



Intelligence
and Threat
assessment

Border and
Transport
Security

Counter
Terrorism

Critical
Infrastructure
Protection

Crisis
Management
and Resilience

Emergency
Preparedness
and Response

Post Show Report

www.isnrabudhabi.com

Organized by:



Strategic Partners:



NORTHROP GRUMMAN

Official Sponsors:



Co Sponsor:



Table of contents

Fact Sheet	1
Summary	2
Exhibitor Questionnaire Analysis	3
Exhibitors	4
Visitors	11
Official Delegations.....	15
Registered Media	16
Marketing & Communication	22
Conference & Workshop	34
Website Traffic.....	39

Fact sheet

ISNR 10 : International Security & National Resilience Exhibition & Conference



Patron : H.H General Sheikh Mohammed bin Zayed Al Nahyan
Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE
Armed Forces

Supported by: H.H. Lt. General Sheikh Saif Bin Zayed Al Nahyan
Deputy Prime Minister and Minister of Interior

The Exhibition

Date: Monday 1st March to Wednesday 3rd March 2010

Location: Abu Dhabi National Exhibition Centre

Halls: Main Atrium + Halls 1,2,3 &4

Edition: Second **Show Frequency:** Biennial

Gross Space: 15,800 sqm

Net Area: 7,948 sqm

Total Attendance: 8747 from 59 countries

Official Delegations: 58 representative from 12 countries

Number of Exhibitors & Co-exhibitors: 218 from 24 countries

Opening hours: Daily 9.00 to 18.00

Website: www.isnrabudhabi.com

The Conference and Workshop

Date: Monday 1st March to Wednesday 3rd March 2010

Conference Sessions: 9

Conference Speakers: 38

Workshop sessions: 4

Workshop speakers: 20

Conference and Workshop Attendance: 1,367

Organizer



Sponsors

Strategic Partners:



Official Sponsors:



Co Sponsor



SUMMARY

Under the patronage of H.H General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, ***International Security and National Resilience Exhibition & Conference Abu Dhabi 2010*** –ISNR Abu Dhabi 2010- commenced its second edition on the 1st of March, 2010 at the Abu Dhabi National Exhibition Centre.

ISNR Abu Dhabi achieved a total number of 218 International and national exhibitors from 24 countries showcasing their company profiles and services and covering a gross area of 15,800 sqm. ISNR hosted a total number of 8,747 attendees that consisted of national and international visitors coming from 59 different countries. Moreover, ISNR attracted 58 official delegates from 12 countries including Bahrain, Bosnia and Herzegovina, Italy, Kingdom of Bahrain, Kuwait, Morocco, Republic of Yemen, Saudi Arabia, Sudan, Sultanate of Oman, Turkey & Uzbekistan.

During the high level conference, 38 key speakers tackled crucial topics concerning the industry. The three day conference was divided into 9 sessions and hosted a total number of 1,367 attendees.

ISNR Abu Dhabi media exposure; 207 media members representing 50 media houses from UAE & the region covering every aspect of the 3 day event. Moreover, ISNR achieved worldwide media coverage with main emphasis on GCC & Arab regions.

Reed Exhibitions has developed a 48% increase in exhibitors participation compared to 2008 edition. This is due to the sector's estimated growth of over 50%, to reach AED 11.8 billion in 2013, the organizers are very optimistic regarding the event's growth success in UAE's growing market.

According to surveys conducted by Reed Exhibitions 93% of the visitors were satisfied with ISNR 2010 edition. Moreover exhibitors' satisfaction reached 73% in 2010 edition, 78 % of the exhibitors have shown interest in ISNR Abu Dhabi upcoming edition in 2012,

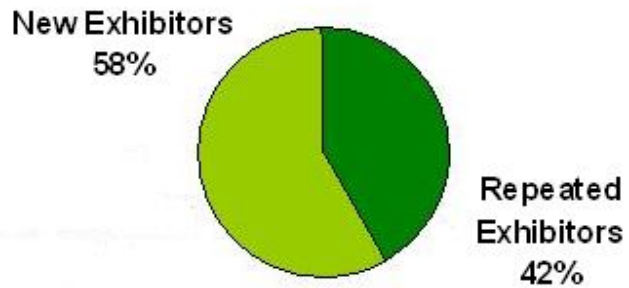
ISNR Abu Dhabi is held in association with the UAE Ministry of Interior and sponsored by Critical National Infrastructure Authority, Northrop Grumman- Strategic Partners, Telecommunication Regulatory Authority and Advanced Integrated Systems as official sponsors and Abu Dhabi Airport Company as Co-sponsor.

ISNR Abu Dhabi, ***the definitive event for Homeland Security and Resilience in the Middle East***, the only event that brings together the entire spectrum of homeland security under one roof. ISNR provides the best solutions for public sector, private sector and civilian entities to detect, prevent, protect, respond to and recover from any threats of natural and manmade disasters, be it small in proportion or catastrophic.

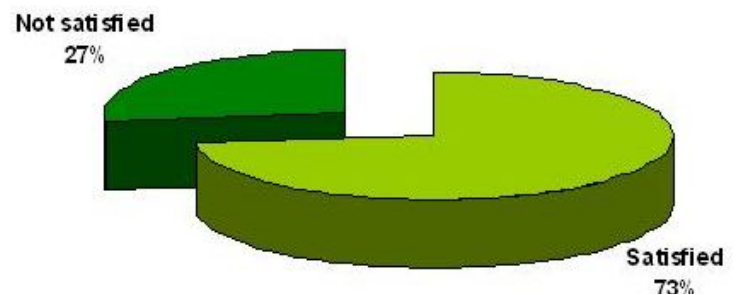
ISNR 2010 EXHIBITOR QUESTIONNAIRE ANALYSIS

- 58% New Exhibitors, 42% repeated Exhibitors
- 73% satisfied Exhibitors
- 78.4% to repeat participation in 2012

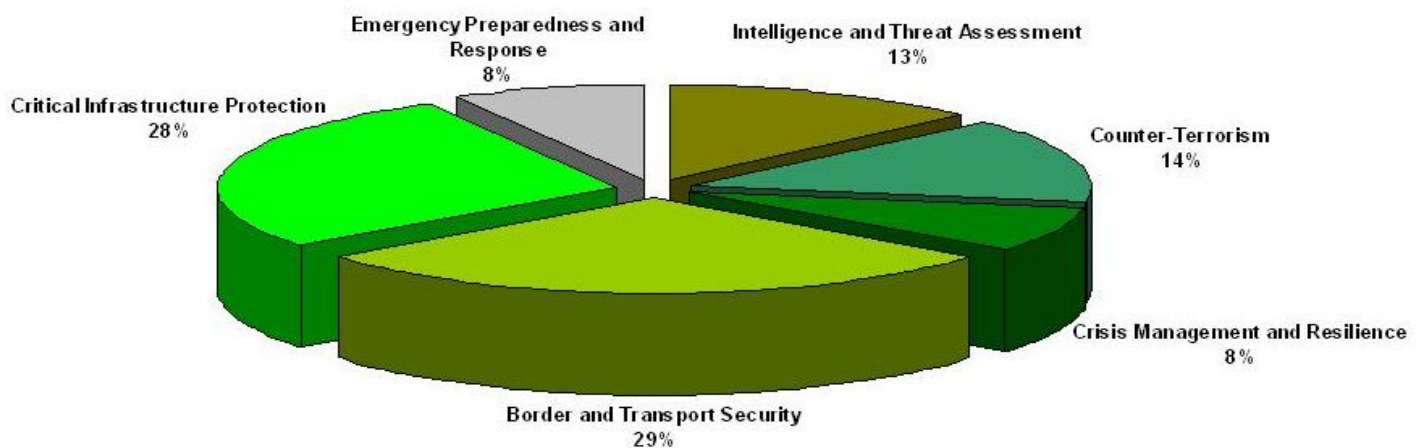
ISNR Exhibitors



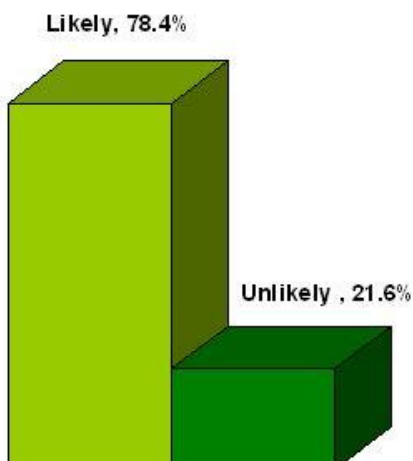
Exhibitors' Satisfaction 2010 Edition



Exhibitor Profile



Exhibitors to attend 2012 Edition



Together towards a safer world



EXHIBITORS

Exhibitors

Net Area: **7,948 sqm**

Gross Area: **15,800 sqm**

Total Exhibitors & Co-exhibitors: **218**

National Exhibitors: **60**

International Exhibitors: **60**

Co-exhibitors: **98**

Number of countries: **24**

Australia, Bahrain, Belgium, Bosnia and Herzegovina, Canada, China, Finland, France, Germany, India, Italy, Kazakhstan, Lebanon, Pakistan, Republic of Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, The Netherlands, United Arab Emirates, United Kingdom
National Pavilions: **Germany, Switzerland, Taiwan, USA, UK.**

Exhibitors Profile

- Intelligence and Threat Assessment
- Border and Transport Security
- Counter Terrorism
- Resilience (Crisis Management)
- Emergency Preparedness and Response
- Critical Infrastructure Protection



Exhibitors' List by Sector

Intelligence and Threat Assessment			Counter Terrorism		
1	iOmniscient	Australia	1	iOmniscient	Australia
2	Environics Oy	Finland	2	Environics Oy	Finland
3	EADS Defence & Security	France	3	Sagem Securite	France
4	Thales	France	4	Thales Abu Dhabi Customs Administration	France UAE
5	Abu Dhabi Customs Administration	UAE	5	Advanced Interactive Solutions Ltd	UAE
6	ADCOM Systems	UAE	6	BETAFENCE NV	UAE
7	ADSECC	UAE	7	Ingersoll Rand	UAE
8	ATECO	UAE	8	International Armored Group Metallic Equipment Technologies	UAE
9	Bin Hilal Technostream	UAE	9	Est.	UAE
10	Emirates Shooting Equipment Company	UAE	10	Raytheon	UAE
11	Raytheon	UAE	11	SGW Security Consulting	UAE
12	SHIELD Safety and Security	UAE	12	SHIELD Safety and Security	UAE
13	Sofia Trading	UAE	13	Tactical Solutions	UAE
14	Tactical Solutions	UAE	14	Jiangsu Anhua Police Manufacturing Co. Ltd.	China
15	Telecommunication Regulatory Authority (TRA)	UAE	15	Falitec GmbH	Germany
16	Teletarget Co. L.L.C.	UAE	16	Haverkamp	Germany
17	Jiangsu Anhua Police Manufacturing Co. Ltd.	China	17	Theissen Training Systems GmbH	Germany
18	Innotec DATA GmbH & Co. KG	Germany	18	Korea C.N.O. Tech Co. Ltd	Rep. of Korea
19	MEDAV GmbH	Germany	19	Cochrane Steel products	South Africa
20	Quantar Solutions	UK	20	FLIR Systems	The Netherlands
21	True Position	USA	21		
Resilience (Crisis Management)			22	L- 3 Security & Detection Systems	UK
1	iOmniscient	Australia	23	Rapiscan Systems	UK
2	Environics Oy	Finland	24	True Position	USA
3	Thales	France	Emergency Preparedness and Response		
4	ADSECC	UAE	1	iOmniscient	Australia
5	Fugro Maps	UAE	2	Environics Oy	Finland
6	Intertech Vision M.E. L.L.C. National Fire Fighting Manufacturing FZCO (NAFFCO)	UAE	3	EADS Defence & Security	France
7	Raytheon	UAE	4	Thales	France
8	MOTOROLA LTD	Bahrain	5	ADSECC	UAE
9	Jiangsu Anhua Police Manufacturing Co. Ltd.	China	6	Advanced Interactive Solutions Ltd	UAE
10	Innotec DATA GmbH & Co. KG	Germany	7	Bristol Fire Engineer	UAE
11			8	Fugro Maps Najd Electrical & Safety Equipment Trading	UAE
12	True Position	USA	9	National Fire Fighting Manufacturing FZCO-NAFFCO	UAE
Border and Transport Security			10	Raytheon	UAE
1	Bundesdruckerei GmbH	Germany	11	SHIELD Safety and Security	UAE
2	Falitec GmbH	Germany	12	Smiths Detection ME Fze	UAE
3	Haverkamp	Germany	13	Sofia Trading	UAE
4	Innotec DATA GmbH & Co. KG	Germany	14	Spark Security Services	UAE
5	Cochrane Steel products	South Africa	15	Telecommunication Regulatory Authority (TRA)	UAE
6	FLIR Systems	The Netherlands	16	MOTOROLA LTD	Bahrain
7	Cooneen Watts and Stone	UK	17	Haix Schuhe Productions-und Vertriebs	Germany
8	Foster & Freeman LTD	UK	18	Teltronic S.A. Unipersonal	Spain
9	L- 3 Security & Detection Systems	UK	19		

10	Rapiscan Systems	UK	20	Spectator Video Technology	The Netherlands
11	Senstar Limited	UK	21	Cooneen Watts and Stone	UK
12	Tait Radio Communications	UK	22	Tait Radio Communications	UK
13	ICX Technology	USA	23	ICX Technology	USA
14	True Position	USA	24	True Position	USA
15	iOmniscient	Australia	Critical Infrastructure Protection		
16	Harco Group	Belgium	1	iOmniscient	Australia
17	Environics Oy	Finland	2	Harco Group	Belgium
18	EADS Defence & Security	France	3	Environics Oy	Finland
19	GEMALTO	France	4	EADS Defence & Security	France
20	Sagem Securite	France	5	Sagem Securite	France
21	Thales	France	6	Thales	France
22	A-1 Fence Products Compay	India	7	A-1 Fence Products Compay	India
23	Abu Dhabi Customs Administration	UAE	8	Abu Dhabi Customs Administration	UAE
24	ADCOM Systems	UAE	9	ADSECC	UAE
25	BETAFENCE NV	UAE	10	Advanced Interactive Solutions Ltd	UAE
26	Bin Hilal Technostream	UAE	11	ATECO	UAE
27	Business Connection Ltd	UAE	12	ATEIS Middle East FZCO (LLC)	UAE
28	CNIA	UAE	13	BETAFENCE NV	UAE
29	Fugro Maps	UAE	14	Bin Hilal Technostream	UAE
30	Future Fibre Technologies	UAE	15	Bond Communications	UAE
31	GPD Technology	UAE	16	Business Connection Ltd	UAE
32	Ingersoll Rand	UAE	17	CNIA	UAE
33	Metallic Equipment Technologies Est.	UAE	18	Future Fibre Technologies	UAE
34	National Fire Fighting Manufacturing FZCO (NAFFCO)	UAE	19	GPD Technology	UAE
35	National Transport Authority	UAE	20	Gulf Logistics & Naval Support	UAE
36	Raytheon	UAE	21	Ingersoll Rand	UAE
37	SGW Security Consulting	UAE	22	National Fire Fighting Manufacturing FZCO (NAFFCO)	UAE
38	SHIELD Safety and Security	UAE	23	Raytheon	UAE
39	Smiths Detection ME Fze	UAE	24	Smiths Detection ME Fze	UAE
40	Sofia Trading	UAE	25	Sofia Trading	UAE
41	Streit Group FZE	UAE	26	Tactical Solutions	UAE
42	Tactical Solutions	UAE	27	Tyco Fire & Security	UAE
43	Tyco Fire & Security	UAE	28	MOTOROLA LTD	Bahrain
			29	Jiangsu Anhua Police Manufacturing Co. Ltd.	China
			30	Falitec GmbH	Germany
			31	Haverkamp	Germany
			32	Cochrane Steel products	South Africa
			33	FLIR Systems	The Netherlands
			34	L- 3 Security & Detection Systems	UK
			35	Quantar Solutions	UK
			36	Rapiscan Systems	UK
			37	Senstar Limited	UK
			38	ICX Technology	USA
			39	True Position	USA

Exhibitors List by Country

Australia		Bahrain	
iOmniscient	Australia	MOTOROLA LTD	Bahrain
Belgium		Bosnia and Herzegovina	
Harco Group	Belgium	A&S Adria	Bosnia& Herz.
Canada		China	
Provincial Aerospace Ltd	Canada	Jiangsu Anhua Police Manufacturing Co. Ltd.	China
Finland		China Security and Protection Industry Association	China
Environics Oy	Finland	CPSE Exhibition Co. Ltd	China
France		Germany	
EADS Defence & Security	France	Bundesdruckerei GmbH	Germany
GEMALTO	France	Falitec GmbH	Germany
Sagem Securite	France	GEUTE BRUCK GmbH	Germany
Thales	France	Haix Schuhe Productions-und Vertriebs	Germany
India		Haverkamp	
A-1 Fence Products Compay	India	Haverkamp	Germany
Italy		Innotec DATA GmbH & Co. KG	
P.H.I. Srl.	Italy	MEDAV GmbH	Germany
Kazakhstan		MJ International	
Special Agency "BARS"	Kazakhstan	Theissen Training Systems GmbH	Germany
Lebanon		GIT Publishing	
Al Defaiya Magazine	Lebanon	SEC/ Euro security/middle east Security Magazine	Germany
Pakistan		Republic of Korea	
Fire & Security Alert Magazine	Pakistan	Korea C.N.O. Tech Co. Ltd	Rep. of Korea
Singapore		South Africa	
CE-Infosys FZ-LLC	Singapore	Cochrane Steel products	South Africa
Trade link Media Pte Ltd- Fire & Security Today	Singapore	Spain	
Switzerland		Teltronic S.A. Unipersonal	Spain
ADT Advanced Defense Technologies Inc.	Switzerland	Taiwan	
Fair Management	Switzerland	Dafar International INC.	Taiwan
NeoSoft	Switzerland	The Netherlands	
Omnisec AG	Switzerland	FLIR Systems	The Netherlands
Securiton AG	Switzerland	Spectator Video Technology	The Netherlands
United Arab Emirates		United Kingdom	
Abu Dhabi Customs Administration	UAE	Cooneen Watts and Stone	UK

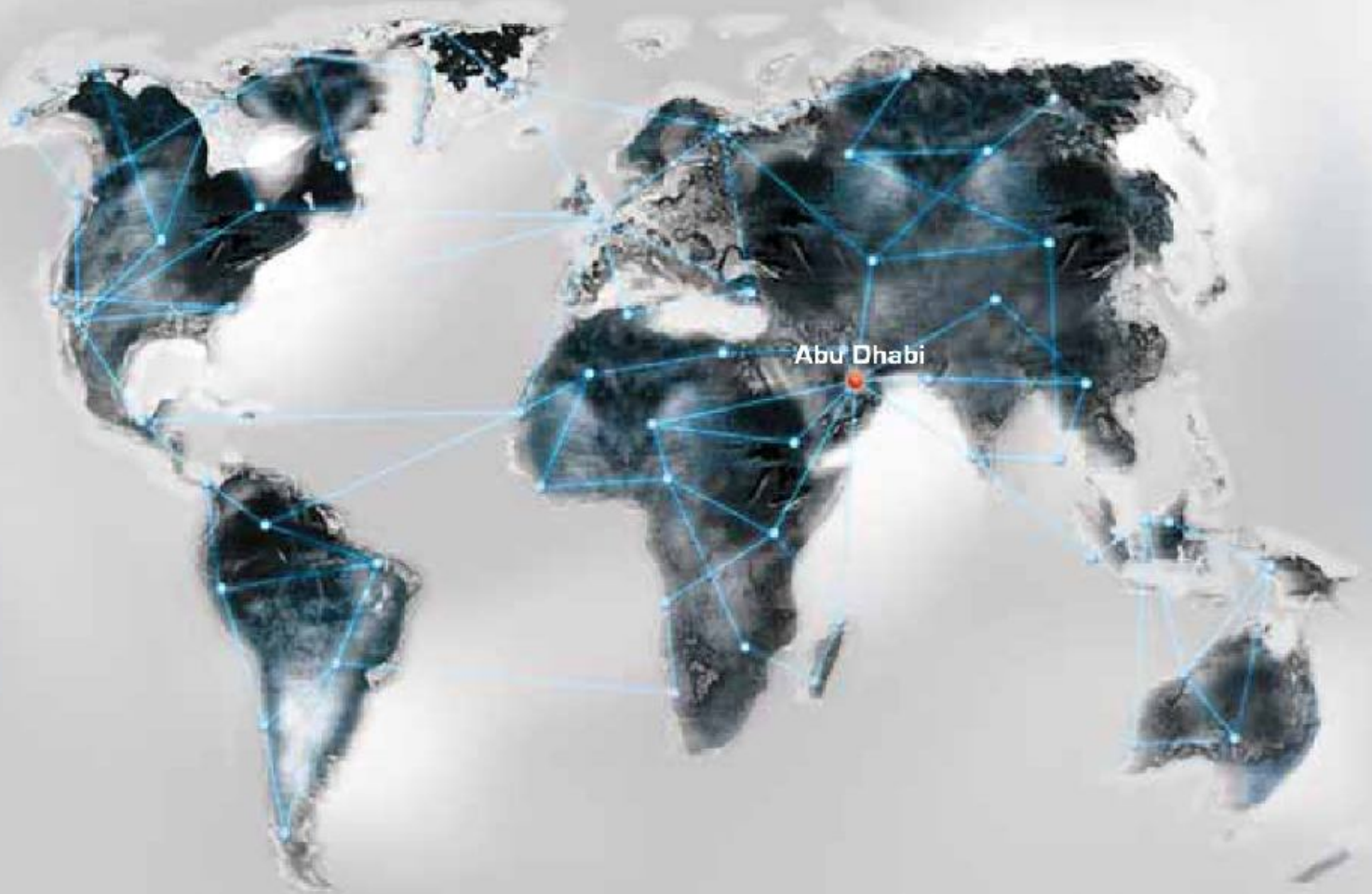
ADCOM Systems	UAE	Foster & Freeman LTD	UK
ADSECC	UAE	L- 3 Security & Detection Systems	UK
Advanced Integrated Systems	UAE	Quantar Solutions	UK
Advanced Interactive Solutions Ltd	UAE	Rapiscan Systems	UK
Al Hamra Group	UAE	Senstar Limited	UK
ATECO	UAE	Tait Radio Communications	UK
ATEIS Middle East FZCO (LLC)	UAE	Security Media Publishing	UK
BETAFENCE NV	UAE	KNM Media	UK
Bin Hilal Technostream	UAE	Source security.com	UK
Bond Communications	UAE	World Security Directory	UK
Bristol Fire Engineer	UAE	United States of America	
Business Connection Ltd	UAE	American Science & Engineering (AS&E)	USA
Caracal International	UAE	ICX Technology	USA
Cardz M.E.	UAE	True Position	USA
CNIA	UAE	Westport Shipyard Patrol Vessels	USA
Emirates for American & European Cars - EAE	UAE	BV/ Pipeline	USA
Emirates Photo Marketing	UAE	GSN- USA	USA
Emirates Shooting Equipment Company	UAE	Co-exhibitors	
Falcon Eye Technology LLC	UAE	ANT	Co-exhibitor
FTR	UAE	Ceotronics AG+CT-Video	Co-exhibitor
Fugro Maps	UAE	CT-Video	Co-exhibitor
Future Fibre Technologies	UAE	CT-Video	Co-exhibitor
GPD Technology	UAE	Dynasafe Engineering AB	Co-exhibitor
Gulf Logistics & Naval Support	UAE	DynITEC GmbH	Co-exhibitor
Ingersoll Rand	UAE	E Binger	Co-exhibitor
International Armored Group	UAE	ELP	Co-exhibitor
International Golden Group PSC	UAE	Eskan Electronics LTD	Co-exhibitor
Intertech Vision M.E. L.L.C.	UAE	Flying Robots	Co-exhibitor
IP TEC General Trading LLC	UAE	Metravib 01 db	Co-exhibitor
Kamaz Int'l. Trading Fze	UAE	Sinnoveg	Co-exhibitor
Metallic Equipment Technologies Est.	UAE	Spheron	Co-exhibitor
MP3 International	UAE	Surefire	Co-exhibitor
Najd Electrical & Safety Equipment Trading	UAE	Telerob Gesellschaft Fuer Fernhandlungstechnik mbh	Co-exhibitor
National Fire Fighting Manufacturing FZCO (NAFFCO)	UAE	Emirates Fencing	Co-exhibitor
National Transport Authority	UAE	Corodex Trading Company LLC.	Co-exhibitor
Raytheon	UAE	digital identification solution	Co-exhibitor
Securetech	UAE	Dallmeier	Co-exhibitor
SGW Security Consulting	UAE	Gunnebo	Co-exhibitor
SHIELD Safety and Security	UAE	Infinova	Co-exhibitor

SITE Technology	UAE	Maxxess	Co-exhibitor
Smiths Detection ME Fze	UAE	Camelbak	Co-exhibitor
Sofia Trading	UAE	Canberra	Co-exhibitor
Spark Security Services	UAE	Chemring	Co-exhibitor
Speed Line for Agent & Trading	UAE	CILAS	Co-exhibitor
Streit Group FZE	UAE	DIEHL (verify if they have own stand)	Co-exhibitor
Tactical Solutions	UAE	Dillon Aero	Co-exhibitor
Technoworld FZCO	UAE	DND	Co-exhibitor
Telecommunication Regulatory Authority (TRA)	UAE	EADS (simulator)	Co-exhibitor
Teletarget Co. L.L.C.	UAE	EDH Radars	Co-exhibitor
Tyco Fire & Security	UAE	GA Land Systems	Co-exhibitor
UKTI Defence & Security Organisation	UAE	General Dynamics	Co-exhibitor
999 Abu Dhabi Police	UAE	Geoquip	Co-exhibitor
Airport Cities Magazine	UAE	Golden Marine Systems (Whisperwave)	Co-exhibitor
Alroya Aleqtissadiya Newspaper	UAE	Harris Tech	Co-exhibitor
Middle East Tenders	UAE	HISS/FLIR	Co-exhibitor
Nation Shield Journal	UAE	Inkwaze	Co-exhibitor
Media Watch	UAE	AirSense	Co-exhibitor
Security Middle East	UAE	Allan Vanguard	Co-exhibitor
The Security Review	UAE	Aselsan	Co-exhibitor
Co-exhibitors		BridgeBorn / Trilink	Co-exhibitor
OWR	Co-exhibitor	MacNeillie	Co-exhibitor
Primetek	Co-exhibitor	Mine Wolf	Co-exhibitor
RDM / Rheinmetall	Co-exhibitor	MLM	Co-exhibitor
SAPL	Co-exhibitor	SELEX	Co-exhibitor
SEER Technology	Co-exhibitor	Spreewerk (Training)	Co-exhibitor
Thales	Co-exhibitor	Telerob	Co-exhibitor
	Co-exhibitor	Transcript	Co-exhibitor

Contracts signed

- *The International Golden Group (IGG) has concluded a contract worth AED 60 million with a European supplier of Security Systems related equipment. This equipment will modernize and enhance the existing Security Capabilities*
- *CNIA Awards \$33 Million Contract for Mobile Integrated Surveillance Systems to ICx Technologies*
- *85 Million Dirham deal was signed with Camber corporation and Power Training*

Together towards a safer world



**Visitors
Official Delegations
Registered Media**

VISITORS

Total Attendance Onsite Registered, Online Registered + VIP + Delegation + Repeat: 8747

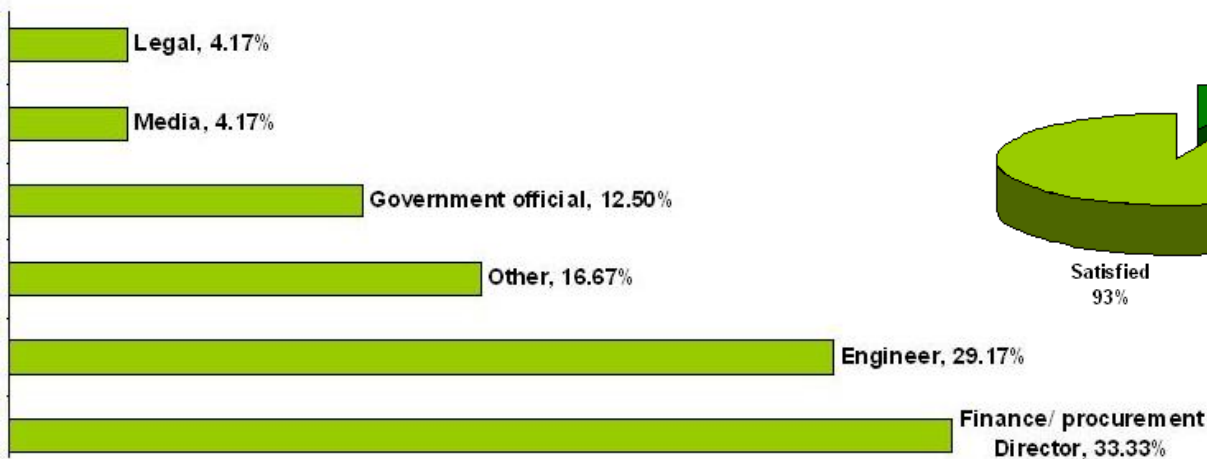
Total Registered On site Divided as follows:

National Visitors: 3,698

International Visitors: 5,049 from 59 countries

- 50% of visitors attend ISNR for networking & 50% for market knowledge
- 93% Satisfied visitors
- ISNR provides Networking Opportunities, meeting with key government authorities and wide selection of key exhibitors and evaluating products

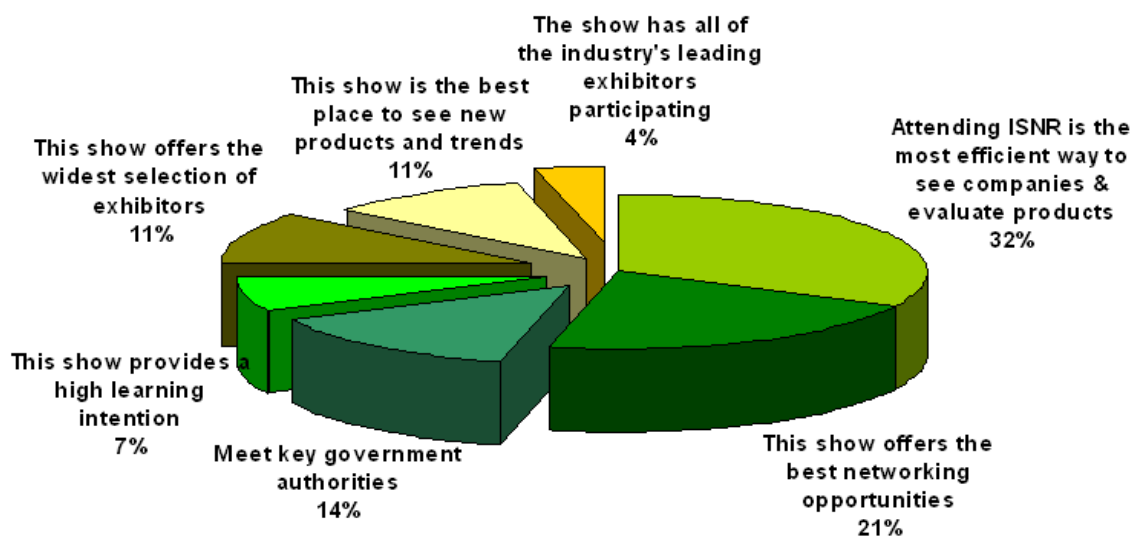
Visitors' Primary Business



Visitors Satisfaction in ISNR 2010



Statements to describe ISNR



Visitors Profile

- Officials From the Interior and Defense Ministries from the region
- Staff involved in management of security and emergency planning
- Facilities Directors
- Specifying and purchasing managers for:
 - Airports
 - Ports
 - Border Security
 - Urban Transport System
 - Government Facilities

Attendance by Country			
1	AFGHANISTAN	2	0.02%
2	ALGERIA	5	0.06%
3	ANGOLA	1	0.01%
4	AUSTRALIA	2	0.02%
5	BAHRAIN	23	0.26%
6	BANGLADESH	7	0.08%
7	BELGIUM	4	0.05%
8	BOSNIA AND HERZEGOVINA	2	0.02%
9	BRUSSELS	4	0.05%
10	BULGARIA	2	0.02%
11	CANADA	4	0.05%
12	CHINA	1	0.01%
13	CYPRUS	1	0.01%
14	CZECH REPUBLIC	2	0.02%
15	DHAKA	2	0.02%
16	EGYPT	4	0.05%
17	ETHIOPIA	1	0.01%
18	FRANCE	21	0.24%
19	GERMANY	31	0.35%
20	GREECE	1	0.01%
21	HONG KONG	4	0.05%
22	INDIA	10	0.11%
23	IRAN	5	0.06%
24	IRAQ	6	0.07%
25	IRELAND	1	0.01%
26	ITALY	56	0.64%
27	JORDAN	12	0.14%
28	KUWAIT	22	0.25%
29	LEBANON	5	0.06%
30	LIBYA	3	0.03%
31	MALAYSIA	3	0.03%
32	MELBOURNE	1	0.01%
33	MOROCCO	2	0.02%
34	NETHERLANDS	7	0.08%
35	NIGERIA	7	0.08%
36	OMAN	26	0.30%
37	PAKISTAN	17	0.19%
38	PANAMA	1	0.01%
39	POLAND	1	0.01%
40	PORTUGAL	1	0.01%
41	QATAR	20	0.23%
42	RUSSIA	14	0.16%

43	SAUDI ARABIA	61	0.70%
44	SINGAPORE	6	0.07%
45	SLOVAKIA	1	0.01%
46	SLOVENIA	2	0.02%
47	SOUTH AFRICA	4	0.05%
48	SPAIN	3	0.03%
49	SRI LANKA	2	0.02%
50	SUDAN	1	0.01%
51	SWEDEN	7	0.08%
52	SWITZERLAND	3	0.03%
53	SYRIA	5	0.06%
54	TURKEY	7	0.08%
55	UAE	3,698	42.28%
56	UK	64	0.73%
57	USA	59	0.67%
58	UZBEKISTAN	4	0.05%
59	YEMEN	7	0.08%
60	Others	4,469	51.09%
	Grand Total	8,747	100.00%

Official Delegations 2010

Number of delegations: **58**

Number of countries: **12**

No.	Salutation	Name	Title
Bahrain			
1	Brigadier	Youssef Saleh	
Bosnia and Herzegovina			
2	Mr	Admir Katica	Minister's Advisor
Italy			
3	HE	Paolo DIONISI	Ambassador of Italy
4	Mr.	Christian LUNGAROTTI	Deputy Head of Mission Italian Embassy
5	Ms.	Emilia MAZZUCCA	Chief of Staff
6	Mr.	Marco VILLANI	Diplomatic Advisor
7	Ms.	Isabella VOTINO	Head of Press Office
8	Ms.	Daniela PROPERSI	Head of Minister Personal Office
9	Ms.	Mara CARLUCCIO	Advisor of the Minister
10	Mr.	Aldo LOMBARDO	Head of Protocol
11	Pref	Stefano BERRETTONI	Dipartimento della Pubblica Sicurezza
12	Ass	Francesco STELLA	Addetto alla Sicurezza del Ministro
13	Ass.	Luca ZAVAGLIA	Addetto alla Sicurezza del Ministro
14	Dott.	Massimo NESTICO	Giornalista ANSA
Kingdom of Bahrain			
15	Brigadier	Tareq Mubarak Bin Dineh	Undersecretary of Ministry of Interior
16	Brigadier	Youssef Saleh	Ministry of Interior
17	Colonel	Abdulla bin Ahmed Al Khalifa	
18	Lt Colonel	Khalifa Jassem Khalifa	
19	Captain	Abdullatif Ibrahim	
Kuwait			
20		Fahad Marzouk Al Anzi	
Morocco			
21		Amer Mustafa	Head of Planning, Ministry of Interior
Republic of Yemen			
22	H.E.	Moutaher Rashad Al Masri	Minister of Interior
23	Brigadier	Abduallah Yehya Jaber	General Manager Telecommunications in MOI
24	Staff	Rashad Mohammed Al Najdi	
	Captain	Musalem Al Junaibi	
Saudi Arabia			
	Major		
25	General	Ali Bin Abdullah	Al Abdul Wahed
	Major		
26	General	Saeed Bin Mohammed	Al Ghamdi
27	Brigadeer	Youssef Bin Ahmad	Al Ghamdi
28	Colonel	Ali Bin Mohammed	Al Shuabi
29	Lt Col	Jamal Bin Mohammed	Oraifi
30	Lt Col	Abdul Rahman Bin Kharssan	Al Ajami
31	Eng	Abdulla Bin Farman	Al Ghannam
32	1st Leut	Nayef bin Farhan	Al Rouwaily
Sudan			
33	H.E.	Ibrahmim Mahmoud Hamed	Minister of Interior
34		Khalil Abdul Kader	
35		Al Fadel Abdulwahab Al Awad	
36		Abdulla Omar Al Hassan	
Sultanate of Oman			
37	H.E.	Al Sayyed / Saood Bin Ibrahim Al Saedi	Minister of Interior
38	H.E.	He.Homoud Bin Faisal Al Busaeed	

39	H.E.	Mohammed bin Abdulla Al Ketbi	Ambassador
40	Mr.	Sultan Bin Hamed Al Hrasi	
41	Col Eng	Mohammed Bin Awad Al Rawaz	General Manager Traffic dept
42	Major	Abdullah bin Jumaia	Manager of Driving License Dept
43		Abdulla Bin Khadem Al Siyabi	
44	Major Eng	Ali Bin Saleem Al Falmhi	Manager of traffic Eng Dept
45		Ahmed Bin Hamoud Aloufi	
46		Ahmed Bin Nasser Al Hussni	
Turkey			
47	H.E.	Besir Atalay	Minister of Interior
48	H.E.	Yildiz Atalay	Spouse of Minister
49	Mr.	Eyup Tepe	Secretary General
50		Ahmed Koeger	
51		Zohal Ahmed Koeger	
52		Zohri Ahmed Koeger	
53	Mr.	Suleyman Tapsiz	Chief of Cabinet
Uzbekistan			
54	H.E.	Abror Ibragimov	Deputy Minister of Interior
55		Muidjon Tokhity	Deputy Chief of National Security
56	Ms.	Shakhruk Giyasov	Assistant International Affairs
57		Bakhtiyar Madaev	GENERAL CONSUL OF UZBEKISTAN
58		Farroukh Vaknabov	EMBASSY OF THE REPUBLIC OF UZBEKISTAN

Registered Media

Total Registered Media Members: **207**

Number of Countries: **13**

#	Name	Last Name	Company	City	Country
1	Abdel Hai	Mohamad	EMIRATES BUSINESS 247	Abu Dhabi	UAE
2	Abdellatif	Mustafa Al Qadi	MOI - UAE	Abu Dhabi	UAE
3	Abdelrahim	Bin Askar	AL ITTIHAD	Abu Dhabi	UAE
4	Abdul	Jaleel	AD MEDIA	Abu Dhabi	UAE
5	Abdul	Majeed	ADCO	Abu Dhabi	UAE
6	Abdul Qadr	Al Hemyari	NATIONAL MEDIA COUNCIL	Abu Dhabi	UAE
7	Abdullah	Hammouda	I MEDIA	Abu Dhabi	UAE
8	Abeer	Abdel Haleem	EMIRATES TODAY	Abu Dhabi	UAE
9	Adel	Hayati	AL KHALEEJ	Abu Dhabi	UAE
10	Ahmed	Abdul Azizi	ABU DHABI MEDIA CO.	Abu Dhabi	UAE
11	Ahmed	Abu Abda	EMIRATES TODAY	Abu Dhabi	UAE
12	Ahmed	Al Nuaimi	AKHBARAL ARAB	Abu Dhabi	UAE
13	Ahmed Ali	Khamiis Mohamed	MOI - UAE	Abu Dhabi	UAE
14	Ahmed	Kutty	GULF NEWS	Abu Dhabi	UAE
15	Ahmed Sayed	Soliman	AL ARABIA	Abu Dhabi	UAE
16	Akhbar	Al Arab	ABU DHABI	Abu Dhabi	UAE
17	Alessandra	Antonelli	ANSA - ITALIAN NEWS AGENCY	Dubai	UAE
18	Ali	Ibedo	AL ARABIA	Dubai	UAE
19	Ali	Wang	PEARL INTERNATIONAL ENTERPRISES	Dubai	UAE
20	Alya	Al Rumaithi	ABU DHAB POLICE	Abu Dhabi	UAE

#	Name	Last Name	Company	City	Country
21	Amer	Al Rehani	EMIRATES SHOOTING	Abu Dhabi	UAE
22	Amera Ibrahim	Alraysey	MOI - UAE	Abu Dhabi	
23	Arif	Naqvi	I MEDIA	Abu Dhabi	UAE
24	Arshad	Hussain	DAILY ASHSHARQ INT'L	Abu Dhabi	UAE
25	Ashish	Joshi	SKY NEWS	Dubai	UAE
26	Ashraf	Goumaa	AL ARABIA	Abu Dhabi	UAE
27	Awad	Saleh Alkindi	MOI - UAE	Abu Dhabi	UAE
28	Basher	Bakor Al Zayat	MOI - UAE	Abu Dhabi	UAE
29	Chandrima	Dutta	AIRPORT CITIES	Abu Dhabi	UAE
30	Dr. Claudia	Mrozek	MES SECRITY	Mettmann	GERMANY
31	Clayton	Swisher	ALJAZEERA	Qatar	DOHA
32	Dahrurv	Sharma	AIRPORT CITIES	Dubai	UAE
33	Danny		CAPITAL D STUDIO	Abu Dhabi	UAE
34	Dave	Reeder	SECURITY ADVISOR MIDDLE EAST	Dubai	UAE
35	David	Pryar	FALCK	Abu Dhabi	UAE
36	Dima	Al Ayoubi	MEDIA WATCH ME	Dubai	UAE
37	Eliane	Khalil	SECURITY MEDIA	Abu Dhabi	UAE
38	Elma	Roldan	EURO MAGAZINE	Dubai	UAE
39	Ergetu	Wold	AD MEDIA	Abu Dhabi	UAE
40	Eric	Ooi	SECURITY SOLUTIONS TODAY	Singapore	SINGAPORE
41	Erik	Arazas	AWRAQ PUBLISHING	Dubai	UAE
42	Fadhila	Najeb	I MEDIA	Abu Dhabi	UAE
43	Feyaa	Khan	RADIO 1 & 2 NEWS	Dubai	UAE
44	Fiona	Smith	EURO MAGAZINE	Dubai	UAE
45	Firas	Hassan	THINK	Abu Dhabi	UAE
46	Hafiz	Al Amin	DUBAI POLICE	Abu Dhabi	UAE
47	Halimah	Hassan	MOI - UAE	Abu Dhabi	UAE
48	Hameed	Shahool	ALITTIHAD NEWSPAPER	Abu Dhabi	UAE
49	Haneen	Dajani	THE NATIONAL	Abu Dhabi	UAE
50	Hasan Abdullah	Al Ansari	MOI -UAE	Abu Dhabi	UAE
51	Hassan Khaliil	Ateya	MOI - UAE	Abu Dhabi	UAE
52	Hassan	Mohammad Al Marzoge	MOI - UAE	Abu Dhabi	UAE
53	Hassan	Saleh	ABU DHABI POLICE	Abu Dhabi	UAE
54	Hatem	Farouk	I MEDIA	Abu Dhabi	UAE
55	Hayat	Al Hosani	NATION MEDIA COUNCIL	Abu Dhabi	UAE
56	Henry	Meyer	BLOOMBERG NEWS	Dubai	UAE
57	Hugh	Tomlinson	THE TIMES	Abu Dhabi	UAE
58	Huisuk	Song	WHITEBOX ROBOTICS	Abu Dhabi	UAE
59	Hung Ning Norman	Ng	CHINA PUBLIC SECURITY MEDIA	Shenzhen 518040	CHINA
60	Hyunjoo	Lee	WHITEBOX ROBOTICS	Abu Dhabi	UAE
61	Ibrahim	Al Dhanhani	MOI	Abu Dhabi	UAE
62	Iftikhar	Hussein	PAKISTAN		PAKISTAN

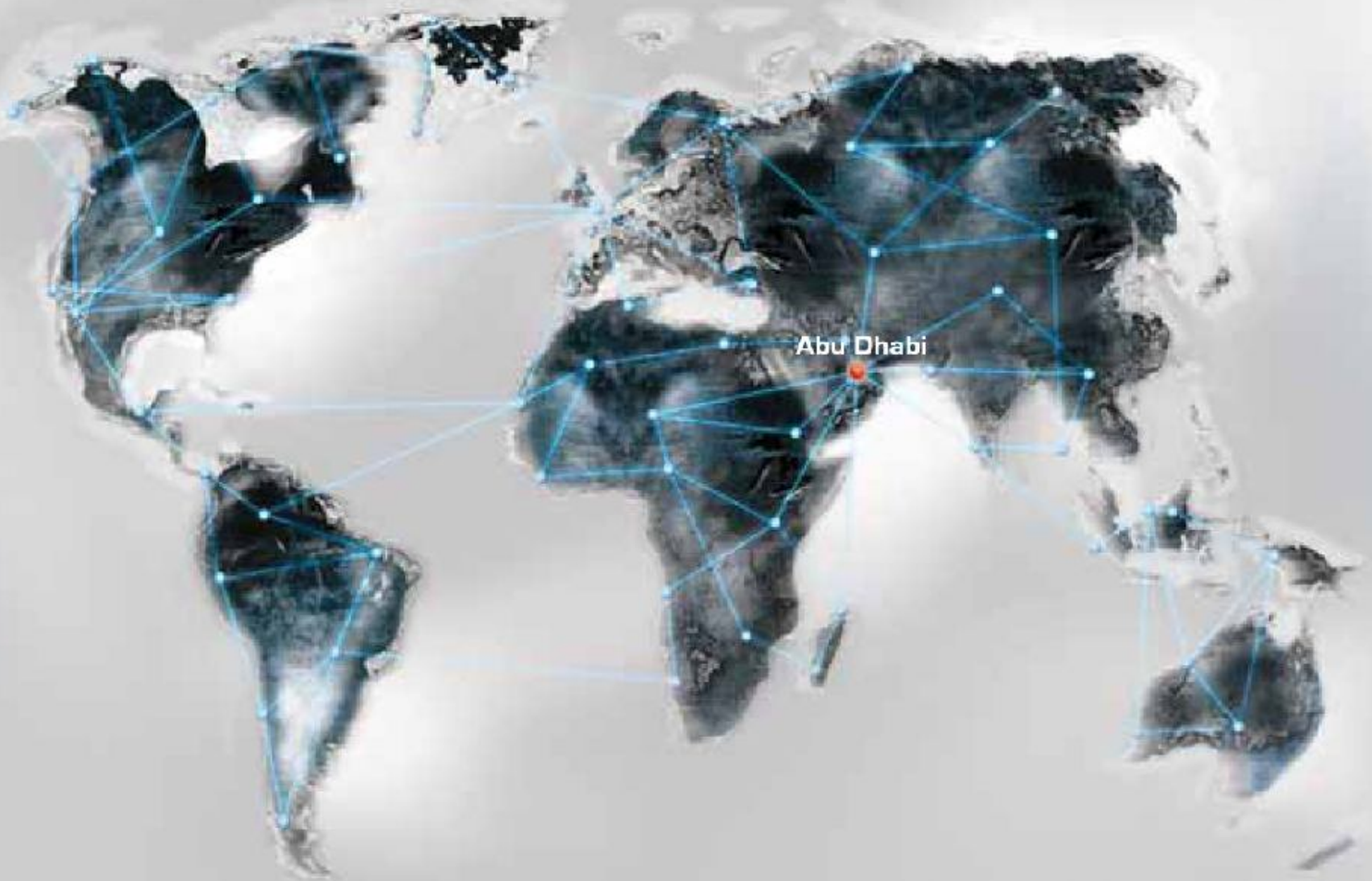
#	Name	Last Name	Company	City	Country
63	Ivan	Gale	A D MEDIA CO	Abu Dhabi	UAE
64	Jamal	Abdullah Al Ahbash	MOI - UAE	Abu Dhabi	UAE
65	James	Ling	PRO AUDIO ME	Kent	UK
66	Jay	Chandra	AIRPORT CITIES	Dubai	UAE
67	Jeremy	Howell	BBC	Dubai	UAE
68	Jose Luis	Romualdez	CAPITAL D STUDIO	Dubai	UAE
69	Joy	Mathew	JOY STUDIO LLC	Abu Dhabi	UAE
70	Kai	Jing	ECONOMIC DAILY CHINA	Abu Dhabi	UAE
71	Katia	El Hayek	C H Q	Abu Dhabi	UAE
72	Kavitha	Rajasekhar Vivek	CPI BUSINESS	Dubai	UAE
73	Khatoun	Al Nowais	NATIONAL MEDIA COUNCIL	Abu Dhabi	UAE
74	Khawla	Al Badri	ITTIHAD NEWSPAPER	Abu Dhabi	UAE
75	Kindah	Shair	SKY NEWS	Dubai	UAE
76	Kyle	Loubser	FLACK	Abu Dhabi	UAE
77		Lara Mohammad Nageb	MOI - UAE	Abu Dhabi	UAE
78	Lukose	Thomas	ABU DHABI TV	Abu Dhabi	UAE
79	M. Iftikhar	Shaheedi	KHALEEJ TIMES	Abu Dhabi	UAE
80	Magdi	Kassab	A D POLICE	Abu Dhabi	UAE
81	Maher	Al Malah	NATIONAL MEDIA COUNCIL	Abu Dhabi	UAE
82	Majdeh	Malawi	AL BAYAN	Abu Dhabi	UAE
83	Majdi	Zaheraldeen	AL KHALEEJ	Abu Dhabi	UAE
84	Malcolm	Borthwick	BBC	Dubai	UAE
85	Manooj		CAPITAL D STUDIO	Abu Dhabi	UAE
86	Maria Abi-Habib		ZAWYA DOWJONES	Dubai	UAE
87	Maria	Abi-Habib	DOW JONES	Dubai	UAE
88	Martin	Evans	SECURITY FOR TODAYS SECURITY PROFESSIONAL		UK
89	Martin	Haddad	FORTUNE PROMOSEVEN	Abu Al Abyadh	UAE
90	Marwan	Naamani	AGENCE FRANCE-PRESSE		FRANCE
91	Maryam	Abdullah	A D MEDIA	Abu Dhabi	UAE
92	Matthew	Chung	THE NATIONAL	Abu Dhabi	UAE
93	Mohamad	El Dada	ABU DHABI MEDIA COMPANY	Abu Dhabi	UAE
94	Mohamed	Ahmed	NATION SHIELD JOURNAL, GHQ UAE ARMED FORCES	Abu Dhabi	UAE
95	Mohamed	Alsamany	AL KHALEEJ	Abu Dhabi	UAE
96	Mohamed	Chathil	AL BAYAN	Dubai	UAE
97	Mohamed	Cholakka	AD HEALTH AUTHORITY	Abu Dhabi	UAE
98	Mohamed	El Dada	ABU DHABI MEDIA	Abu Dhabi	UAE
99	Mohamed	Fawad	AL KHALEEJ	Abu Dhabi	UAE
100	Mohamed	Gawad	ABU DHABI MEDIA COMPANY	Abu Dhabi	UAE
101	Mohamed	Moustafa	A D MEDIA	Abu Dhabi	UAE
102	Mohamed	Moustafa K	ABU DHABI MEDIA COMPANY	Abu Dhabi	UAE
103	Mohammed	Al Baghdadi	MINISTRY OF INTERIOR	Abu Dhabi	UAE
104	Mohammed	Al Gamal	CAIRO RADIA	Cairo	EGYPT

#	Name	Last Name	Company	City	Country
105	Mohammed	Anas	DAR AL MAKTABI		SYRIA
106	Mohammed	Arif	AL ROYA AL IQTISADEYYA	Dubai	UAE
107	Mohammed	Daggamsch	RT TV	Dubai	UAE
108	Mohammed	Sait	AL JUMUAH	Abu Dhabi	UAE
109	Mona	Alzaabi	ABU DHABI MEDIA CO.	Abu Dhabi	UAE
110	Mostafa	Botanevil	MINISTRY OF IINTERIOR	Abu Dhabi	UAE
111	Mourad	Boualamallah	CNBC	Dubai	UAE
112	Mousaab	Ali Eshrairi	MOI	Abu Dhabi	UAE
113	Mowafaq	Saad	AL KHALEEJ	Abu Dhabi	UAE
114	Mubarak	Al Naqeeq	999 MAGAZINE	Abu Dhabi	UAE
115	Muhamed	Ramsi Poozkuth	MOI - UAE	Abu Dhabi	UAE
116	Muqadus	Ali Mohib	I MEDIA	Abu Dhabi	UAE
117	Murtaza	Chhatiwala	MIDDLE EAST TENDERS	Dubai	UAE
118	Musa	Qallab	DEFENCE 21	Dubai	UAE
119	Musab	Mohammed Al Tenaji	MOI - UAE	Abu Dhabi	UAE
120	Mustapha	E.P	MOI - UAE	Abu Dhabi	UAE
121	Nabil	El Sharkawy	ABU DHABI TV	Abu Dhabi	UAE
122	Nada	Al Zaabi	ABU DHABI MEDIA	Abu Dhabi	UAE
123	Nadia	Helmi	I MEDIA	Abu Dhabi	UAE
124	Nasser	Al Absi	ABU DHABI MEDIA	Abu Dhabi	UAE
125	Nawabudheen		AD MEDIA	Abu Dhabi	UAE
126	Nick	Porter	ALJAZEERA	Dubai	UAE
127	Nicola	Bandini	ARMIMAGAZINE		ITALY
128	Nikolaos	Gardikiotis	CAPITAL D STUDIO	Dubai	UAE
129	Nima	Abu Wardeh	BBC	Dubai	UAE
130	Norman	Hung Ning Ng	CHINA PUBLIC SECURITY JOURNAL		HONG KONG
131	Noun	Nassreddin	SEC GLOBAL	Abu Dhabi	UAE
132	Nour	Malas	DOW JONES NEWSWIRE	Abu Dhabi	UAE
133	Ola	Naguib	BBC	Dubai	UAE
134	Ola Naguib	Howell	BBC	Dubai	UAE
135	Othman	Al Sini	ARABIC MAGAZINE		KSA
136	Pete	Milnes	SKY NEWS	Dubai	UAE
137	Peter	Bendtsen	FALCK	Abu Dhabi	UAE
138	Pierre	Hadad	THE SECURITY REVIEW		UAE
139	Rachid	Achkar	GI	Abu Dhabi	UAE
140	Raed	Abd Rabbo	JORDAN		JORDAN
141	Raj	Menon	AIRPORT CITIES	Dubai	UAE
142	Ramavarman	Thrikkandiyur	KHALEEJ TIMES	Abu Dhabi	UAE
143	Raniah	Salloum	SUEDDEUTSCHE MAGAZIN	Munich	GERMANY
144	Rashed	Ahmed Al Obad	MOI - UAE	Abu Dhabi	UAE
145	Ravindranath	K	GULF NEWS	Abu Dhabi	UAE
146	Rawan	Khawaldeh	ALJAZEERA	Dubai	UAE
147	Robert	Hillier	MOI - UAE	Abu Dhabi	UAE

#	Name	Last Name	Company	City	Country
148	Saed	Abdullah	ADWORX	Abu Dhabi	UAE
149	Saeed	Al Kaabi	ABU DHABI POLICE	Abu Dhabi	UAE
150	Safooh	Ahmed Hajer	MOI - UAE	Abu Dhabi	UAE
151	Saleem	Almostaka	ALLRROYA AL EQTISADIA	Dubai	UAE
152	Salman	Haloub	A D MEDIA	Abu Dhabi	UAE
153	Sameh	El Lithy	KHALEEJ	Abu Dhabi	UAE
154	Sameh	Ellithy	EL KHALEEJ	Abu Dhabi	UAE
155	Sameh	Mubarak	ABU DHABI POLICE	Abu Dhabi	UAE
156	Saqer	Hamdan	MTKA	Abu Dhabi	UAE
157	Shahul	Hamid	I MEDIA	Abu Dhabi	UAE
158	Shaji	Chandran	RUSSA TODAY	Dubai	UAE
159	Sreejith	Nambiar	CPI BUSINESS	Dubai	UAE
160	Sreenath	V P	DIGITAL TOUCH PHOTOGRAPHY	Abu Dhabi	UAE
161	Subair	Kayanayil	JOY STUDIO LLC	Abu Dhabi	UAE
162	Sultan	Al Zaabi	MOI	Abu Dhabi	UAE
163	Syed	Kazim	FIRE SECURITY	Dubai	UAE
164	Tahani	Karrar	BBC	Dubai	UAE
165	Tamman	Al Assaf	SOLO STUDIO	Abu Dhabi	UAE
166	Tara	Basrur	ASDAA	Abu Dhabi	UAE
167	Tarek	Ibrahim	ABU DHABI TV	Abu Dhabi	UAE
168	Vicky		JOY STUDIO LLC	Abu Dhabi	UAE
169	Vivian	Salama	BLOOMBERG	Abu Dhabi	UAE
170	Vlad	Mojer	GOVERNMENT SECURITY SYSTEMS	Abu Dhabi	RUSSIA
171	Wafa	Al Mordaa	ADCO	Abu Dhabi	UAE
172	Warda	Al-Jawahiry	THOMSON REUTERS MIDDLE EAST LTD	Dubai	UAE
173	William	Dunlop	AFP	Dubai	UAE
174	Yi	Dong	TALIN INVESTMENT	Dubai	UAE
175	Yousif	Kotat	ABU DHABI POLICE	Abu Dhabi	UAE
176	Zayed	Al Gomaa	MEDAD ADVERTISING	Abu Dhabi	UAE
177	Zeinab	Alnowais	ABU DHABI MEDIA CO.	Abu Dhabi	UAE
178	Hung Ning Norman	Ng	China Public Security Media	Shenzhen	China
179	Feyaa	Khan	Radio 1 & 2 News	Dubai	UAE
180	Mohamed	Ahmed	Nation Shield Journal, GHQ UAE Armed Forces	Abu Dhabi	UAE
181	Ramavarman	Thrikkandiyur	Khaleej Times	Abu Dhabi	UAE
182	Musa	Qallab	Defence 21	Dubai	UAE
183	Raniah	Salloum	Sueddeutsche Magazin	Munich	GERMANY
184	Dave	Reeder	Security Advisor Middle East	Dubai	UAE
185	KAI	JING	ECONOMIC DAILY~CHINA~%	Abu Dhabi	UAE
186	Arshad	Hussain	Daily Ashsharq Int'l	Abu Dhabi	UAE
187	Tahani	Karrar	BBC	Dubai	UAE
188	Malcolm	Borthwick	BBC	Dubai	UAE
189	Nima	Abu Wardeh	BBC	Dubai	UAE

#	Name	Last Name	Company	City	Country
190	Jeremy	Howell	BBC	Dubai	UAE
191	Ola Naguib	Howell	BBC	Dubai	UAE
192	Ola	Naguib	BBC	Dubai	UAE
193	Alessandra	Antonelli	ANSA - ITALIAN NEWS AGENCY	Dubai	UAE
194	Jose Luis	Romualdez	Capital D Studio	Dubai	UAE
195	Nikolaos	Gardikiotis	Capital D Studio	Dubai	UAE
196	Majdeh	Malawi	Al Bayan	Abu Dhabi	UAE
197	abdelrahim	bin askar	al ittihad	Abu Dhabi	UAE
198	maria	abi-habib	Dow Jones	Dubai	UAE
199	Nour	Malas	Dow Jones Newswires	Abu Dhabi	UAE
200	Matthew	Chung	The National	Abu Dhabi	UAE
201	HAMEED	SHAHOL	ALITTIHAD NEWSPAPER	Abu Dhabi	UAE
202	Eric	Ooi	Security Solutions Today	Singapore	SINGAPORE
203	Dahruv	Sharma	Airport Cities	Dubai	UAE
204	Raj	Menon	Airport Cities	Dubai	UAE
205	Chandrima	Dutta	Airport Cities	Dubai	UAE
206	Jay	Chandra	Airport Cities	Dubai	UAE
207	Murtaza	Chhatriwala	Middle East Tenders	Dubai	UAE

Together towards a safer world



Marketing & Communication

Promotion

Visitors Advertising Campaign

Medium	Lang / Freq	Size / Type	Position	No. of Ins.
Newspapers				
Gulf News	Eng/Daily	HPC	Business Section	2
		QPC	Business Section	3
Al Khaleej	Arb/Daily	HPC - SNP	Business Section	2
		QPC - SNP	Business Section	3
The National	Eng/Daily	HPC	Main Section	3
Al Ittihad	Arb/Daily	HPC	Main Section	6
Alroya	barter	QPC	page 16	4
Station	Day	Time	Duration	No. of Spots
Radio				
Emarat FM	Sun - Thu	Morning	30"	50
97.1 FM - Arb		Evening	30"	45
Star FM	Sun - Thu	Morning	30"	44
99.9 FM		Evening	30"	42

Outdoor Advertizing campaign

Media	Size	Specification	No. Of Units	Period
Lamppost	3 M x 1M (Twin Type)	Poles Distributed in the main streets of Abu Dhabi (200 faces)	50	02 Weeks
Megacoms	4 M x 3 M	40 faces distributed in Abu Dhabi	2	02 Weeks
Unipole	6M x 12M	Abu Dhabi Dubai road, Jabel Ali free zone	1	5 weeks

Media Coverage Before & During

Personal Invitations - Printed Version							
Source		Unique Data	Distrubtion Date		Geographic Coverage		
Jacobson		4,000	25-Dec-09		GCC,Arab Countries(Lebanon,Syria,Jordan,Oman,Yemen, KSA, Kuwait)		
RX ISNR Database		8,000	20-Jan-10		Regional		
Supporters (Bin Salem, ATEIS, Abu Dhabi Customs, AIS)		8,000	25-Jan-10		Regional		
HR Managers to all Government Authorities		1,425	20-Jan-10		Local		
MOI Staff + UAE Authorities + GHQ		TBA			Local		
Exhibitors (Personal)+Sponsors		12,000	10-Jan-10		Local & International		
TOTAL		33,425					
Loose Inserts							
Source			Distribution Date		Geographic Coverage		
999 Magazine		10,000	February Issue		GCC		
Nation Shield		15,100	February Issue		Regional		
TOTAL		25,100					
E- Campaign							
EXISTING DATABASE AT RX		Reach	Distribution date		coverage		
ISNR RX		8,400	10-May-09		Regional Exhibitors: book your space		
ISNR RX		8,600	14-Jun-09		Regional Exhibitors: special promotions Hotel & Travel		
ISNR RX		9,400	12-Jul-09		Regional Exhibitors: key leading Security Companies joined ISNR 2010		
ISNR RX		9,400	16-Aug-09		Regional Ramadan greetings		
ISNR RX		9,600	13-Sep-09		Regional Exhibitors: Welcom message From MOI + CNIA Chairman word		
ISNR RX + Airport show exhibitors		16,100	11-Oct-09		Regional Conference announcement & Travel promotions		
ISNR RX		10,000	15-Nov-09		Regional ISNR exhibitors update: 2nd news letter		
ISNR RX		10,000	20-Dec-09		Regional Visitors: Visitors registration Available online		
ISNR RX		10,000	7-Jan-10		Regional Visitors: E personal invitation		
ISNR RX		10,500	10-Feb-10		Regional Conference schedule & speakers		
ISNR RX + Airport show		61,335	14-Feb		Regional Reminder of Early Bird Discount (end Feb 15)		
ISNR RX + Airport show		61,335	17-Feb		Regional 1 day remaining for Early Bird Discount		
ISNR RX + Airport show		61,335	21-Feb		Regional Invitation to Visitor Registration		
ISNR RX + Airport show		61,335	23-Feb		Regional Final Call for registration		
ISNR RX + Airport show		61,335	28-Feb		Regional ISNR Conference + Exhibition Invitation		
		61,335					
Barter		Reach	Distribution Date		coverage		
Middle East tenders		20,000	Dec		Local & Regional		
Airport Cities		60,000	Dec/ Feb		Local & Regional		
Source Security		100,000	Nov- Dec- Jan		International		
		180,000					
MEDIA Plan							
NEWSPAPER							
Medium	Language	Frequency	Inserts	Size	Circulation	Insertion Date	Geographic Coverage
Al Itihad	Arabic	Daily	6	HPC	88,635	17-22-24-27-28 Feb-	UAE - Mainly Abu

						1 March	Dhabi
The National	English	Daily	3	HPC	88,600	21-23 Feb- 1 March	UAE - Mainly Abu Dhabi
Al Khaleej	Arabic	Daily	2	HPC	119,700	21-28 Feb	UAE - Mainly Dubai
Al Khaleej	Arabic	Daily	3	QPC	119,700	23-25 Feb - 2 March	UAE - Mainly Dubai
Gulf News	English	Daily	2	HPC	109,880	22 Feb- 1 March	UAE - Mainly Abu Dhabi
Gulf News	English	Daily	3	QPC	109,880	24 -28 Feb -2 March	UAE - Mainly Dubai
Alroya Al Iktisadiya News paper	Arabic	Daily	4	QPC	50,000	17-22-24-28 Feb	UAE - Mainly Dubai
TOTAL			23		686,395		

Magazines							
Medium	Language	Frequency	Inserts	Size	Circulation	Insertion Date	Geographic Coverage
Fire & Security Today	English	Bi- Monthly	5	FCP	20000	March/ April- May/June-Sept/Oct-Nov/Dec	Asia Pacific
Airport Cities Magazine	English	Bi- Monthly	4	FCP	14000	May/June- Sept/Oct-Nov/Dec	Gulf & middle east
Fire & Security Alert	English	Monthly	4	FCP	6000	March-Oct- Nov-Jan-Feb	Pakistan
GIT Publishing	Gberman / English	Bi- Monthly	3	HCP	TBC	June/July- Nov/Dec	Germany/ North Europe
Sec/ Euro Security - ME Security	English	Monthly	3	FCP	TBC	July-Oct-Nov	Europe & ME
Al Defaiya Magazine	Arabic	Monthly	4	FCP	TBC	July-Oct-Nov-Dec	GCC- (KSA mainly)
Security Middle East	English	Bi- Monthly	4	FPC	TBC	July/August- Sept/Oct-Nov/Dec-Jan/Feb	Middle East/ Europe
Nation Shield	English/ Arabic	Monthly	5	FPC	40000	Feb-Oct-Nov-Jan-Feb	UAE & GCC
999 Magazine	English/ Arabic	Monthly	14	FPC	TBC	monthly to show	UAE & GCC
The Security Review	English	Bi-monthly	4	FPC	20000	June/ Oct/ Jan / March	UAE & ME
A&S Adria	English	Monthly	2	FPC	2500	Dec/ FEB	Adriatic region

Total		52		
OUTDOOR				
Medium	# of faces	Location	Duration	Geographic Coverage
UNIPOLE - Jebel Ali	1	Jebel Ali - Dubai	22 Jan-4 March	UAE
Lampost 3m x 1m	160	Abu Dhabi	14 Feb- 6 March	UAE
Lampost 3m x 1.5m	40	Abu Dhabi	21 Feb- 6 March	UAE
Megacoms 3m x 4m	20	Abu Dhabi	17 Feb- 3 March	UAE

RADIO					
Medium	Insertion/duration		Language	Date	Geographic Coverage
Emirat FM	30sec /95 spots		Arb.	21 Feb- 3March	UAE
Star FM	30sec/ 86		Arb/ Eng	21 Feb-3 March	UAE

TOTAL			181				
--------------	--	--	------------	--	--	--	--

Online Banners					
Medium	Insertion/duration		Language	Date	Geographic Coverage
Fire & Security Today	Space Banner		Eng.	until 15th March 2010	Asia Pacific
Airport Cities Magazine	Space Banner		Eng.	until 15th March 2010	Gulf & ME
CPSE China	Space Banner		Eng.	until 15th March 2010	China
China Security & Protection Industry	Space Banner		Eng.	until 15th March 2010	China
Fire & Security Alert	Space Banner		Eng.	until 15th March 2010	Pakistan
GIT Publishing	Space Banner		Eng.	until 15th March 2010	Germany/ North Europe
Sec/ Euro Security - ME Security	Space Banner		Eng.	until 15th March 2010	Europe & ME
KNM Media	Space Banner		Eng.	until 15th March 2010	UK & europe
Al Defaiya Magazine	Space Banner		Eng.	until 15th March 2010	GCC- (KSA mainly)
Security Middle East	Space Banner		Eng.	until 15th March 2010	Middle East/ Europe

CCTV	Space Banner	Eng.	until 15th March 2010	UK- Central Europe
World Security Directory	Space Banner+ event listing	Eng.	until 15th March 2010	Uk
Middle East Tenders	Space Banner	Eng.	until 15th March 2010	Middle East
Source Security	Space Banner	Eng.	until 15th March 2010	Central Europe
Maktoob	Event listing	Eng.	until 15th March 2010	UAE- ME
BV/ Pipeline	Logo banner	Eng.	until 15th March 2010	USA
I-Media	Logo Banner	Eng.	until 15th March 2010	UAE

Press Coverage Before & During

ISNR (International Security and National Resilience)

Period: **January 2009 - March 2010**

Number of Hits: **143**

Total size (col. Cm): **7,651.6**

Total Circulation: **10,322,095**

Total Reach: **30,966,285**

Please Note:

Total Reach determines the total number of visibility opportunities and is estimated at: Circulation x 3 times

Perceived Editorial Value indicates the value of editorial over advertising and is estimated at: Advertising Rate x 3.5 times

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Press Release: ISNR Abu Dhabi platform highlighted at first international symposium on security measures							
Al Ittihad	UAE	Newspaper	Arabic	25th May	94,275	282,825	75.5
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	89.7
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	89.1
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	29.8
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	89.4
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	89.4
Nation Sheild	UAE	Publication	Arabic	June	40,000	120,000	59.6
Ameinfo.com	NA	Internet	Arabic	24th May	N/A	N/A	N/A
Ameinfo.com	NA	Internet	English	24th May	N/A	N/A	N/A
Zawya.com	NA	Internet	English	24th May	N/A	N/A	N/A
Press Release: Senior Officials Attend Paris Security Show to Promote Abu Dhabi's International Security National Resilience Exhibition and Conference							
Zawya.com	NA	Internet	English	24th Nov	N/A	N/A	N/A
Press Release: ISNR Abu Dhabi brings leading international security solutions providers							
Al Ittihad	UAE	Newspaper	Arabic	19th Feb	94,275	282,825	47.6
Al Khaleej	UAE	Newspaper	Arabic	21st Feb	150,000	450,000	37.6
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	21st Feb	50,000	150,000	41.2
Wam.org.ae	NA	Internet	Arabic	20th Feb	N/A	N/A	N/A

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Press Release: Second edition of ISNR Abu Dhabi Exhibition & Conference records 48 per cent increase in exhibitors							
Akhbar Al Arab	UAE	Newspaper	Arabic	28th Feb	110,000	330,000	192.0
Akhbar Al Arab	UAE	Newspaper	Arabic	28th Feb	110,000	330,000	80.5
Al Bayan	UAE	Newspaper	Arabic	28th Feb	88,800	266,400	100.8
Al Fajr	UAE	Newspaper	Arabic	28th Feb	21,800	65,400	9.4
Al Fajr	UAE	Newspaper	Arabic	28th Feb	21,800	65,400	48.0
Al Fajr	UAE	Newspaper	Arabic	28th Feb	21,800	65,400	180.8
Al Ittihad	UAE	Newspaper	Arabic	28th Feb	94,275	282,825	32.8
Al Ittihad	UAE	Newspaper	Arabic	28th Feb	94,275	282,825	138.6
Al Khaleej	UAE	Newspaper	Arabic	28th Feb	150,000	450,000	52.0
Al Wahda	UAE	Newspaper	Arabic	28th Feb	30,000	90,000	160.0
Emarat Al Youm	UAE	Newspaper	Arabic	28th Feb	100,000	300,000	94.2
The Gulf Today	UAE	Newspaper	English	28th Feb	46,200	138,600	12.7
The Gulf Today	UAE	Newspaper	English	28th Feb	46,200	138,600	58.1
Khaleej Times	UAE	Newspaper	English	1st March	86,400	259,200	47.1
Press Release: ISNR Workshop participants given unique insight into world security analysis and solutions							
Ameinfo.com	NA	Internet	Arabic	2nd March	N/A	N/A	N/A
Zawya.com	NA	Internet	Arabic	2nd March	N/A	N/A	N/A
Ameinfo.com	NA	Internet	English	2nd March	N/A	N/A	N/A
Zawya.com	NA	Internet	English	2nd March	N/A	N/A	N/A
Press Release: High ranking delegations flock into ISNR 2010							
The Gulf Today	UAE	Newspaper	Arabic	8th March	46,200	138,600	23.4
Other News							
Akhbar Al Arab	UAE	Newspaper	Arabic	7th July	110,000	330,000	74.0
Al Bayan	UAE	Newspaper	Arabic	7th July	88,800	266,400	57.0
Al Fajr	UAE	Newspaper	Arabic	7th July	21,800	65,400	103.8
Al Ittihad	UAE	Newspaper	Arabic	7th July	94,275	282,825	81.0
Al Khaleej	UAE	Newspaper	Arabic	7th July	150,000	450,000	41.4
Al Wahda	UAE	Newspaper	Arabic	7th July	30,000	90,000	63.5
Akhbar Al Arab	UAE	Newspaper	Arabic	30th Sept	110,000	330,000	25.6
Al Khaleej	UAE	Newspaper	Arabic	30th Sept	150,000	450,000	28.8
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	30th Sept	50,000	150,000	15.6

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Al Ittihad	UAE	Newspaper	Arabic	30th Nov	94,275	282,825	13.7
Al Fajr	UAE	Newspaper	Arabic	23rd Feb	21,800	65,400	19.6
Al Khaleej	UAE	Newspaper	Arabic	23rd Feb	150,000	450,000	35.8
Al Ittihad	UAE	Newspaper	Arabic	24th Feb	94,275	282,825	18.8
Al Khaleej	UAE	Newspaper	Arabic	24th Feb	150,000	450,000	19.8
Al Wahda	UAE	Newspaper	Arabic	24th Feb	30,000	90,000	35.4
Al Bayan	UAE	Newspaper	Arabic	1st March	88,800	266,400	38.0
Al Fajr	UAE	Newspaper	Arabic	1st March	21,800	65,400	48.5
Al Ittihad	UAE	Newspaper	Arabic	1st March	94,275	282,825	86.4
Al Khaleej	UAE	Newspaper	Arabic	1st March	150,000	450,000	26.0
Al Khaleej	UAE	Newspaper	Arabic	1st March	150,000	450,000	21.2
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	1st March	50,000	150,000	69.2
Emarat Al Youm	UAE	Newspaper	Arabic	1st March	100,000	300,000	46.8
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March	110,000	330,000	16.6
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March	110,000	330,000	191.4
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March	110,000	330,000	57.0
Akhbar Al Arab	UAE	Newspaper	Arabic	2nd March	110,000	330,000	24.4
Al Bayan	UAE	Newspaper	Arabic	2nd March	88,800	266,400	216.6
Al Bayan	UAE	Newspaper	Arabic	2nd March	88,880	266,640	26.1
Al Bayan	UAE	Newspaper	Arabic	2nd March	88,800	266,400	26.4
Al Bayan	UAE	Newspaper	Arabic	2nd March	88,800	266,400	51.6
Al Fajr	UAE	Newspaper	Arabic	2nd March	21,800	65,400	38.0
Al Fajr	UAE	Newspaper	Arabic	2nd March	21,800	65,400	176.0
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	307.8
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	120.0
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	16.5
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	12.4
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	27.2
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	27.2
Al Khaleej	UAE	Newspaper	Arabic	2nd March	150,000	450,000	121.2
Al Wahda	UAE	Newspaper	Arabic	2nd March	30,000	90,000	37.8
Al Wahda	UAE	Newspaper	Arabic	2nd March	30,000	90,000	310.8

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Emarat Al Youm	UAE	Newspaper	Arabic	2nd March	100,000	300,000	93.6
Al Bayan	UAE	Newspaper	Arabic	3rd March	88,800	266,400	157.8
Al Bayan	UAE	Newspaper	Arabic	3rd March	88,800	266,400	52.8
Al Bayan	UAE	Newspaper	Arabic	3rd March	88,800	266,400	109.8
Al Fajr	UAE	Newspaper	Arabic	3rd March	21,800	65,400	38.0
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	32.8
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	18.4
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	15.6
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	41.6
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	18.0
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	32.8
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	82.0
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	81.6
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	83.2
Al Ittihad	UAE	Newspaper	Arabic	3rd March	94,275	282,825	114.0
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	3rd March	50,000	150,000	36.4
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	3rd March	50,000	150,000	14.6
Emarat Al Youm	UAE	Newspaper	Arabic	3rd March	100,000	300,000	93.6
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March	110,000	330,000	19.4
Akhbar Al Arab	UAE	Newspaper	Arabic	4th March	110,000	330,000	35.6
Al Bayan	UAE	Newspaper	Arabic	4th March	88,800	266,400	90.0
Al Bayan	UAE	Newspaper	Arabic	4th March	88,800	266,400	175.8
Al Fajr	UAE	Newspaper	Arabic	4th March	21,800	65,400	29.6
Al Fajr	UAE	Newspaper	Arabic	4th March	21,800	65,400	11.6
Al Ittihad	UAE	Newspaper	Arabic	4th March	94,275	282,825	40.4
Al Ittihad	UAE	Newspaper	Arabic	4th March	94,275	282,825	18.9
Al Khaleej	UAE	Newspaper	Arabic	4th March	150,000	450,000	9.3
Al Khaleej	UAE	Newspaper	Arabic	4th March	150,000	450,000	120.0
Al Khaleej	UAE	Newspaper	Arabic	4th March	150,000	450,000	10.4
Al Khaleej	UAE	Newspaper	Arabic	4th March	150,000	450,000	7.7
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	4th March	50,000	150,000	157.0
Akhbar Al Arab	UAE	Newspaper	Arabic	6th March	110,000	330,000	168.0

Publication	Country	Media Type	Language	Date	Circulation	Reach	Size (col.cm)
Al Ittihad	UAE	Newspaper	Arabic	6th March	94,275	282,825	84.8
Alroya Aleqtissadiya	UAE	Newspaper	Arabic	6th March	50,000	150,000	251.4
Gulf News	UAE	Newspaper	English	28th Feb	120,978	362,934	22.4
Gulf News	UAE	Newspaper	English	1st March	120,978	362,934	42.9
Gulf News	UAE	Newspaper	English	2nd March	120,978	362,934	5.4
Gulf News	UAE	Newspaper	English	2nd March	120,978	362,934	48.9
Khaleej Times	UAE	Newspaper	English	2nd March	86,400	259,200	30.6
Gulf News	UAE	Newspaper	English	3rd March	120,978	362,934	12.6
Khaleej Times	UAE	Newspaper	English	3rd March	86,400	259,200	7.3
The Gulf Today	UAE	Newspaper	English	3rd March	46,200	138,600	45.6
The National	UAE	Newspaper	English	3rd March	90,000	270,000	54.2
The National	UAE	Newspaper	English	3rd March	90,000	270,000	21.2
Khaleej Times	UAE	Newspaper	English	4th March	86,400	259,200	58.8
The National	UAE	Newspaper	English	4th March	90,000	270,000	63.6
The Gulf Today	UAE	Newspaper	English	6th March	46,200	138,600	7.0
Nation Sheild	UAE	Publication	Arabic	February	40,000	120,000	89.4
Ameinfo.com	NA	Internet	Arabic	2nd March	NA	NA	NA
Alzoa.com	NA	Internet	Arabic	3rd March	NA	NA	NA
Wam.org.ae	NA	Internet	Arabic	3rd March	NA	NA	NA
Ameinfo.com	NA	Internet	Arabic	4th March	NA	NA	NA
Wam.org.ae	NA	Internet	Arabic	4th March	NA	NA	NA
Mediaeyeme.com	NA	Internet	English	1st March	NA	NA	NA
Uaeinteract.com	NA	Internet	English	2nd March	NA	NA	NA
Uaetoday.com	NA	Internet	English	2nd March	NA	NA	NA
Zawya.com	NA	Internet	English	2nd March	NA	NA	NA
Godubai.com	NA	Internet	English	3rd March	NA	NA	NA
Wam.org.ae	NA	Internet	English	3rd March	NA	NA	NA
Worldsecurity-index.com	NA	Internet	English	3rd March	NA	NA	NA
TOTAL					10,322,095	30,966,285	7,651.6

انطلاق معرض ومؤتمر الأمن الدولي في أبوظبي غداً



ظل المؤتمر الصحفي الذي عقد للإعلان عن انطلاق سفرض وبؤمتر الأمن الدولي ودوء المخاطر (ISNAR 2010) (أبهر جاك حمد)

من خلال اعتماد على المعلومات الأمنية وكيفية استخدامها، وحماية البنية التحتية والأشخاص والكائنات الحيوانية، ومكافحة الإرهاب البيئي والطقس، وجرائم وسائل

هيئة الاتصالات
قال سيف بن غبطة مدير إدارة التقنيات والمعايير بهيئة تنظيم الاتصالات في كلمته في الهيئة ستظل في اليوم الثالث من "معرض مؤتمر الأمن السيبراني ودور المخاطر" يوماً كاملاً من الورش العملية وحلقات نقاش متخصصة

وهدف إلى التعريف بطرق الاستفادة منها في المخاطر، وإلقاء الضوء على الساحة العامة.

يتمثل أول اهتمام نائب رئيس الدولة حسين صباح الوزمان حاكم سلطنة عمان ووفداته بحل قضايا السمو الخاصة بالجنس الأعلى للاتحاد وقضايا الإغتراف.

وقال اللواء الهادي بن الوائلي المتحدث الصحفي عن اللجنة العليا المنظمة للمعرض:

«تتمثل أول اهتمامات وفد السلطنة بالوقوف على أحدث تقنيات سوق الإلكترونيات في مركز عمان الدولي للمعارض، إضافة إلى ما هو يتشكل كجزء أساسي من تركيز على الخدمات التي توجّهها الحكومات وقطاع الأعمال في منطقة الاتحاد على الأمن الإلكتروني فضلاً عن الاهتمامات الخاصة بالزوار الشباب ذوي الميول الإلكترونية».

أما شركة ريد تو رئيس شركة ريد للمعارض - الفرق الأول
التي أضافت بنسبة 17% أي حوالي 1500 متر مربع جديد.
وما يشكل زيادة بنسبة 48% في المشاركة مقابل
المرمى الزمرة المالية العالمية.

ط إن مساحة المعرض في دورته
أكد 218 عارضاً من 24 دولة
تة بالدورة السابقة بالرغم من
قة. مما سيجز من أهمية الحدث
من ألمانيا والمملكة المتحدة
عرض والتي تعد من أبرز الشركات

المجلد ١٠ - العدد ١ - ٢٠١١

Industry Leaders in Security Technology to Take Part in ISNR Exhibition, Conference

ABU DHABI — About 220 leading security personalities at the local, regional, global levels from 24 countries are showcasing their latest equipment and systems at the second edition of the International Security National Resilience 2010 exhibition and conference beginning today at the Abu Dhabi National Exhibition Centre.

Organised by the Ministry of Interior in cooperation with Reed Exhibitions, the event, known as ISNR, serves as a global platform focusing on the challenges faced by governments and the private sector in the region in upholding homeland security.

Other related issues like security information, threat evaluation, border security, transport, counter terrorism activities, protection of vital infrastructure, crisis management and equipment used in emergency situations and the ways to respond to crises, will also be in focus of three-day event, said General Major Matar S. bin Mesayad Al Neyadi, General Director of B.Services and Telecom and Chairman of the Supreme Organising Committee of ISNR.

Lieutenant General Shaikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior, will inaugurate the biennial event which will have special sessions on homeland security organised on its sidelines. The

conference will also host workshops to identify global best practices in dealing with security challenges.

Security information and its evaluation, borders and transports security, infrastructure protection, traffic safety, crisis and disasters and response requirements, counter terrorism, environment and energy crimes and means of communicating crimes will be some of the specific topics to be discussed at the event.

Frederic Theux, President of Reed Exhibitions Middle East, said that this year's ISNR has unprecedented international presence, adding to the international dimension of the show and its growing importance globally. Countries such as Germany, the United Kingdom, Taiwan, Switzerland and the United States will have official pavilions at the event hosting leading security players showcasing their latest products and solutions.

Global technology leaders in resilience, security and transportation markets, EADS, L3, Northrop Grumman, Sagem Securite, AS&E and Thales will be among the exhibitors.

Quantar Solutions will be showcasing Network Operational Risk Manager, capable of establishing a true sectoral or country-wide threat and risk management database. Quantar Director Dr Phillippe Evrard described the event as a perfect platform to highlight his company.

"We see the Middle East as an emerging market for our type of risk management products, given the recent focus on developing the banking and financial services markets," he said.

"We are also looking to offer advice to regulatory bodies and audit organisations on the best way to leverage the opportunities of a major financial services sector within the region from a network risk management perspective."

Smiths Detection will exhibit technologically advanced security systems to detect and identify explosives, chemical and biological agents, weapons and contraband.

"The ISNR trade show will be a great opportunity for Future Fibre Technologies (or FFT), a specialist in fibre optic intruder detection and location systems, to demonstrate its state-of-the-art intrusion detection systems and to establish business networks with those responsible for security in the region," said FFT CEO Rob Broomfield.

"The conference will include sessions where experts from the US Police Department, US Transportation Security Administration, European Parliament, Europol, French High Committee for Civil Defense, and Spanish Ministry of Interior, will speak on their specific areas of expertise," added Brigadier Saeed Salem Al Hanki, Chief of the Police Judicial Council.

—ramavarman@khaleejtimes.com

Hi-tech robot fleet to assist bomb squad

Dh9.6m for five new deactivation units

Compact remote-control devices are equipped with a laser gun for defusing explosives and can detect poisonous gases

Haneen Dajani

Abu Dhabi's bomb squad is getting leaner, more agile and more hi-tech.

A new fleet of five remote-control robots – smaller and more sophisticated than the models currently in use – will be put into service in about three months.

The robots, which cost a total of Dh9.6 million (US\$2.6m), will be able to deactivate explosives and detect poisonous gases while the people controlling them are as far as one kilometre away.

A deal to purchase the devices from the German company Telerob was announced yesterday during the International Security National Resilience Exhibition and Conference.

keep people as far as possible from dangerous objects," said Christian Herbst, the director of sales and marketing at Telerob.

"If there is a suspicious bag in a locker, for example, instead of the guard himself checking if there is a bomb inside while risking his life, he can use the robot to do that."

The device is operated by a gadget that looks like a small laptop, with joysticks to control movement and a screen that displays messages and images.

The new robots are smaller than the previous model, and thus can operate in smaller spaces, Mr Herbst said.

"They can also be used by firefighters," he said. "If they suspect there is poisonous gas in a room, the robot can be fitted with sensors and be sent inside the room."

Also yesterday, the Critical National Infrastructure Authority (CNIA) announced a Dh167m deal to provide training for its guards.

CNIA soldiers already receive comprehensive training at the authority's institute, which was inaugurated last year.

The new courses will teach them specialised skills such as dealing with improvised explosive devices (IEDs) and handling a wider range of weapons.

Staff Col Ishaq al Beshir, the director of operations at the CNIA, said soldiers would learn advanced rapid reaction force training, weapons handling and tactics as part of a Dh40m deal with Mike Stapleton Associates, in partnership with the New Jersey Institute of Technology.

Another deal worth Dh85m was signed with Camber Corporation and Power Training to provide instruction in shooting, crowd control, unarmed self-defence, driving and first aid.

Both courses will take place at the CNIA institute.

A third contract for maritime training was signed with the Global Maritime and Transport

www.ameinfo.com , 22 February 2010

International security leaders to discuss role of technology in risk prevention during ISNR 2010

The Ministry of Interior is organizing a technology and science security conference under the patronage of His Highness Sheikh Mohammed bin Zayed Al Nahyan - Crown Prince of Abu Dhabi and Deputy Supreme Commander of UAE Armed Forces, with the support of Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of the Interior, and in cooperation with the Telecommunications Regulatory Authority (TRA) and Reed Exhibitions Middle East.

Source: <http://www.ameinfo.com/224754.html>

Press Conferences on site

Day1:

- Briefing by Lieutenant General Dhahi Khalfan, Commander in Chief of the Dubai Police
- CNIA briefing on IcX deal
- Kamaz group briefing
- Thales cyber-security conference

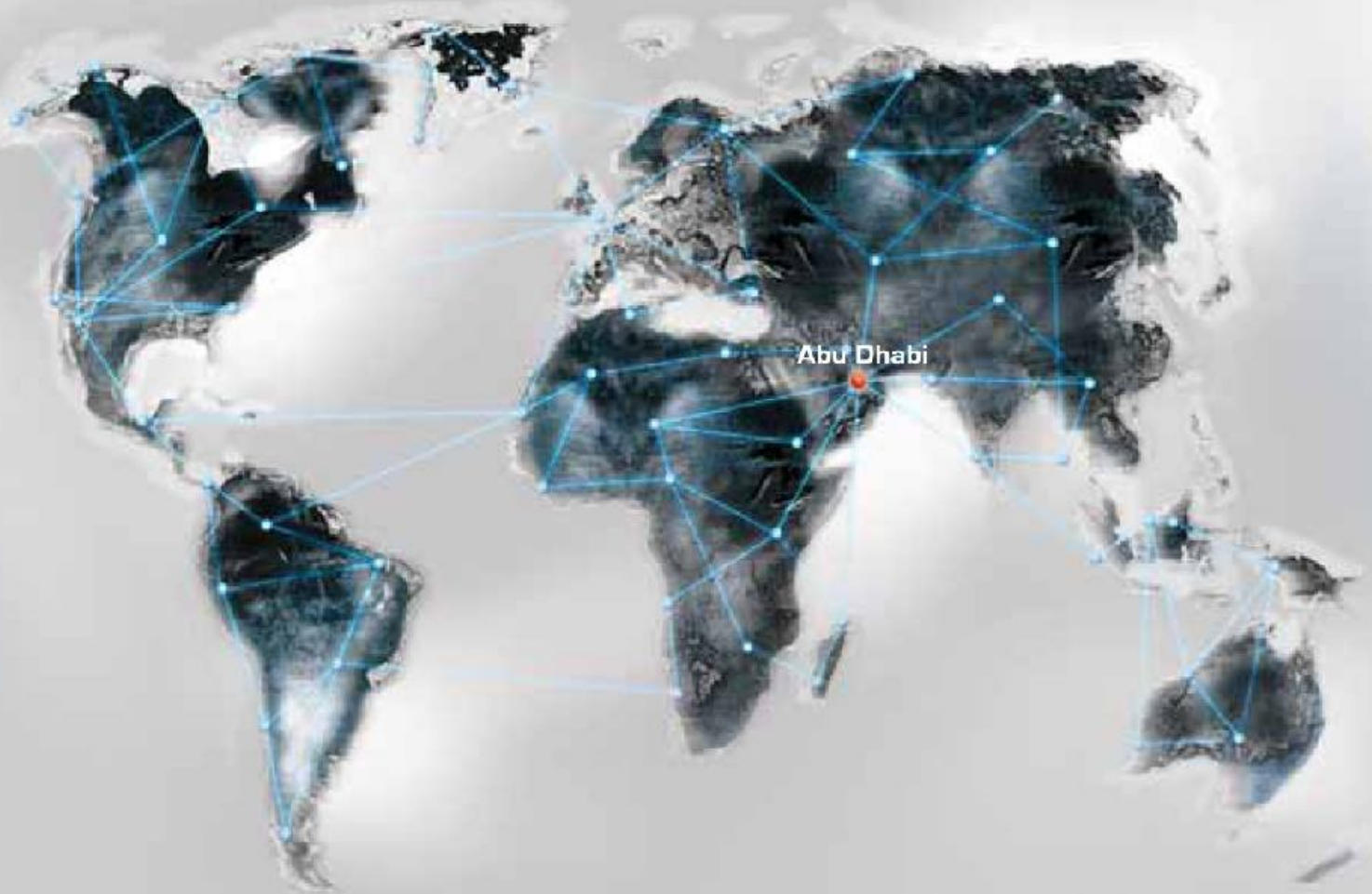
Day 2:

- Haverkamp conference on first class turnkey security solutions

Day 3:

- CNIA deal signing
- Press briefing for Abu Dhabi Police and Al Hamra Group

Together towards a safer world



Conference And Workshop

Conference

Total Attendance: **1,367**

Number of Speakers: **38**

ISNR Abu Dhabi 2010 CONFERENCE

Monday, 1 March, 2010	
Timing	Activity
The Role of Information & Technology in the Fields of International Security and Risk Prevention of Threats	
Session 1: The Role of Information in the Fields of International Security and Risk Prevention	
Session Chair	Lt. General Saif Abdullah Al Shafar, Undersecretary of the Ministry of Interior
Session Moderator	Col. Dr. Mohammad Said Al – Humaidi, Director of the Institute of Officers' Training/ Police College/Abu Dhabi
9:15 – 9:35	United Arab Emirates Experience in the use of feedback to the fight against crime Lieutenant General Dhahi Khalfan Tamim, Commander in Chief, Dubai Police
9:35 – 9:55	Criminal Intelligence Michael Kozak, Detective – Supervisor, Counter-Terrorism & Criminal Intelligence Bureau, Los Angeles Police Department
9:55 – 10:15	Strategic Development and Planning Process Christian Bratz, Acting head of unit Ik 11, Germany
10:15 - 10:35	General Discussion
Networking Break 10:35 – 11:00	
Session 2: The Importance of Investing in Technology & its Strategic Role in Serving International Security and in Risk Prevention	
Session Chair	Major General Khalifa Hareb Al Khaili, Assistant Undersecretary for Resources and Support Services
Session Moderator	Dr. Abdul Sattar Ahmad Al Alusi, Dean of the College of Management & Information Systems/ Etihad University, RAK
11:00 – 11:20	Use of High Technologies in Data Collection and Analyses in the Context of National Security Requirements and Privacy Michael Downing, Deputy Chief Commanding Officer, Counter-Terrorism & Criminal Intelligence Bureau, Los Angeles Police Department
11:20 – 11:40	Enhancing Synergies between End users and Technology Developers in Main Events Security Massimiliano Montanari, Head of Terrorism Laboratory, UNICRI
11:40 – 12:00	Applications of Aerospace Technology for Homeland Security Dr. Mamoun F. Abdel-Hafez, American University of Sharjah
12:00 – 12:20	General Discussion
Tuesday, 2 March, 2010	
Readiness to cope with Security Issues and Crises	
Session 1: Readiness to cope with Crises & Disasters	
Session Chair	Brigadier Jassem Mohammad Al Marzouqi – Deputy General Director for Human Resources at Abu Dhabi Police General Headquarters
Session Moderator	Lt. Colonel Abdullah Bin Nassar, Director, Police Research Center in Sharjah
9:00 – 9:20	Vulnerable Target Protection: Policy Considerations Fernando Sanchez, Director, The National For The Protection of Critical Infrastructures
9:20 – 9:40	New Approaches for Dealing with Crises Related to Nuclear Energy Security Christian Sommade, Secretary General – French High Committee for Civil Defence
9:40 – 10:00	Anti- Terrorism Strategies Gilles De kerchove, EU Counter-Terrorism Coordinator

10:00 – 10:20	UAE Contributions in the Area of Crisis and Threat prevention at Regional and International Levels Major Salem Al Habsi, Ministry of Interior, UAE Dr. Mustapha Taher, Ministry of Interior, UAE
10:20 – 10:40	General Discussion
Networking Break 10:40 – 11:00	
Session 2: Readiness to Cope with Security issues	
Session Chair	Dr. Ghanem Mohammad Al Hajiri- General Director of Sharjah International Airport Authority
Session Moderator	Lt. Colonel Dr. Obaid Khalifah Al Shamsi- Police Judicial Council
11:00 – 11:20	New Trends in Aviation Security Stephen Phipson, President, Smiths Detection USA
11:20 – 11:40	Meeting the challenges of national Security by Building Resilience Rita Parker, Chief Executive, ISSR
11:40 – 12:00	Illegal Migration, Preventive Measures from the EU Perspective Ilkka Laitinen, Executive Director, FRONTEX, EU Border Security Agency
12:00 – 12:20	The European Approach to Cope with Security Issues Christian Ehler, Member, European Parliament – Security Specialist, Germany
12:20 - 12:40	A View of the Transportation Sector Evan D. Wolff, Counsel & Director, Homeland Security Practice
12:40 - 13:00	General Discussion

Wednesday, 3 March, 2010
Seminars & Panels (held in cooperation with the General Authority for the Telecommunications Regulatory)

The Role of Telecommunications in International Security & Risk Prevention

Panel Chair: Mr. Meshal Bin Hussain, Director of Security Operations, TRA

TRA SEMINAR	
9:00 – 9:40	Dividing up the Challenge Marcus J. Ranum, CSO, Tenable Network Security, Inc.
9:40 – 10:00	General Discussion
10:00 – 10:40	Digital & Multimedia Evidence Forensics Larry D. Depew, PMP, President Digital Forensics, USA
10:40 – 11:00	General Discussion

Networking Break 11:00 – 11:30

11:30 – 12:10	National Security in the Information Age Jerry Cochran, Principal Security Strategist, - Global Security Strategy and Diplomacy Microsoft Corporation
12:10 – 12:30	General Discussion
12:30 – 13:10	The Criminal Use of Social networks Andrew Jones, KUSTAR

TRA PANELS (Capital Suites) 14:30 – 16:30			
	Panel 1	Panel 2	Panel 3
Panel Title	Introduction to Malware from the Criminal Side	Building Digital Forensics Capabilities	Trends in International Cyber Law Enforcement: The Dark Side of the Internet
Speaker	Richard Perlotto, Director, Shadowserver	Steve Anson, Managing Director, Forward Discovery Middle East	Sean Hoar, Assistant United States Attorney, US Department of Justice
Moderator	Mr. Ahmad Hassan, Team Leader/Monitoring & Response, aeCERT, TRA	Mr. Ali Al Emadi, Incident Handling and Response Analyst, aeCERT, TRA	Mr. Meshal Bin Hussain, Director of Security Operations, aeCERT, TRA

Workshop Program

Number of Speakers: 20

Monday, 1 March, 2010

WORKSHOP A

A Global Approach to Causality Reduction

Chair: Dr. Gehad Yousef Esbaita- General Manager of the Emirates Driving Company

14:00 – 14:20 **Road Security & the Threat of National Resilience**
Pat Hayes, Principal Consultant Middle East, TRL

14:20 – 14:40 **Developing Safety through Investigations and Collision Data**
Nigel Byard, Incident Management Specialist, TRL

14:40 – 15:00 **Influencing Driver Behavior**

James Castle, Safety Engineering Consultant, TRL

15:00 – 15:20 **Road Safety Management**
Simon Labbett, Regional Director (UAE), Transport Research Laboratory

15:20 – 15:45 General Discussion

Networking Break 15:45 – 16:15

WORKSHOP B

Cost and Benefit Analysis in the Crime Prevention Field

Chair: Massimiliano Montanari, Head, Public Private Security Policies and Major Events Security Initiative, UNICRI

16:15 – 16:35 **Security Threats for Vulnerable targets: Preparing to Prevent, Respond and manage Major Crisis**
Stuart Page, First Assistant Secretary Department of Foreign Affairs and Trade (DFAT), Australian Government

16:35 – 16:55 **Cost and benefit of innovative safety and security approaches in contemporary vertical cities**
Hembert Penaranda, Director, Hembert Penaranda Officina Architetti

16:55 – 17:15 **Cost-benefit Analysis of Investing or Non-investing in Technology**
Brian Powrie, Senior Advisor, Public Private Security Policies & Security Governance /Counter – Terrorism Laboratory of UNICRI

17:15 – 17:35 **Cost and Benefit Analysis in the Crime Prevention Field**
Laura Capobianco, Senior Analyst and Project Manager, International Center For the Prevention of Crime

17:35 – 18:00 General Discussion

Tuesday, 2 March, 2010
Critical National Security Issues

Session 1 : Border Security, Security of Sea & Ports, Urban Security
Moderator : Luigi Rebuffi, Chief Executive Officer, European Organization for Security

- 14:00 – 14:15 **Maritime Security: the Integrated Security Systems answer**
Emmanuel Villers, Maritime Security Sales & Marketing Director, EADS Defence & Security
- 14:15- 14:30 **From sea ports to high seas: Maritime Safety & Security Solutions**
Antoine Avelline, Business Development & Commercial Director, Thales Maritime Safety & Security International
- 14:30 – 14:45 **Border Control Management: Integrated national ID solutions for secure frontiers**
Hans J. Wieser, Director, Strategic Business Development, Siemens IT Solutions and Services
- 14:45 – 15:00 **Identity Management**
Richard Mikhael, VP Sales & Marketing, ME, Sagem Securite, SAFRAN Group
- 15:00 – 15:15 **From emergency situations to crisis management**
Jean-Luc Thouvenel, Middle East and North Africa Sales & Marketing Director, Thales Security activities
- 15:15 – 15:30 **Nuclear Non Proliferation “The WMD and Compliance Risks” – The Challenge for Governments and Port Operators**
David Fairnie, Director Global Port Solutions, G4S Plc
- 15:30 – 15:45 **Q&A session**

Networking Break 15:45 – 16:15

Session 2 : Critical Infrastructure - Related Security Issues
Moderator: Luigi Rebuffi, Chief Executive Officer, European Organization for Security

- 16:15 – 16:30 **Redefining Crisis First Response**
Dennis Davies CBE, Senior Fire and Civil Protection Advisor, EADS Defence and Security United Kingdom
- 16:30 – 16:45 **Optimizing security operations in critical infrastructures**
Christine Riveau, Market Manager, Critical Infrastructure Protection, Thales Security activities
- 16:45 – 17:00 **Transport & Critical Infrastructure Security Screening Technologies**
Magnus Ovilius, Vice President Government Relations, Smiths Detection Group
- 17:00 – 17:15 **Security Solutions for Transport Infrastructures**
Khalid Smadi, Regional Director Middle East, Morpho Detection, SAFRAN Group
- 17:15 – 17:30 **Developing a comprehensive and integrated approach to Oil and Gas facility security ecosystem**
Jorge Machnizh, Global Director, G4S Oil and Gas Solutions
- 17:30 – 17:45 **Energy Infrastructure Security: Security for smart energy grids**
Hans J. Wieser, Director, Strategic Business Development, Siemens IT Solutions and Services
- 17:45 – 18:00 **Q&A session**

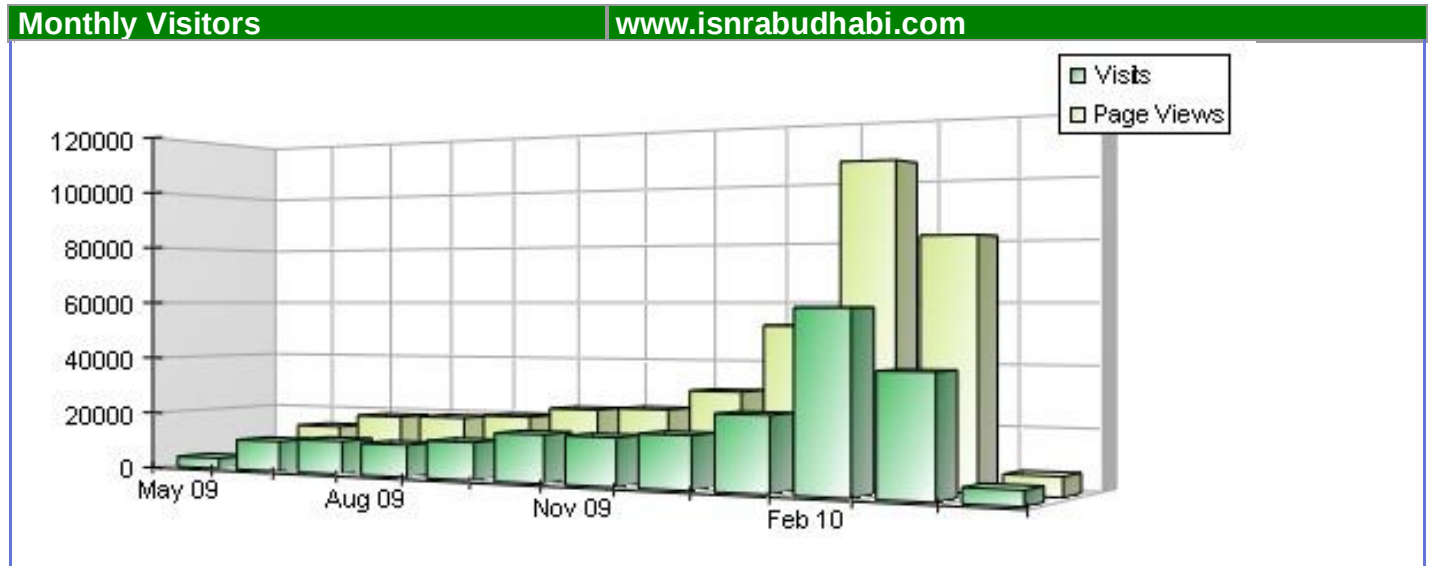
Conference & Workshop Attendance

Conference& Work shop Day 1	
Session 1	360
Session 2	280
Conference Day 2	
Session 1	183
Session 2	152
Conference Day 3 TRA	
Seminar	324
Panel 1	28
Panel 2	24
Panel 3	16

Website Traffic

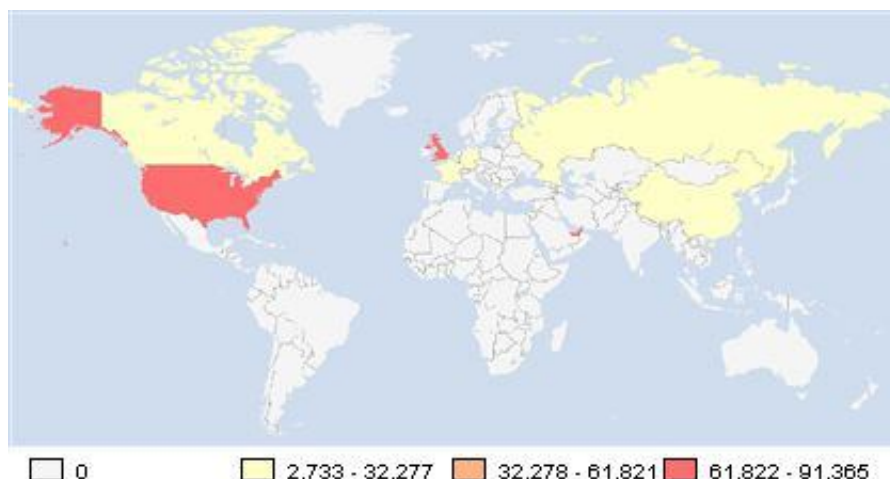
Site Name: www.isnrabudhabi.com

Date Range: May, 2009 to March 2010



Month	Page Views	Visits	Hits	Bandwidth (KB)
May, 2009	4,458	3,747	17,373	398,970
June, 2009	14,185	10,649	56,988	1,278,924
July, 2009	18,513	11,570	64,591	1,172,925
August, 2009	18,819	11,107	70,915	1,412,321
September, 2009	19,864	12,874	76,008	1,558,780
October, 2009	23,027	16,306	100,102	2,333,309
November, 2009	23,750	16,188	112,422	2,651,502
December, 2009	30,339	17,722	158,185	3,584,812
January, 2010	52,399	24,856	296,748	7,086,140
February, 2010	105,692	58,463	765,553	12,528,423
March, 2010	81,350	39,266	332,001	11,723,630
April, 2010	6,493	4,917	26,737	1,085,379
Total(s)	398,889	227,665	2,077,623	46,815,114
Average(s)	33,240	18,972	173,135	3,901,260

Visits by Country



Rank	Country	Page Views	Visits	Hits	Bandwidth (KB)
1	United States	91,365	70,055	302,179	9,713,750
2	United Kingdom	84,004	37,595	250,523	3,910,743
3	United Arab Emirates	79,914	45,006	386,029	11,801,038
4	N/A	56,148	27,089	399,833	7,832,433
5	China	20,866	14,436	78,859	1,042,377
6	Germany	12,185	3,988	104,626	2,275,861
7	France	5,933	2,507	46,791	1,130,600
8	Russian Federation	3,345	2,303	14,226	397,831
9	Canada	2,786	1,118	27,590	611,315
10	NA	2,733	1,058	12,397	308,458
	Other Items (142)	39,610	22,510	454,570	7,790,708
	Total(s)	398,889	227,665	2,077,623	46,815,115
	Average(s)	2,624	1,497	13,668	307,994

Summary ISNR Growth in 2010 Edition

	2008	2010	Growth %
Gross Space	13,464	15,800	17%
No. Exhibitors/Co-exhibitors	147	218	48.2%
International Exhibitors	45	60	33.33%
local Exhibitors	61	60	-1.6%
Co-exhibitors	41	98	139%
No. of participating Countries	20	24	20%
No. Official Pavilions	3	5	67%
Visitors	7,613	8,747	15%
Visitors by country	54	59	9.25%
Registered Media	122	207	70%