

## The Asian Event Dedicated to Homeland and Civil Security

- ▶ In a market with strong needs in security matters, ASIA PACIFIC HOMELAND SECURITY (APHS) responds to the expectations of governments, critical businesses, industries and NGOs.
- ▶ ASIA PACIFIC HOMELAND SECURITY opened a new concept in the field of thinking about resilience and disaster relief. The high-level APHS exhibition combined a Table-Top Exercise (TTX), a full day plenary conference and a three-day trade exhibition, including Business meetings. This first edition of the APHS CONFEX (CONFerence-EXhibition) allowed high-quality exchanges between innovative SMEs and Official Delegations.
- ▶ **Aspects covered:**
  - ➔ Prevent, detect and analyse disasters and threats
  - ➔ Protect populations and sensitive infrastructures
  - ➔ Monitor complex systems and facilities
  - ➔ Find immediate and sustainable solutions
  - ➔ Disaster recovery

## They have trusted us

« We would like to express our best compliments to your warm welcome and hospitality in Singapore. »  
Deputy Head of Fire Suppression Division, Vietnam Fire & Rescue Police Department - Vietnam

« We appreciated a lot the promotional efforts of COGES team for APHS 2015 and the good environment for establishing business ties among participants. Good quality, informal approach. »  
Space Rescue Systems Ltd - Russia

« High quality of exhibitors, special attention to Disaster Management "Space Rescue" and the French pavilion; High level conference speakers and presentation with substance. » Director General, Sindh Provincial Disaster Management Authority - Pakistan

« Relatively short but we are able to get our products across and have already fixed subsequent meetings. »  
Wong Fond Engineering works Pte Ltd - Singapore

## 2015 Exhibition key figures

**67** exhibitors  
from 16 countries

**64** % international  
exhibitors

**1,320** professional  
visitors from 45  
countries

**14** journalists

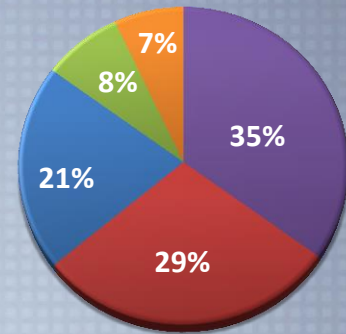
**20** official  
Delegations from  
13 countries

# Visitors

- ▶ **1,320** professional visitors from 45 countries
- ▶ 69% of Singaporeans against 31% of international visitors
- ▶ 20 Official Delegations from:

Country	
BRUNEI	MYANMAR
CAMBODGIA	PAKISTAN
FIJI	PHILIPPINES
INDONESIA	SRI LANKA
MALAYSIA	THAILAND
MALDIVES	VIETNAM
MONGOLIA	

## ▶ Visitors positions



- Director, Management
- Commercial, Marketing
- Procurement, R&D, Production
- Administration, Communication
- Other



# Exhibitors

## ▶ List of exhibiting countries

Country	
AUSTRALIA	NETHERLANDS
BELGIUM	RUSSIA
FRANCE	SINGAPORE
GERMANY	SWITZERLAND
INDIA	TAIWAN
ISRAEL	THAILAND
ITALY	UAE
JAPAN	UK

## ▶ 111 Participants\*

- 67 Exhibitors from 16 countries
- 64 % International exhibitors
- 15 Conference speakers
- 31 Partners sponsors

\*some companies have several profiles

- ▶ An exceptional ratio of Official Delegations per exhibitors per days
- ▶ **One-to-One Meetings**  
30 meetings, involving 28 companies expanding their network and looking for new business opportunities.

## Conferences

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### ► “Urban resilience facing major threats and hazards” Conference

The conference gathered experts who have presented the following subjects:

- How to approach Resilience ?
- Lessons learned on past disaster « cases »
- How to implement Resilience « Practical Case » for future events

### ► Key figures

- 187 participants
- 9 speakers and 9 journalists
- 41 members of Official Delegations and 34 VIPs

### ► Exhibitors conferences

10 exhibitors conferences were conducted during the three days of exhibition.

### ► Table-Top Exercise (TTX)

The day before the conference, a TTX was carried out with 30 participants. Private and public sectors did exercises together on security matters.



## Communication

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### ► International press coverage

- 23 journalists to cover the CONFEX (CONFerence – Exhibition)
- 46 press insertions (27 before the exhibition / 19 during the exhibition)
- 39 online banners on websites and 22 newsletters sent out
- More than 20,000 visits on the [APHS website](#)

### ► Official media at your service

[Army Recognition](#), the exhibition’s official web partner, engaged to promote the exhibition and to communicate exhibitor information.



### ► Effective communication campaign on social networks

The tradeshow campaign attracted many Internet users on the three social networks pages opened on the occasion. The month of the exhibition, [Facebook](#) has counted nearly 500 impressions, against 3,036 on [Twitter](#). [LinkedIn](#) recorded 1,309 views.