

The background of the entire page is a photograph of a rocket launch. A massive plume of white smoke and fire rises from the launch site, partially obscuring the sky. In the foreground, a grassy field is visible, with some structures and equipment scattered across it. A solid red vertical bar runs along the left edge of the image.

# **DEFEXPO 2018 CHENNAI**

**COFFEEWRITER COMMUNICATIONS**

**IN ASSOCIATION WITH WIZCRAFT INTERNATIONAL ENTERTAINMENT**



Defence Expo is a biennial exhibition of weapons and military hardware. The four-day expo will see live demonstrations, flying display, seminars among others. The tenth edition of the Defence Expo was held from April 11 to April 14 at Thiruvidadanthai in south Chennai. The expo was formally inaugurated by Prime Minister Narendra Modi on April 12. The four-day exhibition showcased the strengths of India's defence public sector and uncovered the country's growing private industry. It saw participation from 47 countries and over 670 defence firms including 154 foreign defence manufacturers





This massive event had the CW team manage and run the various activities of the expo, including the PM inaugural, the air, land and sea live exhibits, design, signage and brand management, crowd management, hosting and supervision of all sub-conferences and meetings, managed all VVIP meetings and MOU signings, production and show management for the entire venue.

In classic 40 degree Chennai heat. On a beach. And thousands and thousands of people. And top-grade military equipment from around the world.

It really seemed impossible until we did it.



