

PSE Selection Criteria

There are a number of factors that need to be considered when deciding when and where to hold a Public Security Equipment (PSE tabletop exhibition). No one factor alone is sufficient but together with other sources of information, help form the decision making process. The main criterion used is as follows;

1. Feedback from our member companies as to where they believe the best export opportunities lie.
2. Recommendations from the Security Export Focus Group (SEFG)
3. Various information that comes into the A|D|S office from companies, emails, telephone calls, journals and magazines
4. Consideration of UKTI DSO's target markets
5. In certain cases, advice from the A|D|S Director Overseas, in particular consideration of any export licence issues that may be an inhibitor
6. Confirmation from the Commercial Officer in country, that there is a required and justified need for us to attend
7. The ability of the Commercial Officer to deliver a good event
8. Consideration of whether the country has been visited before, and if it has, how successful had the visit been
9. How does the proposed visit score on the A|D|S PSE matrix
10. Final approval/ratification from the A|D|S Security Pillar Board

Ray Lee

A|D|S Events & Membership Manager

12 October 2009