



LAAD SECURITY 2012
10-12 April
Riocentro, Rio De Janeiro, Brazil

£1800 UKTI Tradeshow Access Programme (TAP) funding available for eligible companies

ADS are delighted to offer the UK Security and Defence communities the opportunity to showcase their capabilities, technologies and services in Brazil which is currently one of the UK Governments priority export markets.

In 2010 The Brazilian Government signed a Government to Government agreement with the UK as they recognized the importance of engaging with UK companies who are at the forefront of cutting edge technologies and innovation in the Security & Defence Sectors. As you will be aware Brazil is not only hosting the 2014 World Cup, but also the 2016 Summer Olympics, these two events alone will stretch their current security contingency measures. Brazil has traditionally had to concentrate on domestic crime, but it will now have to look at the bigger global picture of Counter Terrorism which in the past it has not had to contend with and will involve major investment in the coming years. In addition to this Brazil's strong economy and increasing security requirements are pushing broader security programs that go well beyond increasing protection for these major upcoming events. Brazil's President has recognized that the countries border controls are one of the biggest problems facing the country's security.

These are just some of the areas of expertise that the organizers have stated that USD investment will be placed:

Consultation, Command and Control
Surveillance
Police Training systems
Civilian Police Training & Productivity
Police technology systems

Integration of Police Forces
Intensive training for Military Police
Installation of Coroners
Installation of Forensic units
Counter Terror

The Brazilian security market is one that needs to be educated by experts and taken advantage of by UK companies; the opportunity to be part of the UK National Pavilion is one that should not be missed by any forward looking business who wants to succeed in this evolving market.

ADS have reserved space at the LAAD Security 2012 exhibition for a UK National Pavilion. With UK Government participation confirmed, you may also be eligible for an £1800 grant under the UKTI TAP scheme which assists UK Security companies to gain access to this huge business opportunity from the very beginning.

Please complete with your information below and return it to me at Toni.Adnams@adsgroup.org.uk or fax to 02070914545

We are interested in exhibiting at LAAD Security 2012 in the UK Pavilion.

Company Name:

Yes No

If Yes, please indicate your preferred stand option: Bare Space Shell Scheme

Please indicate your approximate space requirement Sqm