

## **SOFEX 2010 appoints The Association of the U.S. Army (AUSA) as the Official Organizer of the USA Pavilion**



Amman, April 1, 2009 - The Special Operations Forces Exhibition and Conference (SOFEX) has appointed the Association of the United States Army (AUSA) as the official organizer of the USA Pavilion at the 8<sup>th</sup> edition of the SOFEX series, which will be held in Amman, Jordan from May 10<sup>th</sup>-13<sup>th</sup>, 2010.

AUSA is a private, non-profit organization that plays a key role in arranging and supporting the participation of the U.S. defense manufacturers at international exhibits throughout the world.

Amer Tabbah, Managing Director of SOFEX stated, *"We are confident that AUSA will deliver the largest and most impressive USA Pavilion seen at SOFEX to date."* Mr. Tabbah went on to say, *"We are very happy to be working with AUSA to organize the USA Pavilion at SOFEX 2010 and we look forward to the participation of the leading defense manufacturers as well as SME's from the USA to present the most innovative equipment and services. AUSA only sponsors USA pavilions at the most prestigious international events and this collaboration is a testimony to the importance of SOFEX on the world's defense calendar and the paramount importance it has gained in the field."*

The USA Pavilion at SOFEX 2010 will be larger than in the 2006 edition and will include some of the latest and most advanced special operations equipment and technologies from the world's leading and most renowned defense manufacturers.

LTG (R) Roger Thompson, Vice President, Membership and Meetings, AUSA, said, *"Due to its exclusive focus on Special Operations Forces and Homeland Security, the SOFEX series is one of the most important events on the defense industry calendar. AUSA is proud to have been appointed as the official organizer of the USA Pavilion for SOFEX 2010, and looks forward to supporting and working with SOFEX, an event that has established itself as a leader in the industry."*

He added, *"We are extremely excited to be the U. S. representatives for the 8<sup>th</sup> edition of the SOFEX series and to be part of its niche as it stands at the forefront of unique special operations and homeland security events. We aim to build on the success of SOFEX 2008, and help present the latest innovations in the field of Special Operations Forces providing our exhibitors with a wide range of services that will assist their participation in making it an unqualified success."*

At SOFEX 2008, 34 national pavilions participated, representing 319 companies and attracting a record 10,000 visitors over the three day exhibition, including nearly 100 official delegations from 58 countries.

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For USA Pavilion information and stand bookings contact:

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