

# The Ultimate Tri-services and Homeland Security Event



Hosted, Supported & Co-organised by:



MINISTRY OF DEFENCE



MINISTRY OF HOME AFFAIRS

**6-9 MAY 2024**  
MITEC, KUALA LUMPUR

**BUILDING  
RESILIENT NATIONS  
FOR THE NEXT  
GENERATION**

**POST SHOW**

**REPORT 2024**

# A LANDMARK EVENT WITH RECORD-BREAKING ACHIEVEMENTS

The DSA and NATSEC Asia 2024, held from 6-9 May 2024, has concluded with resounding success, marking the biggest edition in the history of the event. This year saw participation from 1,324 international and local defence and security companies representing 60 countries, a notable 21% increase from previous years. The event spanned an impressive 48,000 square meters, underscoring its expansive growth and significance.

The event also witnessed a significant increase in VIP delegations, with 578 delegates from **40 countries** in attendance. Additionally, there was a remarkable 33% rise in visitor numbers, totaling 47,587 attendees. These figures clearly demonstrate the trust and high expectations placed on this prestigious mega defence and security show.

A key highlight of DSA and NATSEC Asia 2024 was the signing of Memorandums of Understanding (MOUs) and contracts by the Ministry of Defence and the Ministry of Home Affairs, amounting to a staggering **RM 9.5 billion**. This significant achievement underscores the event's pivotal role in facilitating strategic partnerships and advancing the defence and security sectors.

Overall, the success of DSA and NATSEC Asia 2024 reflects the event's growing importance on the global stage and its continued commitment to fostering innovation and collaboration within the defence and security industries.



## FACTS AND FIGURES :



**9.5 billion** worth of contracts and MoUs signed



A total of **47,587** trade visitors from **114** countries



**48,000** sqm occupied exhibition space.



**630** VIP delegations from **41** countries (foreign & local)



**34** International pavilions



**1,324** participating companies from **60** countries



# DSA & NATSEC ASIA'S MAIN ORGANISING COMMITTEE



**DATO' SERI MOHAMED KHALED BIN NORDIN**  
MINISTER OF DEFENCE, MALAYSIA

"Fruitful discussions have taken place, alliances have been forged, and agreements have been reached at DSA & NATSEC Asia 2024, further solidifying Malaysia's position on the world stage. Particularly under the Defence segment, the Malaysian Ministry of Defence and the Malaysian Armed Forces are proud to share that we have managed to conclude 10 courtesy visits and bilateral engagements at the Minister of Defence level from various countries and counterparts, 5 courtesy visits and engagements at the Deputy Minister of Defence level, 11 courtesy visits and engagements at the Secretary General and top management level and 70 courtesy visits and engagements for all branch of services in the Malaysian Armed Forces. I am pleased and honoured to announce that preparations for DSA 2026 are already underway. Therefore, I take this opportunity to invite you all to join us once again as we come together to celebrate innovation, collaboration, and the spirit of progress."

**DATUK SERI ISHAM BIN ISHAK**  
SECRETARY GENERAL,  
MINISTRY OF DEFENCE MALAYSIA



"DSA and NATSEC Asia has been in existence for quite a few years. It has been a mature kind of show. And being a mature kind of show it has a reputation and this reputation is what people are looking for. No. 1, because the congregation of people gathering here knows what to expect. And they know what they want. Secondly, it's about new technologies, it's about the future and people come here to look for solutions, ideas, network, products, and services that will fit them nicely on how they prepare their country for their national defence policy, and how they can support that. And there is also very strong reinforcement and reputation that DSA and NATSEC carry in this organisation. DSA and NATSEC Asia strategically reinforces our national agenda in terms of defence policy in ensuring that is an open communication and network that goes in line with our National White Paper on Defence as well as our defence industry that we are working on."



**GENERAL TAN SRI DATO' SERI MOHAMMAD BIN AB. RAHMAN**  
CHIEF OF DEFENCE FORCE, MALAYSIA

"As we navigate the intricate landscape of emerging technologies and their impact on defence and security, it becomes evident that collaboration, innovation, and ethical considerations are of utmost importance. By fostering collaboration among stakeholders, prioritising research and development, and promoting ethical principles, we can effectively address the challenges and seize the opportunities posed by these advancing technologies."



**DATUK SERI SAIFUDDIN NASUTION ISMAIL**  
MINISTER OF HOME AFFAIRS

I would like to take a moment to extend our deepest appreciation to the organisers, DSA Exhibition And Conference Sdn Bhd, its entire team who has worked tirelessly and the organising committees. The success of DSA and NATSEC Asia 2024 is not just seen in the seamless execution but in the meticulous planning and unwavering commitment. I just want to iterate that DSA and NATSEC Asia are truly events unlike any other. As we move forward from here, let us carry the momentum from these fruitful days. The learnings and collaborations born here should guide our continuous efforts to innovate and adapt. We should continuously elevate the standards set at DSA and NATSEC Asia as we prepare for future challenges.

**DATUK HAJI RUJI BIN HAJI UBI**  
SECRETARY GENERAL  
MINISTRY OF HOME AFFAIRS



Events such as DSA and NATSEC Asia play an important role in improving regional defence and national security by facilitating the exchange of knowledge and expertise, promoting the development of new technologies and systems, and fostering greater collaboration among defence and security industry players. They also provide an opportunity to showcase their latest defence and security capabilities and strategies, and to engage with industry players to identify areas for improvement and development. Preparing to face cyber-attacks through various online platforms needs to be addressed through a more accurate cyber defence and security system. Therefore, this exhibition is expected to connect experts in related fields in order to produce equipment and systems that will meet the needs of end users.



**YDH IG TAN SRI RAZARUDIN BIN HUSAIN**  
INSPECTOR-GENERAL OF POLICE

The Royal Malaysian Police (RMP) is proud to lend its support once again towards another iteration of DSA and NATSEC Asia. Every two (2) years, RMP eagerly looks forward to these highly prestigious event, as there are no other platforms of this magnitude that boasts the coming together of some of the best minds in the field of defence and national security, coupled with the showcase of today's cutting-edge technology.

Technology allows law enforcement agencies to be proactive in their efforts in preventing crime. By adopting new technology, we increase efficiency, improve response times and can better allocate resources. It also helps us stay ahead of criminals who may as well be using the latest technology to commit crimes. Indeed, this use of modern technology will ensure our effectiveness in our mandate to maintain law and order.

# INTERNATIONAL AND LOCAL VIPS AT DSA AND NATSEC ASIA 2024

DSA and NATSEC Asia 2024 welcomed 578 VIP delegations from **40 countries**, showcasing the event's international prominence in the defence and security arena. The diverse representation of these delegations underscores the esteemed reputation of this platform, solidifying its position as Asia's premier and best-organised showcase for defence and homeland security, showcasing the world's most advanced technologies, systems, hardware, and electronic warfare capabilities available in the market and fostering impactful discussions and collaborations.

## MINISTRY OF DEFENCE

- Ministers and Deputy Ministers of Defence
- Secretary Generals of the Ministry of Defence
- Chiefs of Defence Force
- Chiefs of Army
- Chiefs of Navy
- Chiefs of Air Force
- Chiefs of Staff
- Joint Force Commanders
- Director Generals of Health Services
- Director Generals of Defence Intelligence
- Guests of Chairman of DSA

## MINISTRY OF HOME AFFAIRS

- Ministers of Home Affairs
- Secretary Generals
- Inspector Generals of Police
- Director Generals of Prisons
- Director Generals of Immigration
- Director Generals of MMEA
- Director Generals of National Security Councils

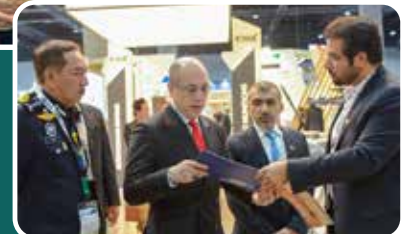
## OTHER GOVERNMENT AGENCIES

- Director Generals of Customs
- Director Generals of Fire & Rescue



## ROYALS AND GOVERNMENT OFFICIAL VISITS

A total of 52 local VIP delegations, including Royals, ministers, and heads of government agencies, graced DSA and NATSEC Asia 2024 with their presence. This distinguished group highlighted the event's significance and emphasized its crucial role in advancing national security and defence collaboration. Their participation brought valuable perspectives and reinforced the commitment to addressing the dynamic challenges in safeguarding our nation.



### ROYALS

- Yang Di-Pertuan Muda Terengganu
- Tengku Sri Setia Mahkota Terengganu
- Tengku Temenggong Terengganu
- Tengku Arif Bendahara Pahang
- Raja Muda Kedah & Raja Puan Muda Kedah
- Tunku Besar Seri Menanti Negeri Sembilan
- Tunku Temenggong Johor
- Tunku Panglima Johor
- Tunku Besar Tampin Negeri Sembilan
- Tuan Yang Terutama Yang Di-Pertua Negeri Melaka
- Tengku Mahkota Pahang
- Tengku Panglima Perang Pahang
- Tengku Mahkota Kelantan
- Tuan Yang Teramat Mulia Yang Dipertuan Negeri Sarawak
- Raja Muda Perlis

### GOVERNMENT OFFICIAL

- Prime Minister of Malaysia
- Deputy Prime Minister of Malaysia
- Minister and Deputy Ministers
- State Chief Ministers
- Speaker of The House of Representative
- Members of The House of Representative
- Members of the Senate
- Secretary Generals
- Director Generals



# HIGHLIGHTS FROM DSA AND NATSEC ASIA 2024: A REMARKABLE EVENT

DSA and NATSEC Asia 2024 have successfully concluded with a lineup of top-notch programmes, exclusively tailored to ensure a worthwhile experience to all attendees. The 18th edition of DSA and the 3rd edition of NATSEC Asia featured cutting-edge exhibits, insightful seminars and conferences, and engaging recreational programmes.

## OPENING CEREMONY

The spectacular highlight on **Day 1** was the opening ceremony, graced by the esteemed presence of Prime Minister of Malaysia, YAB Dato' Seri Anwar Bin Ibrahim. Joining him on stage were Deputy Prime Minister 2, YAB Dato' Sri Haji Fadillah Bin Haji Yusof, Minister of Defence, YB Dato' Seri Mohamed Khaled bin Nordin, Minister of Home Affairs, YB Datuk Seri Saifuddin Nasution bin Ismail, and the Chairman of DSA Exhibition and Conference Sdn Bhd, Tan Sri Asmat bin Kamaludin.



## UAV, DRONE & ROBOTIC PAVILION

This new feature serves as a platform to highlight the significance and demonstrate the advancements of drone and robotic technologies in modern defence and security systems. The pavilion has attracted an overwhelming number of visitors, showcasing the latest innovations in this rapidly evolving field.

Participated companies :

- CUAV TECH INC., LTD
- SELATI (SELANGOR AVIATION & TECHNOLOGY INNOVATION SDN BHD)
- PEN AVIATION SDN BHD
- SPECTRE DYNAMIC (INTERFLEET)

## THANK YOU RECEPTION AND ANNOUNCEMENT OF DSA AND NATSEC ASIA 2026

The Thank You Reception was successfully held on 9 May 2024, with the attendance of the Minister of Defence and the Minister of Home Affairs as guests of honour, along with top government officials such as the Secretary Generals of both ministries, Chief of Defence Force, Chief of Army, Chief of Air Force, Chief of Navy, and the Inspector General of Police. The event concluded with the exciting announcement of DSA and NATSEC Asia 2026.



## DSA AND NATSEC ASIA LAB

The DSA and NATSEC Asia Lab provided a unique opportunity for small enterprises and startups to showcase their innovations, products, and services, bringing them to the attention of key stakeholders and potential partners. This platform was specifically designed to foster collaboration and enable these emerging businesses to gain visibility, access valuable resources, and accelerate their journey to market success within the defence and security sectors.

Participating companies:

- EDARAN 4X4 AKSESSORIES SDN BHD
- RGS CORPORATION SDN BHD
- XSPEC TECHNOLOGY SDN BHD
- NNE VENTURES SDN BHD
- EL NUWR
- COSELEC SDN BHD
- LUMINOX (CRYSTAL TIME)
- TANAH AIR TECHNOLOGIES SDN BHD



## GOVERNMENT AGENCIES PAVILION

DSA and NATSEC Asia 2024 featured a diverse array of leading agencies and experts from the Ministry of Defence, Ministry of Home Affairs, and other governmental bodies. These entities presented their cutting-edge services, products, and innovations:

- Ministry of Defence, Malaysia
- Malaysian Armed Forces
- Malaysian Army
- Royal Malaysian Navy
- Royal Malaysia Air Force
- Ministry of Home Affairs, Malaysia
- Royal Malaysia Police
- Malaysia Maritime Enforcement Agency (MMEA)
- Fire and Rescue Department of Malaysia



## CONTRACTS AND MOU SIGNINGS

The event concluded with a historic milestone for DSA and NATSEC Asia, featuring the signing of Memorandums of Understanding, Letters of Agreement, and contracts worth over **RM9.4 billion** by the Ministry of Defence and the Ministry of Home Affairs, Malaysia. This remarkable achievement marks a new chapter in the history of DSA and NATSEC Asia, demonstrating the event's pivotal role in driving progress and innovation within the industry.



## TECHNICAL TALKS

This intriguing feature, showcased during DSA, provided attendees with the opportunity to acquire the latest information on specific technologies and witness live demonstrations. It was a unique platform for learning and engagement, allowing participants to stay updated with cutting-edge advancements and see these technologies in action.



## DSA NATSEC ASIA TV

DSA NATSEC ASIA TV covers the daily activities of DSA and NATSEC Asia 2024 and insightful interviews with industry leaders and delegations.



## RECREATIONAL GOLF PROGRAMME

On Day 3, 8th May, 2024, the tee-off for the Recreational Golf program at the prestigious Kuala Lumpur Golf & Country Club (KLGCC) brought together VIP Delegates from DSA and NATSEC Asia 2024 for an exceptional golfing experience together.

Sponsored by  
**MBDA**



## RECREATIONAL SHOOTING PROGRAMME

VIP delegates from DSA and NATSEC Asia 2024 enjoyed an exclusive Recreational Shooting Programme at Kelab Menembak Sasaran Shapadu (KMSS), Putrajaya, on Day 3, 8 May 2024. The event offered a unique networking opportunity and added excitement to their visit, showcasing precision and camaraderie in a thrilling setting, enhancing the overall experience of the prestigious event.





# HIGH LEVEL CONFERENCES



## PUTRAJAYA FORUM 2024

Day 1 of DSA & NATSEC Asia 2024 kicked off with the insightful Putrajaya Forum. The keynote speech by Minister of Defence, Dato' Seri Mohamed Khaled Bin Nordin, was a highlight, laying the groundwork for an engaging discussion on Non-Traditional Threats and Emerging Technologies.



## SEMINAR ON CYBERCRIME AND SUBSTANCE ABUSE CONSCIOUSNESS

The Seminar on Cybercrime and Substance Abuse Consciousness, successfully held on Day 2 of DSA and NATSEC Asia 2024, was a notable highlight organised by the Royal Malaysia Police. This seminar featured a dynamic Townhall discussion with the Minister of Home Affairs, addressing critical issues and fostering an engaging dialogue on the challenges and strategies in combating cybercrime and substance abuse.



## NATIONAL SECURITY INTERNATIONAL SEMINAR

On Day 2 at DSA and NATSEC Asia 2024, the National Security International Seminar focused on "Empowering National Security through Good Governance and Credible Partnerships: Opportunities and Challenges." This seminar brought together thought leaders, policymakers, and industry experts to discuss strategies for enhancing national security. Emphasizing the importance of good governance and credible partnerships, the event provided a platform for insightful discussions on overcoming challenges and seizing opportunities in the realm of national security.



## THOUGHTFUL EXHIBITOR REFLECTIONS



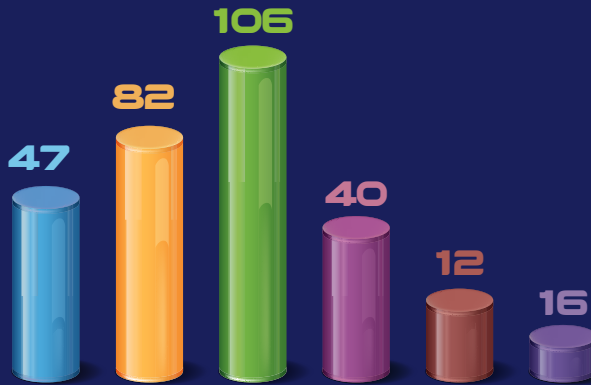
**89%**  
of Exhibitor's  
declared their  
objective were met



**97%**  
will be attending  
DSA and NATSEC  
Asia again



**87%**  
were satisfied with their  
experience at DSA and  
NATSEC Asia 2024



### OBJECTIVES FOR EXHIBITING AT DSA AND NATSEC ASIA 2024

- To launch new products / services
- To gain contacts and orders
- To gain new customers
- To meet with existing customers
- Market observation
- Cultivation of market image



## VISITOR FEEDBACK



**96%**  
will be attending  
DSA and NATSEC  
Asia again in future.



**95%**  
will recommend  
DSA and NATSEC  
Asia to others.



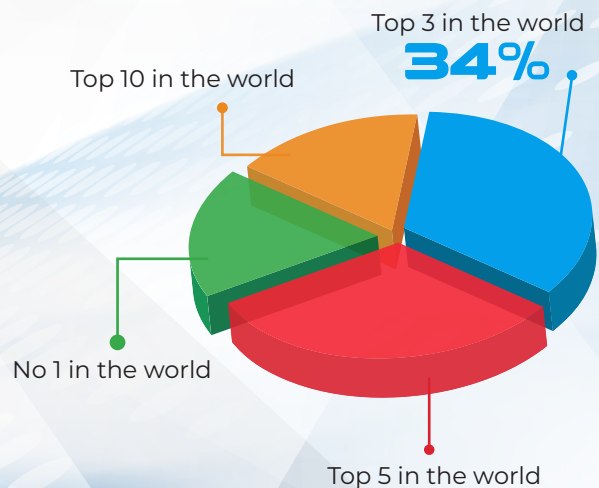
**99%**  
were satisfied with  
overall presentation  
and contents of DSA  
and NATSEC Asia 2024

### OBJECTIVES OF ATTENDING DSA AND NATSEC ASIA 2024



- To source equipment of technology
- To finalise an on-going purchase / procurement
- To meet existing / new suppliers
- To see new developments in the industry
- To get answers to my own production question
- To meet experts from the industry
- To initiate future expansion ideas
- To source for specific equipment / technology
- To compare technology / product side by side in action

### MAJORITY RANKS DSA AND NATSEC ASIA AS TOP 3 IN THE WORLD



# DSA AND NATSEC ASIA 2024 STEALS LOCAL AND INTERNATIONAL NEWS HEADLINES



**655** Media from around the world



**139** Print Publicity



**325** Online Publicity



**41** Broadcast Publicity



**174** Social Media Publicity

## DSA AND NATSEC ASIA'S INFORMATIVE MATERIAL

The Digital version of the DSA and NATSEC Asia 2024 Show Guide has set a new benchmark, outperforming other tri-services defence exhibitions across all markets. With over a **QUARTER OF A MILLION-PAGE IMPRESSIONS**, it stands as the most successful digital show guide our publication partner has delivered.





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