

Enterprise Estonia takes 13 companies to Eurosatory 2022

Enterprise Estonia takes 13 Estonian companies with a joint stand to one of the biggest trade fairs for the defense industry - Eurosatory 2022 taking place in Paris from June 13th til June 17th.

Eurosatory is one of the largest defense industry trade fairs in Europe, held on every second year. Last time the fair was physically held in 2018 and it was attended by over 1,800 exhibitors and more than 57,000 visitors. Enterprise Estonia will go to the Eurosatory fair with a joint stand of companies for the fifth time, since 2014.

According to **Rene Ehasalu**, the cluster leader of Defense Estonia, the Estonian Defense and Space Industry Association has been cooperating with Enterprise Estonia for a long time to help companies enter foreign markets. "Participating in a joint stand gives Estonian companies a great opportunity to find a way into new export markets, as it creates a unified image of us and helps companies to look bigger. It must be taken into account that a large part of the business in the defense industry is made on a business to government basis, which is why the support of the state is very important," said Ehasalu.

Ehasalu added that Estonia is known in the field as a country that has made a rapid leap in development, where the emphasis is on innovation and smart solutions. "Our ability to see future trends and offer first-class products and services gives Estonian companies a competitive advantage and helps them stand out," Ehasalu added.

Bristol Trust has also high expectations for the fair. At Eurosatory, the Estonian company introduces a unique nature-friendly and safe training grenade, the aim of which is to eliminate all kinds of injuries during peacetime exercises. "We must be able to conduct trainings without soldiers getting injured, and this is possible with our product," explains **Jüri Niitepõld**, Head of Logistics at Bristol Trust. "Eurosatory is not the premiere of the innovative grenade, but in order to stand out with a product, it must be constantly presented and in the view of potential customers. Our product is currently used in both Estonia and Latvia, but our goal is expand to Europe, so we have goals to achieve in the fair."

SensusQ automates information management processes. At the trade show, they will showcase the decision support software solution Winning Mind, which allows end users to streamline information and speed up and improve critical decision-making. In addition, SensusQ will also be present at the fair with a joint stand of three startups, where the integrated sensor-user-decision maker solution will be demonstrated together with two other brands - Vegvisir and Orqa.

According to **Villiko Nurmoja**, COO at SensusQ, the Eurosatory will bring together companies, end users, partners and other related parties operating in their target markets. "This provides an excellent opportunity for face-to-face meetings, new relationships and improved cooperation with existing partners," said Nurmoja, adding that the joint stand makes the Estonian state and defense industry significantly larger. "It is always harder to break through alone than collectively. The Estonian stand has become an attraction for many partners,

partners always come and see how the small digital state and its defense industry is developing.”

Previously, SensusQ has introduced its product on a joint stand at the DSEI fair, but according to Nurmoja, a lot has changed in the last six months and the functionality of the product has grown significantly. "I believe we are getting the attention we need. The fair also shows the viability of companies and is a kind of quality indicator - if a company is unable to attend the fair, it will not be viable enough to exceed the threshold of credibility in the sector," added Nurmoja.

Participants in the joint stand are: DefSecINtel Solutions OÜ, SAMELIN AS, Galvi-Linda AS, Toci OÜ, Defendec OÜ, Milectria Est OÜ, Bristol Trust OÜ, Threod Systems OÜ, Nordic Armoury OÜ, Marduk Technologies, Terramil OÜ, ETHR OÜ, Sensus Septima OÜ and the Estonian Defense and Space Industry Association as a cooperation partner. In addition to the companies participating in the Estonian joint stand, Estonian companies Milrem AS and Defensphere OÜ are also represented with their individual stands.

Read more about Eurosatory 2022: [Eurosatory 2022 - Trade with Estonia](#)