



Rosoboronexport intensifies exhibition activities in Latin America

Rosoboronexport (part of the Rostec State Corporation) is stepping up its marketing strategy in Latin America. For the first time ever, the company will participate in the Mexico's Aerospace Exhibition 2017 (FAMEX 2017) and Expodefensa 2017 International Defense and Security Trade Fair in Colombia.

"Since its establishment in 2000, Rosoboronexport has considered geographical expansion and increased supplies of Russian defense products to the global market as its top priorities. The company is successfully implementing these objectives in all regions of the world. In particular, the cost of military equipment supplied to the Latin American countries since 2001 has exceeded 10 billion US dollars. We've faced a stronger competition from the US and European arms manufacturers in the region in the past few years, however we are ready to fight for the customer using various modern marketing tools. Our offers include flexible financial arrangements such as the offset, trade-in and individual approach to each customer. The customers trust us and value our ability to provide high-quality post-sale servicing, broad upgrading opportunities and all kinds of technical and legal consultations in the 24/7 format", - Alexander Mikheev, Rosoboronexport's Director General, said.

Rosoboronexport supplies Latin American countries with a wide range of Russian military equipment. Russian aircraft and helicopter equipment has invariably enjoyed great popularity enhanced further by the successful efforts of the Russian Aerospace Forces during the counterterrorist operation in Syria. Regional customers have also shown interest in the Russian armored personnel carriers and infantry fighting vehicles, KAMAZ, URAL and UAZ vehicles and Tigr special armored vehicles commended by special units from a number of Latin American countries.

With regard to the contemporary challenges such as terrorism, illegal drug trafficking and organized and cyber crime, Rosoboronexport actively promotes its Comprehensive Security System in the Latin American market. The system provides integrated solutions in cyber security, aerial and coastal control and protection of large populated areas and facilities. The system can also be used as a platform for the integration of various conventional armament systems.

In 2017, Rosoboronexport will take part in four specialized exhibitions in Latin America, namely, the LAAD 2017 Latin American Defence and Security Exhibition in Brazil, International Exhibition of Technology in Defence and Prevention of Natural Disasters (SITDEF 2017) in Peru, Mexico's Aerospace Exhibition 2017 (FAMEX 2017) and Expodefensa 2017 International Defense and Security Trade Fair in Colombia.



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