

**Subject:** TEAM AUSTRALIA AT DSA 2010 - KUALA LUMPUR 19-22 APR 10

**UNCLASSIFIED**

The below message is sent on behalf of the Defence Export Unit any enquiries should be directed to [teamaustralia@defence.gov.au](mailto:teamaustralia@defence.gov.au)

**All interest and enquiries should be forwarded to the Defence Export Unit at [teamaustralia@defence.gov.au](mailto:teamaustralia@defence.gov.au) not later than 15 January 2010.**

Dear All,

You may have seen a recent proposal that the Defence Export Unit (DEU) facilitate a Team Australia stand at the Defence Services Asia (DSA) 2010 expo to be held in Kuala Lumpur Malaysia in the period 19-22 Apr 2010. The proposal was for a typical open plan Team Australia stand featuring individual exhibitor 'pods' at a cost to participants of A\$ 1200 per square metre of floor space occupied on the stand. Participation was to be supported by the resources of DEU including support from uniformed ADF members.

Unfortunately the above proposal did not attract sufficient industry interest to justify proceeding. We believe that this may have been because of the requirement to take a minimum floorspace allocation and the financial commitment that this would involve.

The DEU believes that there are good potential opportunities for Australian companies in the SE Asian defence and security markets and DSA participation provides a worthwhile means of accessing these markets. We are offering an alternative proposal which will cater for companies with products to exhibit and those which only need a base from which to operate while they interact with other exhibitors and visitors to DSA.

For potential exhibitors, the arrangements are the same as previously offered with participation costs based on floorspace occupied. However potential participants who don't wish to exhibit will not be required to commit to dedicated floorspace but would be levied a fixed participation charge of A\$1500 for a single representative with an additional A\$500 per person for additional company representatives. Both exhibitors and non-exhibitors would be entitled to use meeting, storage and refreshment facilities on the Team Australia stand and have access to the full support of Defence representatives.

Because we have yet to book space at DSA 2010 we need to move quickly. Companies wishing to either exhibit or use a Team Australia stand as a base for participation at DSA 2010 are requested to notify their requirements by 15 January 2010. A decision on whether or not to proceed will be made in the third week of January and potential participants will be required to firmly commit by the end of January when a non-refundable deposit will be invoiced.

DMO Business Access Offices, Industry Associations and government agencies are asked to circulate this notification to their defence industry constituents.

Advice of interest in participation should be forwarded to [teamaustralia@defence.gov.au](mailto:teamaustralia@defence.gov.au) by **not later than 15 January 2010**.

*If you wish to be removed from the DMO Business Access Office mailing list please notify us via [DMO.BAOVIC-TAS@defence.gov.au](mailto:DMO.BAOVIC-TAS@defence.gov.au)*