



We have the pleasure to announce that LandSeaAir 2010, International Defence and Security Exhibition will take place from 6-9 October 2010 in Athens, Greece, as a result of the gap created in the calendar of international defence exhibitions due to the cancellation of Defendory 2010.

LandSeaAir 2010 will be held at the Hellenikon Exhibition Center, the former Athens Airport. It is organised by Land-Sea-Air Exhibitions Ltd. under the auspices of the Hellenic Manufacturers of Defence Materials Association.

The Hellenic Defence Industries are entering a period of challenging business opportunities as they will be playing a significant role in the implementation of the forthcoming procurement programmes of the Hellenic Armed Forces, as announced by the new leadership of the Ministry of Defence.

The LandSeaAir team is headed by Mr. Dimitrios Angelopoulos MSc, publisher and conference organiser with former military career as Captain HN Rtd., and by executives and consultants such as Gen HAF (Rtd.) Andreas Andreopoulos (expert on delegation matters), Vice Admiral HN (Rtd.) Mr George Kypriotis (Armed Forces Affairs), Mr Rene Kourmpanis, Mr Spiros Kokkoris etc., with vast experience and expertise of 30 years in the organisation of international defence exhibitions.

LandSeaAir 2010 will constitute an important meeting place of the international defence community and provide the platform for inter-state contacts, technical briefing and industrial cooperation for Hellenic and visiting foreign delegations as well as invaluable opportunities for networking and in-depth exchange of ideas on joint ventures, collaborations and the latest developments in the field of Defence for the participating industries.

Being situated at the south eastern corner of Europe, LandSeaAir will especially provide access to defence markets in the wider region such as the Middle East, North Africa, Balkans, Eastern Europe, Asia and will also address critical issues as the sea border security of the European Union.

An impressive number of Governmental and Armed Forces Delegations are expected to officially visit the Exhibition. An official 4-day visiting programme will be prepared for each of the Governmental and Armed Forces Delegations who will be assisted by an escort hostess. A new and innovative concept of delegation visiting system will give emphasis to the National Pavilions. Visiting programmes will be closely coordinated and worked out with Pavilion Coordinators in advance before the inauguration of the exhibition.

An international conference will be organised one day prior to the inauguration of the Exhibition on procurement methods and strategy presented by prominent defence experts.

Supporting Media Partners of LandSeaAir are the international defence publications as well as the Hellenic defence media.

The exhibition facilities at the former Athens Airport are an ideal venue for defence events. It is easily accessible, spacious, free of columns, with unlimited parking space and with major hotel establishments nearby limiting driving distance to 15 minutes.

Sponsorship and branding opportunities, an important marketing tool and means of direct communication with official and trade visitors will be offered for the front entry wall, official delegation restaurant, official reception, press and media center, delegation lounge, entrance passes, lanyards, visitor invitations, etc.

Additional information such as floor plans indicating the locations of the National Pavilions and individual participations, space costs, agreement of participation and other details will be forwarded to you during the course of next week.

We would like to assure you that with our long experience in the defence industry, we will do our utmost to make your participation in LandSeaAir 2010 fruitful and productive.

Dimitrios Angelopoulos
General Director

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