

# INTERNATIONAL DEFENCE EXHIBITION AND SEMINAR

**11<sup>th</sup>**  
EDITION OF  
INNOVATION & CHALLENGE

**IDEAS**   
**2022**  
**PAKISTAN**

  
GLOBAL COOPERATION  
STRATEGIC PARTNERSHIP

**ARMS FOR PEACE**

**15 - 18 November 2022**

Karachi Expo Centre

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



ORGANIZED BY



**DEFENCE EXPORT  
PROMOTION ORGANIZATION**

A VENTURE OF



**MINISTRY OF  
DEFENCE PRODUCTION**

SUPPORTED BY



**PAKISTAN  
ARMED FORCES**

ENDORSED BY



**TRADE DEVELOPMENT  
AUTHORITY OF PAKISTAN**

EVENT MANAGER



**BADAR EXPO  
SOLUTIONS**

## IDEAS 2022 AN ABSOLUTE DEFENCE INDUSTRY SHOW

REGION'S BEST PLATFORM FOR INTERNATIONAL DEFENCE SYSTEMS  
PROMOTION AND PROCUREMENT



Dr. Arif Ahl

President Islamic  
Republic of Pakistan

I am pleased to learn that International Defence Exhibition and Seminar (IDEAS) has been instrumental in not only showcasing the best of Pakistan in the defence sector but has also contributed significantly towards promotion of our mutually beneficial relations with the international community in this important field.

IDEAS presents an important platform to the exhibitors to showcase their products before the international community on one hand and to share relevant knowledge and expertise in finding affordable solutions and employing innovative means to meet the defence related challenges, on the other. It also offers the defence manufacturers an opportunity to explore new areas for undertaking joint ventures and further augmenting trade ties with their counterparts.

The success of IDEAS 2018, with participation and representation from 45 countries, not only testifies to the importance and significance of the event but also gives ample reasons to believe that IDEAS 2022 would even be a greater success and would attract even greater participation from the International community.

I extend a very warm welcome to all the participants of IDEAS 2022, whose presence will be symbolic of their support to Pakistan and would also reflect the depth of our mutually beneficial relations with International fraternity.



Major General  
Muhammad Arif Malik, 14 (M)  
Director General, IDEAS

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

IDEAS is an ultimate platform to showcase the innovation 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 evaluation of 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 is indeed manifestation our deeply embedded and mutually beneficial relations with international fraternity. In addition, the high profile visiting delegates add to its prestige and stature. In fact, IDEAS is a shared vision for global peace, stability and prosperity.

IDEAS 2022, our 11th eventful edition is scheduled to be held at Expo Centre Karachi during November, 2022.

I look forward to welcoming the distinguished participants.

## 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.



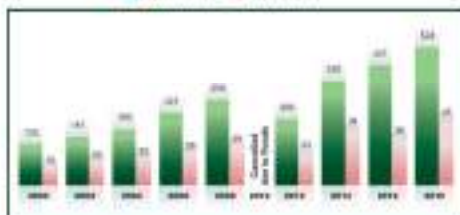
**IDEAS HAS GROWN IN ITS REACH, PARTICIPATION & INTERNATIONAL ATTENDANCE TO A LEVEL THAT IS SECOND TO NONE IN THE REGION**

## 524 COMPANIES EXHIBITED FROM 45 COUNTRIES IN IDEAS 2018

1. Australia	10. Estonia	19. Jordan	28. Philippines	35. Sweden	43. United Kingdom
2. Austria	11. Finland	20. Laos	29. Poland	37. Switzerland	44. United States of America
3. Azerbaijan	12. France	21. Latvia	30. Russia	38. Taiwan	45. Vietnam
4. Belarus	13. Georgia	22. Lebanon	31. Singapore	39. Thailand	
5. Belgium	14. Germany	23. Lithuania	32. Slovak Republic (Slovakia)	40. Turkey	
6. Canada	15. Greece	24. Malaysia	33. South Africa	41. Ukraine	
7. China	16. Hungary	25. Netherlands	34. South Korea	42. United Arab Emirates	
8. Czech Republic	17. Italy	26. Norway	35. Spain		
9. Denmark	18. Japan	27. Pakistan			

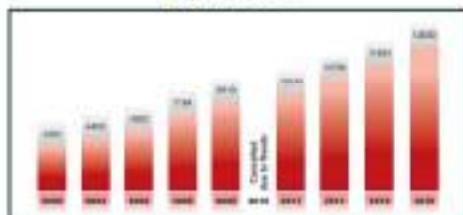
### Exposition Companies

■ Exhibitors ■ Countries



### Exposition Space

■ Space in SQM



IDEAS 2022 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

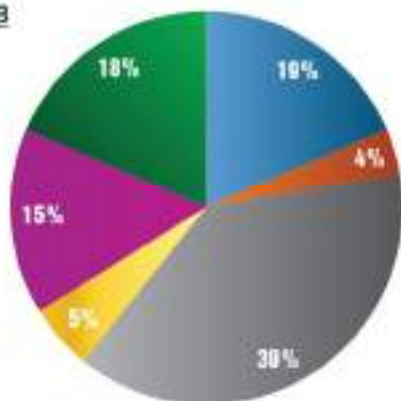
IDEAS is ranked as one of the top international events with regard to participation by foreign delegations. IDEAS 2022 is again likely to be attended by high level defence delegations from friendly countries, headed by ministers and heads of armed forces.

### Participation - Official Delegations in IDEAS 2018

- 231 Delegates from 41 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 and consultants.
- Law enforcement agencies.
- Electronic & Print Media.

## INTERNATIONAL DEFENCE SEMINAR

The International Defence Seminar serves as a widely attended interactive platform in the Asian region that presents distinctive international outlook for the defence industry. International Defence Seminar 2022 is designed for a special relevance to the altering security paradigm of Asia in general, Middle East and South West Asia in particular, with a focus on the strategic impact and regional significance of defence collaboration in the light of security threats faced by countries in this part of the World. Designed to attract Worldwide attention from the top level decision makers, the International Defence Seminar 2022 will be attended by ministers, high-ranking officials from defence ministries, armed forces, defence technology organizations, academia, research & training institutes and defence analysts.



## SERVICES CONFERENCES

Services Conferences 2018 of Pak Army, Navy and Air Force, attended by respective Services' Chiefs, Senior civil - military officials, local and foreign delegates, OEMs, trade visitors and heads of defence procurement agencies, dilated upon modernization plans of Armed Forces and growth requirements of defence industry with national and international stakeholders.



**IDEAS 2022 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 - Target

- A.1 Air Defence Systems
- A.2 Air, 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 Fuzes, 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

- IC&STAR (IC&STAR = Target Acquisition)
- C.1 C&I Systems
- C.2 Observer - Driving / Piling Position Finding and Navigation
- C.3 Measuring Devices - Observation - Target Acquisition
- C.4 Automatic Liaison Systems - Fire Coordinate Systems
- C.5 Military Space
- C.6 Military Telecommunications Networks
- C.7 Communications Equipment
- C.8 Electronics (Astronic) - On-board 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 NBC 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 Trade, Measuring and Verification
- G.2 Electrony, 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 Opticians - 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  
MARK YOUR PRESENCE AND ESTABLISH PARTNERSHIPS IN THE REGION**



## FOR FURTHER DETAILS

Please contact IDEAS Secretariat:  
[info@ideaspakistan.gov.pk](mailto:info@ideaspakistan.gov.pk)  
[www.ideaspakistan.gov.pk](http://www.ideaspakistan.gov.pk)

### ORGANIZER



#### Defence Export Promotion Organization

Defence Complex Islamabad (DCI)  
Sector E-10, Islamabad - Pakistan  
Tel: (+92-51) 9262016 Fax: (+92-51) 9262018  
Web: [www.depo.gov.pk](http://www.depo.gov.pk) Email: [info@depo.gov.pk](mailto:info@depo.gov.pk)

### EVENT MANAGER



#### Badar Expo Solutions

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**PAKISTAN HOSIERY MANUFACTURERS & EXPORTERS ASSOCIATION**  
(Government approved sole representative body of Knitted Goods & Apparel Manufacturers)



Date: 5<sup>th</sup> November, 2022

**URGENT / TIME BARRED**

**SUBJECT: SUBMISSION OF DETAILS TO VISIT IDEAS 2022, AS AN EXCLUSIVE TRADE VISITOR, ON 16-17 NOVEMBER AND TO GET INSCRIBED IN THE OFFICIAL DIRECTORY FOR TRADE NETWORKING**

**Dear Members,**

IDEAS 2022, being the most strategically important event of the region, will once again bring together all the industry players from 45 countries across the globe, to showcase the latest technological innovations. Second and third day of the Show (16-17 November) are exclusively for high official defense delegates and trade visitors. To be the part of this prestigious event is an honor by itself, the largest event of the country for over two decades is certainly an image builder for all those who participate in it.

The IDEAS-2022 team will welcome you at Karachi Expo Centre for the 11<sup>th</sup> International Defense Exhibition and Seminar (IDEAS) on 16<sup>th</sup> & 17<sup>th</sup> November 2022.

In order to get yourself included in the list of invitees, please provide the following details **by 7<sup>th</sup> November 2022, before 3:00 pm positively through email to: [info@phmaonline.com](mailto:info@phmaonline.com) & [secretary.general@phmaonline.com](mailto:secretary.general@phmaonline.com)**

Detail of each individual,

1. Copy of CNIC
2. Passport size Photograph
3. Business / Visiting Card

Company details for inclusion in Trade Directory

1. Company Profile, highlighting the areas/sectors where the company has the potential to become a supplier to Defense equipment and supplies
2. List of Directors/Partners/CEO/CXOs
3. Complete contact details
4. Text should be in MS Word format

Thank you

**Please provide the above details by 7<sup>th</sup> November 2022, through email mentioned above**

Regards,

Khadim Rasool  
Secretary General

**CENTRAL OFFICE**

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Website: [www.phma.org.pk](http://www.phma.org.pk), [www.phmaonline.com](http://www.phmaonline.com)

Date: 5<sup>th</sup> November, 2022

**SUBJECT: SUBMISSION OF DETAILS TO VISIT IDEAS 2022, AS AN EXCLUSIVE TRADE VISITOR, ON 16-17 NOVEMBER AND TO GET INSCRIBED IN THE OFFICIAL DIRECTORY FOR TRADE NETWORKING**

**REQUEST FOR PARTICIPATION AS VISITOR TO IDEAS 2022**

**Detail of each individual (IN WORD FORMAT)**

1	Copy of CNIC	PROVIDE NUMBER & ATTACHED COPY
2	Passport size Photograph	TO BE ATTACHED
3	Business / Visiting Card	TO BE ATTACHED
4	Company Profile, highlighting the areas/sectors where the company has the potential to become a supplier to Defense equipment and supplies	PROVIDE DETAILS AND ATTACHED PROFILE
5	List of Directors/Partners/CEO/CXOs	
6	Complete contact details	

Regards,

**NAME  
SIGN & STAMP  
COMPANY NAME**