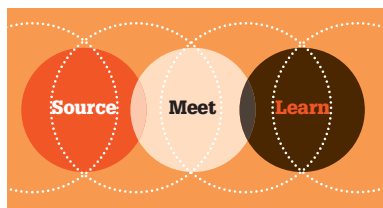


## The time is now



Increasing economic pressure, combined with a growing scrutiny of foreign aid, has meant the humanitarian aid and development community must achieve its most effective deployment of budgets to date. That's why AidEx has been launched, says Event Director Nicholas Rutherford.

AidEx will provide the aid sector with a unique platform to engage directly with suppliers from a range of sectors including food and clothing, energy, logistics, shelter, security, transport and communications.

There will be over 200 key suppliers of relief products and services representing their field at the event, including Barrett Europe Ltd, Toyota Gibraltar Stockholdings and the UN World Food Programme.

Event Director Nicholas Rutherford commented: "We believe that AidEx arrives at a pivotal time, combining the opportunity to network with key international organisations, along with the chance to learn more about the most pressing issues within the sector."

The extensive educational **Conference** includes sessions on safety and security of aid operatives, commercial partnerships, supply chain logistics and emergency response capacity. The free **Aid Donor Advice Clinic** will provide visitors with the chance to meet with national and international organisations involved in providing funding, plus attend free **workshops** and **live product demonstrations** to obtain practical advice.

AidEx will also unveil the **Local African Supplier Zone** which will allow NGOs and charities to meet hard-to-reach suppliers from Sub Saharan Africa. There's also the **Aid Innovation Challenge** showcasing the latest inventions to help the delivery of aid and a celebration of top professionals in the field in the **Humanitarian Hero of the Year Award**, as voted for by the aid community.

AidEx is free to attend, on either or both days. Come and visit the exhibitors and attend the free Conference sessions that are relevant to you. To receive your free entry badge to the event, please visit [www.aid-expo.com](http://www.aid-expo.com) and enter your details.

### WHY ATTEND?

- **MEET** global suppliers of emergency aid solutions, including hard to find local suppliers from Sub Saharan Africa
- **CONFERENCE HIGHLIGHTS** Hear from top charities & NGOs including Médecins Sans Frontières, UNICEF, IFRC & Save the Children
- **DISCOVER** the latest ideas & inventions in emergency aid
- **SPEAK DIRECTLY** to the donors in the Aid Donor Advice Clinic
- **NETWORK & SHARE** best practice with like-minded professionals



### WHEN & WHERE

Wednesday 19 October 09:30 - 17:00  
Thursday 20 October 09:30 - 16:30

Brussels Expo, Hall 7, Belgium  
[www.brusselsexpo.be](http://www.brusselsexpo.be)

### WHAT NEXT?

For your free entry badge visit  
[www.aid-expo.com](http://www.aid-expo.com)

**AIDEX MEETS ...**



**Jens Bahrmann**  
Area Manager Europe,  
Ford - Kjaer & Kjaer,  
Denmark

**Our company works with...**

Aid organisations and commercial companies working in the disaster relief and development sector.

**We're excited about...**

Launching and showcasing the new Ford Ranger on our stand. The model is particularly suited to the aid sector with its powerful yet fuel-efficient engine.

**AidEx arrives at a good time for the humanitarian aid sector because...**

At present there is an increased focus on disaster relief, in the face of the desperate situation in East Africa. There are very few opportunities to meet fellow professionals in the sector, so this provides a platform to share ideas and better address aid.

»Visit Ford-Kjaer & Kjaer on stand E36

## Falling short

The last year has been a particularly testing time for humanitarian aid charities. Against the backdrop of strong criticism of foreign aid budgets, the sector is also working hard to address the fall in private donations seen in the present famine hitting the Horn of Africa.

Research suggests that the public is put off from donating because of concern over where and how money is spent. Ensuring a high level of transparency so that donors have an understanding of how their hard-earned cash is making a difference to those who need it most is crucial throughout the aid sector.

With every high-profile disaster comes speculation over how money is being spent. For instance, with rumours about corruption or government instability, there is always a perception that money is not being used as effectively as possible.

The AidEx Conference will include a special focus on donors; examining accountability and transparency, how effectiveness and value for money is assessed, plus some insights for NGOs on how to balance requirements for compliance and longer-term planning with asset disposal.

Toni Frisch, Ambassador, Deputy Director-General, Head of Humanitarian Aid Department and Head of the Swiss Humanitarian Aid Unit (SHA) will chair a session on 19 October from 10.00 - 11.00 on the major donors' perspective.



**Book your free place at this Conference session at [www.aid-expo.com](http://www.aid-expo.com)**

## Who should visit?

AidEx is relevant for all those who are involved in the purchasing and deployment of aid.

- Humanitarian professionals**
- Operational staff**
- Emergency co-ordinators**
- Procurement professionals**
- Field operatives**
- Development staff**
- Logistics professionals**
- Supply managers**
- All levels of management**

## Exhibitors include:

<ul style="list-style-type: none"> <li>• Adlens</li> <li>• Advance Aid</li> <li>• AIDPOL</li> <li>• Aid Training &amp; Operations Ltd</li> <li>• Air Partner</li> <li>• Ajay Industrial Corporation Ltd</li> <li>• Alpinter Relief Supplies</li> <li>• AMISCAN (Pty) Ltd</li> <li>• Anand International</li> <li>• Aquabox</li> <li>• Barrett Europe Ltd</li> <li>• Blu-Med Response Systems</li> <li>• BOXIT Contracting LLC</li> <li>• Butyl Products Ltd</li> <li>• Cartay Products</li> <li>• De Acogida, Ltd</li> <li>• Castell Satcom Radio</li> <li>• Conrico International Ltd</li> <li>• Containex</li> <li>• Conteno</li> <li>• d.light</li> <li>• Damco</li> <li>• DHL Global Forwarding Ltd</li> <li>• Dinsons Manufacturing Group</li> <li>• Diversity Travel</li> </ul>	<ul style="list-style-type: none"> <li>• Dunbow Ltd</li> <li>• Durbin PLC</li> <li>• E3 CORTEX</li> <li>• Edesia LLC</li> <li>• Elesia</li> <li>• Elevation Services Ltd</li> <li>• ES-KO</li> <li>• Evenproducts Limited</li> <li>• Ford - Kjaer &amp; Kjaer</li> <li>• Freeplay Energy Ltd</li> <li>• Globalstar Europe</li> <li>• Satellite Services Ltd</li> <li>• Guava Guildford</li> <li>• Gulf Agency Company Ltd</li> <li>• Hockley International Ltd</li> <li>• Hydration Technology Innovations</li> <li>• IAPG (Inter-Agency Procurement Group)</li> <li>• InfREG</li> <li>• Iveco Limited</li> <li>• JMTC Ltd</li> <li>• Jomipsa</li> <li>• Katadyn Deutschland GmbH</li> <li>• Key Travel</li> </ul>	<ul style="list-style-type: none"> <li>• Kuehne+Nagel A/S</li> <li>• Labaronne Citaf</li> <li>• Leaf Supply</li> <li>• Lions Clubs International</li> <li>• Losberger RDS SAS</li> <li>• Mabey Bridge Ltd</li> <li>• Mission Media</li> <li>• Missionpharma A/S</li> <li>• National Tent House</li> <li>• NorLense AS</li> <li>• Paramount Tarpaulin Industries</li> <li>• Peepoople AB</li> <li>• Peters &amp; May Global Logistics Ltd</li> <li>• Platipus Anchors Ltd</li> <li>• Pump International Ltd</li> <li>• Renewit Ltd.</li> <li>• Rescue Trade OHG</li> <li>• RMA Automotive Co. Ltd</li> <li>• ROFI Industrier AS</li> <li>• Sawyer Products, INC.</li> <li>• Scan Global Logistics A/S</li> <li>• SGS Nederland B.V.</li> <li>• ShelterBox</li> </ul>	<ul style="list-style-type: none"> <li>• SJS Global Group</li> <li>• Skyjuice</li> <li>• Sound-To-Go Ltd</li> <li>• Stooft International</li> <li>• Techtest Ltd</li> <li>• The Medical Export Group</li> <li>• Thrane &amp; Thrane A/S</li> <li>• Toughstuff Co.</li> <li>• Toyop Relief Pvt. Ltd</li> <li>• Toyota Gibraltar</li> <li>• Stockholdings Ltd</li> <li>• Transautomobile SA</li> <li>• Tristel Solutions Ltd</li> <li>• True Energy</li> <li>• Unatsolar</li> <li>• Unifo Gida Sanayi ve Ticaret A.Ş.</li> <li>• Vestfrost Solutions</li> <li>• Volkswagen</li> <li>• VRS Media Ltd</li> <li>• Zhendre</li> </ul>	<p style="text-align: center; margin-bottom: 5px;"><b>Local African Supplier Zone</b></p> <ul style="list-style-type: none"> <li>• Abidan Trading Plc</li> <li>• African Humanitarian Action</li> <li>• Aqua Salveo</li> <li>• Artsmith Plc</li> <li>• Astral Aviation</li> <li>• Barefoot Power Uganda Ltd</li> <li>• Biobox Group</li> <li>• Celcius Global Solutions</li> <li>• Color Creations Ltd</li> <li>• Computer Aid Kenya</li> <li>• Debre Berhan Blanket Factory Plc</li> <li>• DETRA Africa</li> <li>• Diva Nutritional Products</li> <li>• Doulos Foods</li> <li>• Elris Communications</li> <li>• Elugi General Trading Plc</li> <li>• Fidahusseini &amp; Co. Ltd</li> <li>• Free World Foundation</li> <li>• Hilina Enriched Food Processing Center Plc</li> <li>• Kariba Textiles Ltd</li> <li>• Kungo Rock Investment</li> <li>• Kyome Fresh Kenya Ltd</li> <li>• Kyoto Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Lesiolo Grain Handlers</li> <li>• Merry Water Services Ltd</li> <li>• Nina Interiors Ltd</li> <li>• Omedad Plc</li> <li>• PaCe Procurement Services</li> <li>• Pinnacle Group (Kenya) Ltd</li> <li>• Priyanka Kenya Ltd</li> <li>• Protein Kisse La</li> <li>• Pulse Healthcare</li> <li>• Q Drum Ltd</li> <li>• Rehobot Promotion</li> <li>• Reltex Tarpaulins Africa Ltd</li> <li>• Riders for Health</li> <li>• Safari Essentials</li> <li>• Sekanyolya Systems Ltd</li> <li>• Soy Afric Lt.</li> <li>• Spartan Relief Supplies Ltd</li> <li>• Spinners &amp; Spinners Ltd</li> <li>• Sunfire Solutions</li> <li>• Techno Relief Group</li> <li>• The Hippo Water Roller Project</li> <li>• Valid Nutrition</li> <li>• Yirgalem Construction Plc</li> </ul>
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## Hard-to-meet: Bringing Sub-Saharan Africa to the heart of Europe

It can be difficult to find local suppliers, which is why AidEx has researched and sourced these suppliers - and paid for them to be present by providing free stands and financial cover for travel and accommodation. 2011 sees rare Sub-Saharan African suppliers showcasing shelter, food, hygiene kits and other essential products.



Kariba Textiles Ltd is the only surviving blanket manufacturer in Zambia. It already works with the likes of UNICEF, World Vision and The Red Cross and is looking forward to meeting more UN agencies and NGOs at AidEx: "This really is a unique opportunity to get in front of buyers and showcase our relief blankets to a wider market," says MD Deepak Goel.

Riders for Health Chief Operating Officer, Vinay Nagaraju agrees:

"AidEx is an invaluable opportunity to meet both suppliers and partners, to participate in knowledge sharing and to explore the latest issues in the international community. We intend to meet and explore synergies with organisations who understand the benefit of partnership in working for effective and innovative development."

Similarly, Director of Operations Ken Kennedy Sara of Kenyan-based Pulse Healthcare Ltd says it gives NGOs peace of mind to be able to source quality products from time-tested companies: "The integration of NGOs and professional medical equipment providers is of utmost importance to establish solid relationships. For me the biggest issue in the aid industry at the moment is the proper utilisation of funds at the grass root level. Proper channeling of information enables project managers to make informed decisions which begin at an early stage, for example, by exposure at AidEx. This provides a platform for awareness, which in turn assists in service delivery."

The Local Supplier Zone is a long term initiative that will see suppliers from different regions of the world hosted at AidEx each year. 2011 focuses on Sub Saharan Africa and the 2012 region will be announced at the event in Brussels on 19-20 October.

### AIDEX MEETS...

#### Antoine Jaulain

**Sales & Marketing, Manager, ContenO, Belgium**

**What does ContenO do?**

ContenO designs & manufactures mobile water purification & packaging solutions.

**What will you be showcasing?**

We've just launched a new mobile water purification solution for the disaster relief market, so we will be showing visitors how that works.

**Why are you exhibiting at AidEx?**

It's the first humanitarian aid event in Europe and so we are keen to have a presence there.

**What opportunities does the show provide for your company?**

The chance to network & meet the key decision-makers at charities & NGOs.

» Visit ContenO on stand C16

### AIDEX MEETS ...



#### Claire Hitchcock

**Director Community Partnerships  
Emerging Markets & Asia Pacific  
GlaxoSmithKline**

Claire is among the panellists discussing 'Corporate Social Responsibility: what are the objectives and criteria for involvement by big commercial organisations in humanitarian aid and development work?' from 11.15 - 12.30 on Thursday 20 October.

**What does GlaxoSmithKline do in terms of CSR?**

Through our community partnership programmes we support medical care infrastructure and help improve access to healthcare throughout the world.

**How are you assisting the current crisis in East Africa?**

We're providing medicine to Kenya Red Cross, plus we have a team of GlaxoSmithKline professionals out in the field, supporting the local community.

**What expertise and skills can commercial companies offer to humanitarian organisations?**

Technical skills such as marketing, finance and legal advice but also help in establishing good networks globally, bringing together different players.

**What key questions should aid agencies and companies ask each other when considering a partnership?**

They need to look at the synergies between themselves, such as their skills and products, then invest time in ensuring they are implemented and aligned well to work for both parties.

**Register & book your free place today at [www.aid-expo.com](http://www.aid-expo.com)**

## Exhibitor Innovations

### » **ContenO** Stand C16

Belgian company Conteno will introduce and demonstrate its new innovation AQUASKID at AidEx; the first Mobile Water Purification Trailer with integrated packaging solutions. Built for all polluted raw waters, it has an integrated packaging system.

### » **D light** Stand F46

D light recently launched a highly affordable and durable solar lighting product called the d.light S1, which it will be showcasing at AidEx. Designed specifically to allow users to upgrade from dim, dangerous and polluting kerosene lamps to clean, safe and bright light, d.light S1 can be charged in one day with its integrated solar panel, or in a few hours through an AC adaptor.

### » **Evenproducts** Stand B19

At AidEx, Evenproducts will be launching its new range of sanitation equipment for emergency aid situations. The new range focuses on equipment designed to cope with the immediate concerns of communities facing traumatic situations and of humanitarian agencies supporting them. The new range includes Evenlatrine - rapid latrines packed flat for freight and easy to assemble in pairs on site; Evenplate - squatting plates with hinged keyhole cover for use with other field latrines; Evenliner - corrugated plastic pit liners for use with trench latrine pits; Waste containment tanks for use with latrines where digging down is not an option and Personal emergency toilets.

### » **Globalstar Europe Satellite Services** Stand C45

Globalstar will be exhibiting a range of both Duplex and Simplex products at AidEx, with a special focus on its new product, the SPOT Connect. The SPOT Connect is a new SPOT satellite communicator capable of sending messages via satellite from smartphones. It transforms select smartphone operating

systems into a global personal one-way satellite communicator, allowing users to send custom text messages - with GPS position - from their phone over the Globalstar satellite network from virtually anywhere in the world. The SPOT Connect earned this year's CES Innovations Design and Engineering Award which was judged by a panel of independent industrial designers, engineers and members of the media.

### » **Guava International Ltd** Stand D26

Guava International will have a team of staff on its stand to talk through its range of services with visitors. These include Fleet Management Services, leasing, insurance, after sales and driver training and supply of spare parts. The company is now the sole supplier of Land Rover to the aid community.

### » **InfREG** Stand D24

InfREG, the Infrastructure Response Equipment Group will be showcasing its Packaged Product concept at AidEx. On the stand will be a Re-Crate Shelter system for an inoculation or vaccine clinic that will also sleep four personnel. The 5m x 2m shelter comes in its own steel crate which folds down to become the shelter base with adjustable legs to provide a level floor on uneven ground. A second metal crate contains the equipment necessary to kit out the clinic including power, lighting, treatment tables and chairs, medical kits, beds and clean water facilities. The second, empty crate, then becomes a lockable store. Unlike tents, the shelter base is off the ground and lockable.

### » **Key Travel** Stand E17

The benefits of special fares and risk management services for humanitarian workers will be discussed by Steve Summers, Chief Executive Officer of Key Travel, at AidEx. Humanitarian workers are some of the most intrepid and go to some of the riskiest places around the globe. Key Travel will run workshops on

Wednesday 19 and Thursday 20 October between 14.15 and 15.00 to discuss the unique challenges faced by humanitarian organisations working abroad.

Key Travel will also be exhibiting its suite of travel risk management services for humanitarian workers. These services are offered as part of its 'wellbeing suite' and are designed to help humanitarian organisations monitor risks, track employees and communicate with them in a fast and efficient way. Services include traveller tracking and incident monitoring, a universal medical card, a mobile device activated security alerting system and medical and political evacuation services.

### » **Toyota Gibraltar Stockholdings** Stand F26

Toyota Gibraltar Stockholdings (TGS) will use AidEx as an opportunity to show off the latest Toyota Eco-Drive Simulator on its stand. Major NGOs and UN agencies are increasingly concerned about road safety and more responsible driving techniques, and are keen to learn more about the guiding principles behind these issues. TGS will invite participants to evaluate their eco driving skills using the simulator to travel as far as possible using only 0.1 litre of fuel. The simulator will act as an introduction to this process and TGS hopes to follow this up with more extensive workshops which will take place at the show and will cover the subjects of Basic Vehicle Maintenance and Eco Driving Principles.

### » **Vestfrost Solutions** Stand G45

At AidEx, Vestfrost Solutions will be featuring its solar-driven vaccine refrigerator, MKS 044. The WHO-approved refrigerator does not require any electricity, and has no impact on the environment as it is powered solely by nature. The virtually maintenance-free vaccine refrigerator utilises Green SolarChill Technology where all energy is obtained through solar panels and stored in a natural icebank without use of energy storage batteries. Self-regulating technology provides reliable temperatures - even when the sun is absent for days.

**AIDEX MEETS ...**



**Pierre Boulet-Desbareau**

**Logistics Director, Médecins Sans Frontières**

Pierre will be chairing a Conference session from 14.15 - 15.15 on Wednesday 19 October: 'Spotlight on medical supply chain logistics in the emergency context - providing a better logistics support to humanitarian medical operations'

**The main logistical constraints aid agencies face today are...**

Poor drug quality in developing countries and inability to import drugs into disaster struck zones. It's a real challenge to supply high-quality products on time in a crisis situation.

**This Conference session will focus on...**

The increasing issue of importing medicine and drugs into developing countries – most are increasingly protecting the financial interests of their own pharmaceutical production and distribution networks, despite a quality that is rarely aligned to the WHO's international standards.

**Professionals who will most benefit from the session are...**

NGOs who want to develop medical programmes.

**Register & book your free place today at [www.aid-expo.com](http://www.aid-expo.com)**

**Innovate to survive**

With the onslaught of humanitarian emergencies over the last 12 months, there is more and more reason for aid manufacturers to seek out new innovations to help save lives.



In an ever-changing world, which is currently battling against global warming and financial constraints in the wake of the global recession, innovation in aid is key.

Michael Pritchard, CEO of Lifesaver Systems and Patron for AidEx developed the Lifesaver bottle after watching the tragic waste of life

caused by the lack of safe drinking water after the tsunami in December 2004 and then again the following year when Hurricane Katrina hit Louisiana. After developing some initial prototypes he finally came up with a Lifesaver bottle which uses a highly advanced ultra filtration system to remove bacteria, viruses, cysts, parasites, fungi and all other microbiological waterborne pathogens.

Michael says: "A quick and organised response to any humanitarian emergency is crucial. Rather than solely relying on donor policy, disaster prevention has provided aid to those countries most commonly affected by disasters before they even occur. Research, process improvements and evaluation have all been instrumental in aid innovation and its continuing development. Likewise, so has technology."

He will be judging the Aid Innovation Challenge at AidEx, which will showcase the best offerings from both young independent designers and emergency relief manufacturers. Michael will join representatives from Shelterbox, UNICEF and Sightsavers to discuss 'Driving innovation and investing in the market: working with OEMs to ensure that humanitarian aid supplies are cutting edge as well as fit for purpose' from 10.00-11.00 on Tuesday 20 October.

**Book your free place at this Conference session at [www.aid-expo.com](http://www.aid-expo.com)**

**AIDEX MEETS ...**



**Miriam Furze**

**International Relief & Development Officer  
Tough Stuff, UK**

**What is Tough Stuff?**

Tough Stuff provides solar-powered energy solutions for people in the developing world bringing a wide range of social, financial and environmental benefits.

**What will you be doing at the show?**

We're exhibiting and doing a demo session with some of our latest products, enabling visitors to better understand how they work

**Tell us about one of your projects...**

Most recently we've been working with Christian Aid on an Enterprise Project. Entrepreneurs are extending credit so they can buy our kits and resell them to members of their village, helping to create jobs through entrepreneurship and therefore bringing financial and environmental benefits to users.

**»Visit Tough Stuff on stand F11**

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