



ISRAEL DEFENCE 2010
THE INTERNATIONAL DEFENCE FORCES EXHIBITION

Dear Sir/Madam,

The Israel Defense Exhibition (ISDEF) for Army, Police & HLS (Home Land Security) is taking place for the 4th consecutive year on the 18 – 20 of October, 2010 in Israel. **ISDEF** offers the best platform to create business opportunities between world leading manufactures and prospective clients in the Defense industry in Israel.

ISDEF's advantage is that it uses Israel's excellent reputation as a world leader in the fields of Defense and Home Land Security and collaborates between major decision makers. Being the only major international defense exhibition in Israel, **ISDEF** attracts top key players, political and government figures.

The Exhibition is organized by [TAR Ideal Concepts Ltd](#) – the leading Military and Police Equipment & Training Integrator in Israel.

During the years **TAR (20 years registered MOD supplier)** , has developed close business relationships with number of largest industries in the world as well as end users from Military & Police branches such as – Army, Navy, Air Force, Counter Terror Forces & IMOD.

Event summary:

- Full exposure to the Israeli Defense market
- 5,000 International visitors & 120 exhibitors from all over the world
- The exhibition sponsored by [Israeli Export Ministry](#), [Manufactories Association in Israel](#) and [ICA](#).
- International defense delegations
- Face to face interaction with potential end users
- Local and international media coverage
- Live demonstrations of the most advanced products on the market

Currently, ISDEF offers unique, Army & Defense focused, an efficient and cost effective way for your company to meet face to face the most potential clients in the market (local and International).

Should you have any inquiries and would like to know more details please contact me at

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