces and Home Land Security Organizations by exposing them to the products and solutions provided by innovative defence and security companies.

As a top national priority, Defence and Security in Israel is more than just an exportable commodity. ISDEF presents an inside look at the capabilities and strategic developments of the region, through the display of innovative technologies and avant-garde systems which reflect the defence and security industry's ability to adapt and meet new challenges, while also providing effective solutions against evolving threats that face the world at large.



ISDEF represents the major international defence and security exhibition in Israel. There are hundreds of events for defence and security that take place across the globe and only 1 in Israel. This is a very important and strategic event. While Israel is small in size, the threats that faces are the same that are imposed on the world at large; the only difference is the consistency and short reaction time allotted due to the nature of the threats. Israel is an important place to test products and understand the market. Thus the concept is to facilitate an arena that supports the ideals of security & defence, diplomacy, cooperation and opportunity.

ISDEF is an exhibition mainly for the defense industry. Would you recommend to a company that is activated in the broader domain of security to participate in it?

Yes. Our main goal is to connect end users with companies. Coping with various threats depends on the contribution of the defence industry and its ability to provide new solutions to the ever changing defence and security requirements. The capabilities acquired by armed forces and security personnel to effectively thwart such threats, are a reflection of the symbiotic relationship between industry & defence/security establishments.

We provide a platform for SME's and expose end users to innovations that could present solutions to their defence and security needs. Our purpose at ISDEF is to highlight

cooperation and promote innovative technology that has been implemented or may be implemented in in both the short term and long term defence and security projects.

The line between defence and security is becoming more blurred daily. Civilian applications are being used in the military and the concept for fighting the war on terror also applies to preparation and response of natural disasters. Clearly if a company does not have potential opportunities at ISDEF, it is not our interest either. Times are difficult, and it is so important that a company does their homework before choosing to participate in an exhibition. But I would like to add that the focus of ISDEF is both defence and security. There is an Israeli company (participating for the second time) that has created earthquake early warning systems and there are also major weapons manufactures participating as well.



ISDEF can be fairly characterized as the leading event in Israel for the international HLS and defence Industry. Can you please describe the main advantages a company has when participating to ISDEF?

Israel is an important place to test products and understand the market. The end user is therefore awarded the opportunity to see first-hand, the capabilities the Israeli industry and International industry has to offer and to find potential solutions. As the only true international defence and security exhibition in Israel, ISDEF has turned into a must attend event for international companies and visitors looking to buy or sell in Israel, seek distributors and 3rd market opportunities. In addition, smaller companies have opportunities here that are not available to them on a regular basis. In Israel for example, defence and security is in constant motion and the need to respond quickly and effectively is a must. This correlates directly to the capabilities of small and medium size companies. There are over 2000 defence and security related companies in Israel, the majority of which are SME's. And the majority of the global defence industry is comprised of SME's, which play a pivotal role in the economic development of countries worldwide. It is also a preference of end users to work with SME's because of their innovative capabilities, flexibility, and lower costs. ISDEF is the ideal platform to make an impression and the momentum that follows leads to opportunity and cooperation. Personal relationships and familiar faces are important in every business. No one knows a product better than the manufacturer and the end user (Israeli and international) appreciates that. This is the only exhibition that the manufacturer will be able to interact face to face with all of the potential end users.

Is the exhibition supported by the Israeli governmental institutions?

ISDEF is a private event, yes, we are supported by government organizations and ministries such as the Ministry of Foreign Affairs and the Ministry of Industry, Trade & Labor but we are not financially sponsored by them. Our interest is to create a platform for SME's, enhance cooperation and provide more opportunities to the military, police, SF & first responders to products and systems that will keep them and the civilian population secure and capable of defending threats.

Who are the visitors at ISDEF exhibitions?

ISDEF is not open to the general public. Visitors consist of: Military, MOD, Police, Prison Service, Fire Department, SAR, Defense Industries, Civil Security Agents and Government Ministries and Offices. This year ISDEF is expecting upwards of 10,000 visitors. 3,000 international visitors which include 80 foreign official delegations. As I mentioned, ISDEF is a private event and ISDEF does not pay for delegations to attend. This enforces the importance and necessity of ISDEF. Decision makers from across the globe; including Ministers of Defence, Chiefs of Staff, Chiefs of Police, Ministers of Interior and technical officers who are responsible for testing products to meet their demands in the field; attend ISDEF. ISDEF is the true Summit of Business and Defence.

How many exhibitors are going to be present in ISDEF 2013?

ISDEF 2013, which takes place this June, will be the 6th edition and the largest. This year will include: USA Pavilion and Poland Pavilion, 5 conferences, CBRNe & C-ied Pavilion, 200 exhibiting companies and thousands of visitors from across the globe.

Epicos "Industrial Cooperation and Offset Projects"



Epicos "Industrial Cooperation and Offset Projects" provides a unique set of online tools enabling the structure, identification and implementation of comprehensive Offsets programs, through a searchable database. By introducing different offset projects and ideas proposed by local A&D industry it ensures the optimum cost for Prime Contractors and reassures that the priorities of local industry are fully met...

[For Further Information Press Here](#)

Airborne launched payload deployment and retraction system for advanced fighter aircraft and helicopters



A company focusing in applied research and development of products is proposing the installation of an advanced deployment and retraction system to targeted aircraft platforms. The system will utilize new technologies providing secure deployment and retraction of various mission payloads (Towed Decoys, Electronic Warfare, surveillance sensors, communication etc) while in parallel will ensure easy installation to various platforms and payloads. Adaptation of

existing deployment and retraction system design to specific platform and payload operational requirement will also be performed as part of the proposed project.

[For Further Information Contact our ICO Department](#)

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Installation of an advanced intruder detection system for high security level military and governmental installations



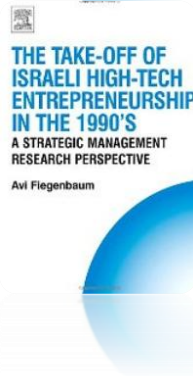
A company specialized in the development and production of Electro-Optical and Precision Motion Control Systems for the aeronautical and military industry, is proposing, in the frame of an offset program, the collaboration with military or homeland security authority for the installation of an advanced intruder detection system for high security level military and governmental installations. The proposed system will be based on an existing product of the company and also could be integrated with an existing or new installed Closed Circuit TV (CCTV) system.

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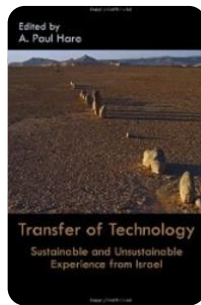


The Take-off of Israeli High-Tech Entrepreneurship During the 1990's: A Strategic Management Research Perspective (Technology, Innovation, Entrepreneurship and Competitive Strategy), by Avi Fiegenbaum



What are the five factors that contributed to Israeli high-tech success? This is what this book is trying to describe and explain. Within less than a decade, during the 1990s, the state of Israel established its global high tech sector. The number of startups rose to almost 3,000. Total venture capital available reached approximately \$ 3 billion. Israeli firms trading on NASDAQ climbed to 120 with aggregate market value of approximately \$120 billion, twice the Israeli GNP. This book emphasizes the multilevel nature of this development from a strategic management perspective.

Transfer of Technology: Sustainable and Unsustainable Experience from Israel, by A. Paul Hare



Transfer of Technology is an important issue in the current state of industries. The author of this book is trying to delineate this issue by presenting an eclectic and diverse mix of research strategies for understanding the impact of desertification, as well as applications for coping with arid environments. Emerging from experiences in Israel's Negev Desert, the book should be of interest to anyone concerned about the effects of global environmental change. As the subtitle "Sustainable and unsustainable experience from Israel" suggests, some learnings are more transferable than others, a challenge revealed in many chapters that examine transfer beyond Israel to other nations in Africa and Asia.

The array of research reported encompasses land degradation, gully incision and desertification, draught analysis using remote sensing, ground water pollution, parasite populations in rodent species, soil and dust analysis.



Ryanair lifts profit slightly, sees 'moderate' growth

Irish no-frills airline Ryanair raised net profit slightly in its last financial year but said on Monday that traffic was set to rise this year.

Ryanair, based in Dublin, said that group profit after tax edged up 1.5 percent to 569.3 million euros (\$731.2 million) in the 12 months to the end of March compared with net profit of 560.4 million euros in 2011-12.

Ryanair expects the company's traffic to grow by 3.0 percent to 81.5 million passengers in 2013-14, it added in an earnings statement.

Passenger numbers grew by 5.0 percent to 79.3 million in the last financial year, while revenue increased by 13 percent to 4.88 billion euros.

"We expect modest yield and traffic growth for the full year to be partly offset by higher oil and...costs resulting in another year of profit growth," Ryanair chief executive Michael O'Leary said in the statement.

Ryanair had closed its last financial year by announcing in March an order for 175 Boeing 737-800 planes, in a major fleet expansion three weeks after the European Union blocked the airline's attempted takeover of Irish rival Aer Lingus.

The massive order was put at \$15.6 billion (12.1 billion euros) at Boeing catalogue prices, one of the US aerospace giant's largest orders ever, though discounts could bring the total value to much less than that.

"Ryanair's successful growth, allied to deep short-haul restructuring among many high fare competitors, gives us confidence that we can grow... to over 100 million passengers per annum over the next five years," O'Leary said on Monday.

"Our recent order for 175 firm Boeing 737-800 aircraft represents an enormous opportunity for shareholders as Ryanair returns to higher rates of traffic growth.

"We are pleased to have reached acceptable pricing with Boeing, and the controlled delivery programme from Autumn 2014 to end of 2018 will provide the opportunity to expand Ryanair's fleet to over 400 aircraft and our traffic," O'Leary added.

But in a blow for Ryanair, in February the European Commission barred a third attempt by low-cost airline pioneer to take over Aer Lingus, citing concerns that passengers would lose out badly.

"We have no doubt that this was yet another politically motivated decision by Europe's competition authority and it is inexplicable in the context of its stated policy of promoting European airline consolidation," O'Leary said in Monday's statement as he strongly repeated his dissatisfaction with the outcome.

Source: 2013 AFP, Agence France-Presse (AFP)

SkyWest says buying Embraer jets

SkyWest, Inc. announced Tuesday it has struck an agreement with Brazil's Embraer for the purchase of 100 new E175 jet aircraft, with 40 considered firm deliveries.

The deal also includes options for an additional 100 E175 aircraft from the Brazilian planemaker and would be valued at \$8.3 billion if all 200 jets are ordered, the US company said in a statement.

Deliveries of the initial 40 aircraft -- configured with 76 seats -- are expected to start in the second quarter of 2014 and continue through the middle of 2015.

The initial 40 aircraft will be operated by SkyWest Airlines under a new agreement with United Airlines.

The other 60 aircraft are considered conditional until SkyWest enters into so-called capacity purchase agreements with airlines to operate them.

"The selection of the E-Jet was based on the customer acceptance, fuel efficiency and attractive operating costs that are offered by this equipment type. We hold the Embraer team in high regard and look forward to a long-term future of operating these E-Jets," SkyWest President Bradford Rich said.

Source: 2013 AFP, Agence France-Presse (AFP)

Chinese, Indian airlines face EU pollution fines

Eight Chinese and two Indian airlines face fines of up to several million euros for not paying for their greenhouse gas emissions during flights within the bloc, the European Commission said on Friday.

It said member states could fine the firms, among them Chinese flag carrier Air China, under the terms of the EU's Emissions Trading System which is designed to cut the carbon dioxide pollution blamed for global warming.

In a highly controversial move last year, the EU added airlines to the ETS regime, sparking howls of protest from the United States and China which said the move breached international law.

Beijing even went so far as to threaten retaliation against the EU, its biggest single export market, adding to a growing list of trade disputes souring ties.

As the protests mounted, Brussels backed off and suspended the ETS for non-EU airlines flying to and from the bloc, with the aim of negotiating a solution by a September meeting of the International Civil Aviation Organization.

On Friday, it made clear, however, that non-EU airlines were still liable to pay for pollution on flights made within the EU.

For example, a Chinese airline may land in Athens first and then fly on to Munich to pick up passengers before returning to the home destination.

It said that almost all airlines had fully complied with their ETS obligations, which were consistent with international law and conventions.

However, eight Chinese carriers, including majors such as China Airlines, China Eastern and China Southern, alongside Air India and Jet Airways (India) were at fault, it said.

The eight Chinese companies were liable to fines of some 2.4 million euros combined while the two Indian groups owed much less, at 30,000 euros.

Source: 2013 AFP, Agence France-Presse (AFP)

Croatia Airlines reveals cost of strike

A strike by pilots and cabin crew at Croatia Airlines continued for a seventh day on Monday, and the loss-making company said that the dispute had cost it hundreds of thousands of euros (more than \$1 million).

"Direct financial damages (from the strike) are estimated at up to 6.5 million kunas (859,000 euros, \$1.1 million) and unions' action continues," a Croatia Airlines spokesman told AFP.

Since the strike began on May 14, about one third of Croatia Airlines flights -- about 20 -- had to be cancelled every day, spokesman Davor Janusic added.

Talks between management and unions on new contracts, to replace a contract which expired in March, were to continue later on Monday.

A total of 26 Croatia Airlines flights were cancelled on Monday including flights to major European hubs -- Brussels, Munich, Vienna and Zurich.

The unions have staged the walkout in protest at the salary cuts and dismissals that state-owned Croatia Airlines has announced as part of its restructuring plan ahead of Croatia's accession to the European Union.

The plan includes dismissals of about 200 employees and salary cuts of up to 40 percent, according to unions.

Unions argue that such action would not significantly contribute to the recovery of the company.

But the government has warned that the airline could go bankrupt without cuts.

The restructuring of public companies is among key moves undertaken by the former Yugoslav republic to revive its economy which has not registered growth since 2009.

In 2012 the airline accumulated loses of about 49 million euros, and it has debt of about 132 million euros.

The company, founded before Croatia proclaimed independence in 1991, has a fleet of 13 planes. It includes three Airbus A320-200, four Airbus A319-100 and six smaller Bombardier Dash 8.

Once Croatia joins the EU on July 1, it will have to stop providing state subsidies to the airline.

Source: 2013 AFP, Agence France-Presse (AFP)

Boeing Showcases BBJ 3 for the First Time at EBACE 2013

Boeing [NYSE: BA] Business Jets (BBJ) is displaying a BBJ 3 for the first time at the 2013 European Business Aviation Conference and Exhibition (EBACE) in Geneva, Switzerland.

The airplane, based on the 737-900ER, was outfitted with its custom VIP interiors at Jet Aviation in Basel, Switzerland. The BBJ 3 is currently for sale, so the exterior remains "green" or unpainted, ready for a livery to be selected by a new owner.

The range of the BBJ 3 exceeds that of other business jets in its class. It can fly 4,900 nautical miles; more than 1,500 nautical miles (3 hours) farther than its direct competitor.

"The BBJ 3 range advantage is the reason why it has outsold its direct competitor by seven-to-one," said Capt. Steve Taylor, president, Boeing Business Jets. "Our customers demand airplanes with great performance, enabling them to conduct business around the world."

The BBJ 3 also features lower cabin altitude, pressurizing the cabin at 6,500 feet versus 8,000 feet of other business jets. This allows BBJ passengers to arrive at their destination relaxed and refreshed without feeling jet lagged.

The cabin interior is finished in a bright, high-gloss sycamore wood, with hand-crafted marquetry woodwork integrated in the entrance panel. It features a large main lounge and a smaller area for staff, a dining room and a bedroom suite with a queen-sized bed and bathroom with a shower.

Jet Aviation has completed the interiors of two dozen Boeing commercial and private aircraft since 1978.

"We value our long standing partnership with Boeing and look forward to continued success providing quality work and craftsmanship to our mutual customers," said Dan Clare, president, Jet Aviation.

The BBJ 3 on display can carry 38 passengers and eight crew members. It has a large cargo area that holds 230 pieces of luggage.

To date, seven BBJ 3s have been ordered. Three are in completion; four are in service. The next airplane is scheduled to enter into service June 1.

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Source: Epicos, Boeing