



# IEDD FOCUS

In association with



## Counter Terror Expo 2011 Delivered:

**7,745** International Attendees **67%** of attendees were Buyers or Specifiers

**79** Countries **400** Exhibitors

## WHY IEDD FOCUS FOR 2012?

- ◆ **21% of Attendees** to CTX 2011 were specifically interested in **EOD/IEDD**
- ◆ This Subject continues to be one of the **biggest and Deadliest threats** from Terrorists

## ATTENDEES RELEVANT TO IEDD:

- ◆ Private Sector & Large Corporate 22%
- ◆ Police & Emergency Response 21%
- ◆ MOD, Intelligent Services & Armed Forces 11%
- ◆ Building & Facilities Protection 10%
- ◆ Training / Consultancy / Private Security 7%
- ◆ Critical Infrastructure / Transport Security 6%
- ◆ International & UK Government / Border Control 3%

**N.B. Please see [www.counterterrorexp.com/attendees](http://www.counterterrorexp.com/attendees) for actual attendees from above sectors.**

## IEDD CONTENT AT 2012:

- ◆ IEDD Demonstration area in the heart of the show floor running live Scenario based demonstrations
- ◆ Technology Focused Workshops sessions on IEDD
- ◆ Dedicated IEDD Promotional campaign including a bespoke web page, email newsletters and press releases
- ◆ DSEi Visitor Invitation Programme

## IEDD FOCUS FOR 2012:

Perhaps the most common and widely used weapons of the terrorist are improvised explosive devices (IEDs). Locating and defeating, or disposing of, an explosive device is ultimately the difference between success and failure in many counter terrorism situations.

The IEDD Demonstration area was one of the most popular showcases at Counter Terror Expo 2011, and so we are repeating, and expanding it for 2012. Targeted specifically at Police, Fire, Military, Transport Security and Emergency Services, the feature will showcase ROV's and Ancillary Equipment through a range of scenario based Demonstrations.

## The 2011 attendees

### Primary Product Areas of Interest:

CCTV and Covert Surveillance Equipment	3904
Access Control / Biometrics / ID Solutions	3220
Perimeter Security and Intrusion Detection	2933
Information and Communication Systems	2748
Location Monitoring and Tracking Systems	2407
Personal Protection Equipment / Clothing and Body Armour	2247
Systems Integration	2071
Screening & Scanning Equipment	2099
Barriers / Bollards / Gates / Turnstiles	2049
Emergency Response Equipment	1945
CBRNE Detection and Protection	1621
Sighting and Image Recording and Processing	1794
<b>Explosive Ordnance Disposal / Improvised Explosive Device Disposal</b>	<b>1619</b>
Blast Containment	1540
Human Resources and Training	1681
Electro Optics	1384
ANPR Software & Hardware	1327
Database Management Solutions	285
Seals / Tamper Evident	981
Canine Services	612

\* Source: EAS Accredited

\* multiple interest response

For more information please contact The Counter Terror Expo Team on + 44 (0) 208 542 9090 or email: [info@niche-events.com](mailto:info@niche-events.com) or visit [www.counterterrorexp.co.uk](http://www.counterterrorexp.co.uk)

