



The French collection

The Eurosatory 2012 Land Security and Defence exhibition will see industry experts, politicians, military decision makers, manufacturers and specialist media from more than 130 nations come together at the Paris-Nord-Villepinte exhibition centre from June 11-15. **Claire Aphorh** previews the British presence at the show.

Ongoing developments within the armed forces, future land systems and equipment, and changes in the defence industry landscape will very much be the focus in Paris.

Run by the French land defence manufacturers' association, GICAT, the biennial Eurosatory exhibition is a world-leader in bringing together the most vital players in the defence and security industry.

In 2010 the show boasted 1,327 exhibitors from 54 countries including 53,566 professional visitors; 7,157 members from armed forces and security forces from 108 countries; 126 official delegations from 74 countries and European Union and NATO representatives; 268 operational experts and programme directors (Eurosatory guests) from 36 countries; and 636 journalists from five continents.

ADS will be co-ordinating the UK pavilion in Hall 5a and a number of member companies will be exhibiting.

Events include exhibitions, dynamic



WFEL driving home the idea of dual use.

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demonstrations and the opportunity for one-to-one business meetings and strategic consultancy to connect manufacturers with their customers, as well as official conferencing forums through which worldwide trends in state-level threat prevention can be discussed and analysed by the brightest minds in the industry.

Many see Eurosatory as vital to their work within the international and homeland security markets, be they complete equipment manufacturers, component manufacturers, suppliers and subcontractors, service providers, professional organisations, or official bodies.

Not only does the exhibition provide access to European industry, equipment and services; it allows UK organisations to deliver their message into the wider market and gain recognition for their new and innovative technology and service offerings.

WFEL will be showcasing its Dry Support Bridge (DSB), the longest unreinforced tactical bridge in its class available anywhere in the world and sales and marketing director Max Houghton highlighted the show's importance to the company's 2012 marketing strategy.

"Eurosatory is a key date on the global exhibition circuit and incredibly well attended by senior decision makers from across the world," he said. "It provides an excellent opportunity to invite major delegations to our stand and to maintain our presence on the international stage."

The DSB, a classic medium glider bridge (MGB), was initially developed for the US as its next generation of bridging system and it has since been adopted by Turkey and more recently Switzerland, with the latter placing a £60 million order at the end of 2011.

"In the 40 years since it was first launched, more than 500 MGB systems have been sold worldwide to 40 different armed forces," Houghton said.

"It's enduring qualities, such as its rapid

deployment and ease of transportation, has ensured that it has maintained its position as the world's number one tactical bridging system."

Overall, WFEL will be driving home the fact that its systems provide a combination of quality of use, precision engineering and unrivalled capabilities for non-lethal military or civilian emergency relief operations.

"We have been the world leader in tactical military bridging for over four decades and we're confident that those who come to speak to us will be left in doubt as to why," Houghton concluded.



Military cases company, CP Cases, which will be focusing on its Amazon cases, racks and accessories along with other flagship products like the ERACK and SarRack, is also keen to underline the importance of Eurosatory.

"We rely on exhibitions for leads and to highlight our company," said the company's Samita Bat. "The show brings in international trade which allows us to showcase our capabilities further, building our company profile and highlighting our expertise within this market. This, along with our ability to deliver bespoke requirements and being the number one choice for customisable solutions, are the messages we will be aiming to drive home during the show."

Other logistics-based solution providers exhibiting within the ADS pavilion include Babl Military Buildings, which will be showing off its helicopter and aircraft hangars, warehouse, storage, and shelter technology, with its EFASS range of soft-walled structures specifically designed for the military to be rapidly deployed and erected anywhere in the world, and Marlow Ropes, which specialises in the design and manufacture of technically innovative rope products for defence and special forces.

DMS Technologies will also be featuring its

power and energy storage systems for military and industrial applications.

ADS member, Cranfield University, will be flying the flag for UK research and development within the defence and security sector.

"Our main reasons to be at Eurosatory are to get access to the international delegations and to maintain our brand and visibility as one of the very few universities with broad capability in this sector," explained corporate relations representative Paul Osborne. "We will be setting out our broad offer – long and short courses in postgraduate education and continuing professional development – spanning most areas of defence and security, as well as our relevant research, consultancy and specialist facilities."

As the academic partner of the Defence Academy of the UK, Cranfield University is actively involved in research and development on armour and warhead technologies. Cranfield's academic staff work alongside MoD experts; many of its students are serving military officers and most of its research is focused on finding innovative solutions to the most important current operational challenges.

A recent example of innovation driven by operational requirements is the university's research into ceramics used in explosive reactive armour (ERA) to reduce the risk of collateral damage on military vehicles. ERA was developed in response to the increasing threat offered by the proliferation of rocket-propelled grenades (RPGs) and other man-portable armour piercing technologies employing shaped charge warheads. ERA is currently widely deployed on military vehicles and is the most effective means of defeating shaped charge jet warheads currently in operational service.

In current ERA systems, when struck by a weapon, there is a serious risk of collateral damage being caused to dismounted troops, civilians and other vehicles by the steel 'flying plates' that is explosively propelled away from the armour to disrupt and defeat