

Impressions and Lessons Learned – Eurosatory 2014 Exhibition – Paris



Background

Eurosatory exhibition is held every 2 years in Paris, France, in the Exhibition park.

The exhibition's website is: www.eurosatory.com.

This year the exhibition was held between 16 June and 20 June, 2014 and focused on the matters of land and air to land protections and the European Security Community.

Some 1,500 exhibitors from all parts of the globe participated in the exhibition and exhibited weapons and ammunitions of various types, accompanying equipment for field conditions, dedicated and unique vehicles, manned aircraft, unmanned ground, aerial and marine vehicles, electronic equipment and systems, consulting firms' booths and others.

Many interesting panels and lectures were held during the exhibition, with the participation of key persons from all over of the world. We joined part of them and were enlightened and learned new and updated information.

The exhibition organizers and managers also provide service of arranging meetings of Business to Business (B2B) between exhibitors and visitors. This activity is done in advance, about a month before the exhibition is opened and includes registration to the B2B activity, preparation of short profile of each of the exhibitors and visitors that are interested in such meetings and publishing, in the exhibition's website, a catalog of the participating exhibitors and visitors. Then each visitor can ask for meeting with the participating exhibitors he is interested to meet. Some 350 exhibitors and visitors' firms registered to participate in the B2B meetings.

We learned about the exhibition through the Internet and decided to participate as visitors, in order to become updated in areas that are connected to our activities. Furthermore, the B2B meetings service gave us an additional opportunity to meet representatives of firms to which we can propose our services and cooperation.

Getting Organized for the Exhibition

Getting organized for the visit the exhibition included several activities, as follows:

1. Updating the Firm's Website and Redesign of Cards and Stationary

Updating of the firm's website, cards and stationary began as part of rebranding process, in which the firm was given a new brand name: "DvirCom". The process was expedited towards the opening of the exhibition and the updated site was launched at the website address: www.dvircom.com.

2. Preparing Materials for Participating in the Exhibition

This activity included preparation of a profile page, which included description of the firm, list of customers and their logos and short description of the firm's key persons.

We also prepared a list of exhibitors, the activities of which can be of interest to us and we might want to visit their booths.

3. Finding Exhibitors that can be Potential Candidates for B2B Meetings

We searched the B2B catalog for exhibitors that can be potential candidates for cooperation, according to their profiles in the catalog. We then invited the exhibitors we chose to meet us. Our invitations were appreciated and approved.



2014
EUROSATORY
16 - 20 JUNE 2014 / PARIS



enterprise
europe
network

0 DAYS TO GO

EUROSATORY * BUSINESS MEETINGS
16 - 20th June 2014 | PARIS Nord Villepinte

DvirCom

26 Hagideonim
3094126 Zichron Yaakov
Israel

 [Show location](#)

<http://dvircom.com>



Consultancy

DvirCom, a consultants company, specializes in system engineering, management (PMI) and supervision of development projects for civil and defense companies in the electronics and wireless communications fields (broadband data, communication systems for unmanned aerial, marine and land vehicles). We provide creative and advanced solutions in order to meet the quality requirements, timetables, and budget of each project, starting with definition of the project, and ending after implementation at the customer's.

Along the years (since 1990), we gained vast experience and reputation of quality and professionalism.

Additional services:

1. Technical writing, using MadCap Flare software upon request
2. Preparation and carrying out training.
3. Translation of technical documents from Hebrew to English and vice versa.

The company is located in Israel.

See a list of our customers in our website – www.dvircom.com

Part of our team has European citizenship.

SYSTEM ENGINEERING AND PROJECT MANAGEMENT CONSULTANCY

What we offer

Consulting services in:

1. System engineering (electronic and wireless communications systems)
2. Project management (PMI principles)
3. Technical writing, using MadCap Flare software upon request
4. Preparation and carrying out training
5. Translation of technical documents from Hebrew to English and vice versa.

Responsible

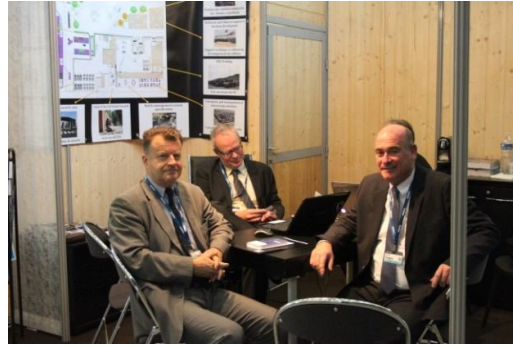
Mr MBA Dror Dvir

CEO

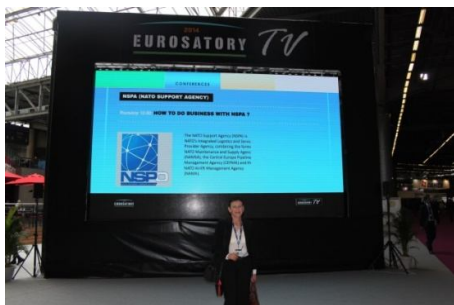


Visiting the Exhibition

The first day of the exhibition was dedicated to getting acquainted with the exhibition's site, visiting the booths of some of the firms we marked as interesting and for organizational issues.



The rest of the days were dedicated for B2B meetings, more thorough visits to booths of companies we marked in advance as interesting, visiting other booths and mingling.



Lessons Learned and Tips

The main lessons learned are:

- There is shortage in experienced engineering manpower in Europe and there are many opportunities to be exploited.
- Eurosatory exhibition is a good event for finding opportunities and repeated visits can be beneficial.
- Additional exhibitions/conferences in the relevant areas can be source for creating business contacts.
- You need to prepare thoroughly for each exhibition/conference, including preparation of marketing materials, locating and studying potential customers and setting meetings in advance – **thoroughness and quality pay.**
- Be ready to change directions during the meetings with representatives of firms, since the meetings almost always do not proceed exactly as you planned and you need to be aware of nuances and show flexibility.
- Visit and talk to representatives of exhibiting/participating firms, as potential for creating business opportunities.
- There is big advantage in visiting an exhibition/conference in team of two persons and the added value is:
 - ✓ Each of the participants becomes aware of his own nuances and insight during the meetings
 - ✓ Team work is fruitful for the participants
 - ✓ It is easier to maintain a conversation, when your colleague takes notes and you can analyze the notes later.