

[Join CADSI's Defence & Security Trade Mission to Kuwait & Qatar](#)



December 9-16, 2011

Find Your Business Partners & Agents in an Area of the World Where Defence Expenditures are Growing!

The Middle East, represented in part by the countries comprising the Gulf Cooperation Council (GCC) states, continues to be an excellent region of opportunity for Canadian defence and security firms. This will be CADSI's third Middle East event in two years after a very successful mission to Saudi Arabia/UAE and its participation at IDEX 2011 in Abu Dhabi last February.

CADSI is organizing a shared 42 square meter exhibit at the Gulf Defense & Aerospace show in Kuwait City (Dec. 12-14th, 2011) and a one day defence mission to Doha, Qatar on the way back to Canada. Details on the show can be obtained at <http://www.gulfdefense.com>

Scope of the Mission

This CADSI trade mission is scheduled to take place mid-December with the planned schedule (subject to program changes) as follows:

- December 9th – Depart Canada for Kuwait City
- December 10th - 11th – Set up CADSI exhibit at Gulf Defense & Aerospace show
- December 12th – 14th – Participate at the show – industry briefings and meetings – evening departure for Doha, Qatar on the evening of the 14th
- December 15th – Defence sector briefings in the morning, invitations for local defence agents, primes etc. for buffet lunch, followed by table top demos and one to one meetings
- December 16th – Depart for Canada

CADSI will produce a professional presentation document, in English and Arabic, outlining your company profile and products, for presentation to mission participants and agents. In-country briefing materials will be compiled and distributed during (or after) the trip.

CADSI is working with DFAIT's trade commissioners in the region, defence attachés, primes and other local experts to develop a successful program of briefings and networking events.



Why Participate in This Mission?

“With increasing tensions, fuelled by Arab uprisings and Iranian aggressive actions in the region, defence spending in the GCC continues to grow, while the rest of the developed nations have cut defense spending to deal with economic challenges. Now, more than ever, is the time to be developing sales initiatives in the Gulf Region.”

Middle East spending on defence programs is expected to grow by 14% over the next five years as Arab nations embark on military modernization programs, sparked by ever increasing regional threats, the eventual withdrawal of American and allied forces from Iraq and Afghanistan, and the requirement to continue to secure the GCC nations' revenue assets – oil and gas – while world prices continue to remain at highly profitable levels.

According to Forecast International, the combined GCC defence/security investment reached more than \$68 billion in 2010. For 2011, it is expected to increase to over \$73 billion, growing to \$82.5 billion by 2015. Spending on aircraft and air defence systems in the region, especially by Saudi Arabia and the UAE, is expected to reach \$63 billion by 2020. According to one analyst, the GCC countries are moving towards an integrated air defence network to include both aircraft and aircraft detection and surveillance systems under a 'Penninsula Shield' initiative.

The key business drivers, aside from Iran's estimated annual defence expenditures exceeding \$9 billion per year, will be the expected increase in global dependency on energy supply from the Gulf from 28% in 2008 to 31% by 2035 – if there is a crisis or war in the Gulf, the overall global economy (and indirectly every job in North America) will be affected. Over the years, the U.S. has worked with the GCC states in developing counters to Iran's increasing capabilities for naval asymmetric warfare and operations against offshore and coastal targets.

The US is also upgrading the air defence forces of many GCC states to provide missile defence capabilities and continues to develop long term procurement plans to improve the capabilities of these states to fend off rogue attacks by Iran. US FMS sales to many of the GCC states also ensures some degree of inter-operability should US forces be required to support these states in the event of war. Arms sales will help secure the flow of energy exports, which will help to limit world oil prices, while reducing the size of the force the US must deploy and maintain in the region while ensuring the US strategic position in the region.

Click [HERE](#) to view the floor plan and see the location of the Canada Pavilion.

What's included:

- Participate at GDA in a larger Footprint under the CADSI Umbrella
- Great Booth location
- Your own kiosk
- Your company graphics
- Television screen for media display (computer or DVD)
- Storage Cabinet for kit
- 1 Regular Electrical Outlet
- Stool
- Use of Literature Racks
- Ability to leave booth & walk the show floor at anytime
- CADSI to promote the group in attendance
- Meeting & Industry briefings arranged through the Canadian Embassy
- CADSI to promote our presence to Gulf-based Foreign Defence Attaches & Trade Commissioners

Mission Participation – Expression of Interest Requested Now

To reserve your spot on the mission and receive further details, please contact the mission organizer, Bruce Fox, at international@defenceandsecurity.ca or you can reach him by telephone at (613) 824-3134.