

AIR | LAND | NAVAL | SECURITY | JOINT

**JAPAN'S ONLY FULLY INTEGRATED
DEFENCE EVENT**

D S E I
J A P A N

21-23 MAY 2025

EVENT BROCHURE

Organised by



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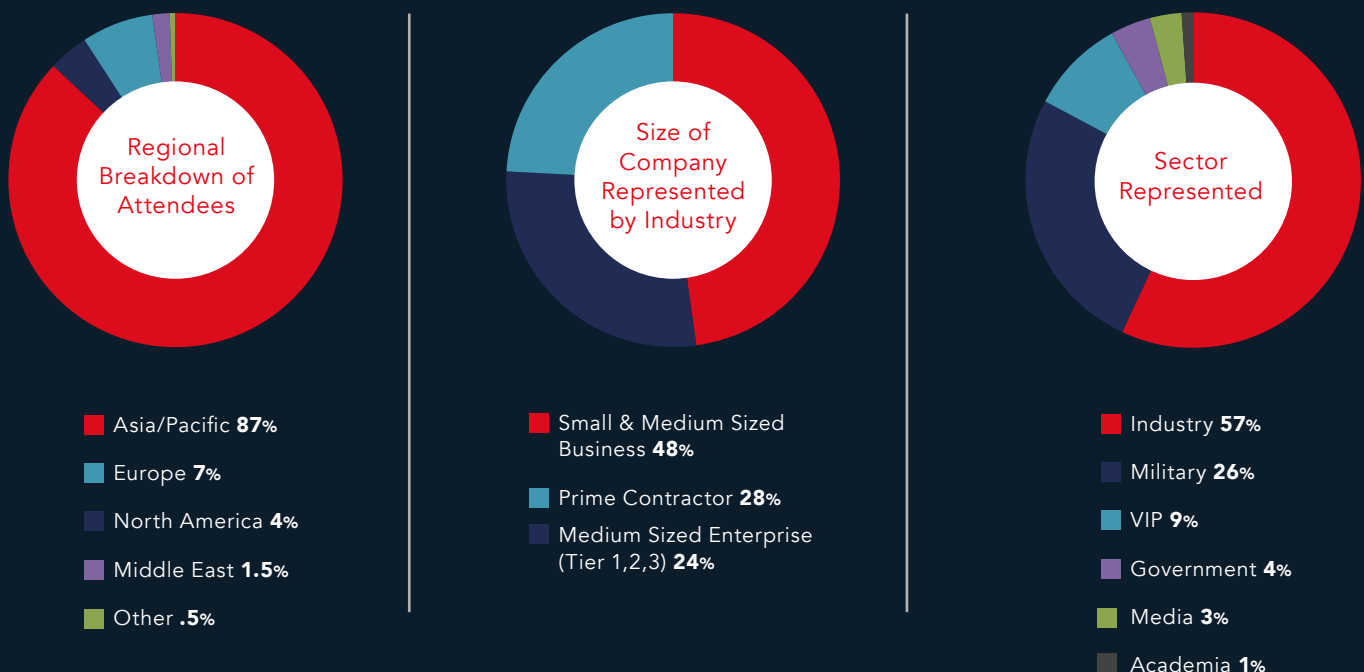
DSEI Japan 2023 marked a significant milestone in the global defence industry, reinforcing its position as Japan's only large-scale fully integrated defence event. With the full endorsement and participation of key Japanese government departments, including the Japanese Ministry of Defence, Ministry of Foreign Affairs, Ministry of Economy, Trade & Industry, and the Acquisition, Technology & Logistics Agency (ATLA), the event was a resounding success.

The second edition of DSEI Japan, held on 15-17 March 2023, convened 291 exhibitors from across the globe, showcasing cutting-edge technology and innovative solutions. The event provided an unparalleled platform for the global defence industry to engage with the Japanese defence community, fostering international relationships, and generating new business opportunities and partnerships between Japan and the world.

2023 FACTS & FIGURES



ATTENDEE PROFILES



WHO WILL YOU MEET AT DSEI JAPAN 2025?

The only large-scale integrated defence event in Japan, DSEI Japan provides unprecedented levels of access into the Japanese and wider Asia-Pacific market. The DSEI brand has a proven track record of bringing the entire supply chain together on an unrivalled scale.

The seniority of visitors at DSEI Japan 2023 was exceptional. With over 500 VIPs and delegations from across the world, exhibitors met some of Asia-Pacific's key decision makers. These included Japan's Minister of Defence, who visited a number of exhibitors.

THE MOST SENIOR AUDIENCE IN THE ASIA-PACIFIC REGION

As an exhibitor you will meet the most influential military and government professionals in the Asia-Pacific region.

- Chief of Defence Staff
- National Armament Directors
- Service Chiefs
- Capability Directors
- Project Leads
- Civil Service & Government
- Industry C-Level
- Heads of MRO
- Procurement Heads

THE MOST ADVANCED VIP DELEGATION PROGRAMME IN THE REGION

Pre-show:

- Opportunity to select which type of VIPs you want to meet prior to invites being sent
- Request meetings via the event app with specific VIPs based on your product/service offerings

Onsite:

- Access to the VIP programming team for live updates on VIPs in attendance and to request new meetings
- View your calendar of meetings and enjoy face-to-face time with both procurement and operational heads

JAPANESE DEFENCE EXPENDITURE

Japan's parliament has recently enacted a record defence budget of ¥6.82 trillion for the fiscal year 2023, marking the largest allocation in the nation's history. This significant investment initiates a five-year period aimed at fundamentally revamping Japan's defence posture in response to regional security threats. The government's strategic focus on enhancing defence capabilities, coupled with the commitment to double the annual defence budget to 2% of GDP, underscores the nation's resolve.

With such unprecedented investment in defence, the stage is set for DSEI Japan 2025. It represents the perfect time for industry professionals to engage, innovate, and partner, aligning with Japan's forward-thinking defence strategy. DSEI Japan continues to be the gateway to the Asia-Pacific defence market, and the 2025 event promises to be an unmissable opportunity in light of Japan's record defence budget.

Key focus areas

- Supporting stability in the Asia-Pacific region
- Enhancing rapid deployment and response capabilities
- Ensuring security of seas and airspace surrounding Japan
- Expand cyber defence units
- Security in outer space
- Improving the global security environment
- Providing deterrence & response to security situations and large-scale disaster



\$264

billion spend over the next 5 years

STAND OUT AT DSEI JAPAN 2025

SHELL SCHEME



\$1000
psqm until
May 2024
then
\$1030

Shell scheme exhibition stands comprise of stand walls, lighting, carpet, 13A socket and also include a furniture package. Each stand will also feature a fascia board with your company name on.

SPACE ONLY



\$900
psqm until
May 2024
then
\$930

Space Only means that you will receive a raw space on the floor plan to build your own stand. We have a list of recommended contractors you can use to build your stand.

SPONSORSHIP PACKAGES

The DSEI Japan sponsorship packages are designed to make real impact and raise your profile significantly at the event. Choose from our premium sponsor packages or contact us for more bespoke options.

	HEADLINE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITOR
Exclusive	✓					
Branding on all general online collateral	✓	✓	✓	✓	✓	
Branding on all general printed collateral	✓	✓	✓	✓	✓	
Branding on all general onsite signage	✓	✓	✓	✓	✓	
Thought Leadership session *	✓	✓				
Panel Seat Session	✓		✓			
Dedicated e-blast to database pre-show	✓	✓	✓	✓		
Dedicated e-blast to database post-show	✓	✓	✓	✓	✓	
VIP Lunch Passes	8	6	4	2		
Exhibition Booth						✓
TOTAL COST	\$150,000	\$75,000	\$50,000	\$25,000	\$15,000	\$825/\$925 per sqm

* All sessions will take place in the International Conference Hall and all thought leadership sessions to be agreed in conjunction with DSEI Japan.

ENQUIRIES

International Exhibitors

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Japanese Exhibitors

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