

LAAD Defence & Security 2027 at Africa Aerospace and Defence 2026

By Sergio Jardim, Creative Events Managing Director

I was in South Africa to visit the Africa Aerospace and Defence (AAD 2026), one of the largest defense trade shows on the African continent. Traveling the world to visit the sector's main trade shows is part of my agenda and the strategy of Creative Events Brazil. The goal is simple: to network, exchange experiences, and see with my own eyes how defense and security trade shows are organized across the globe. These trips help ensure that LAAD has an increasingly international character: the 2027 edition, for example, is bringing together 20 international pavilions, with countries such as Germany, China, the United States, and Turkey, among others.

AAD brings together exhibitors from several countries, and the Brazilian industry marked its presence through the ABIMDE Brazil Pavilion, an important institutional partner of LAAD Defence & Security. In the space, the sector showcased its technological potential, with highlights for unmanned systems, aeronautical maintenance, specialized logistics, and components for munitions and rockets.

The visit also resulted in a productive conversation with the Department of Trade, Industry and Competition (DTIC), the agency responsible for South African trade and industry. The DTIC is studying a national South African pavilion at LAAD 2027, bringing together about 20 companies. This means more business, more connections, and a defense market increasingly closer between continents. I believe that trade shows like LAAD have a role that goes beyond the exhibition of products. They bring people, companies, and countries closer together. We create commercial bridges that strengthen the entire chain of the sector, from industry to government, from supplier to buyer.

Hosting South African companies in 2027 will be concrete proof that this movement is real. The main result, however, depends on the post-show phase: deepening contacts, evaluating cooperation, and transforming prospecting into business. Internationalization is a one-way path, and events like LAAD are the meeting point for this journey.

I return from Africa with the certainty that the future of the defense industry is global. And LAAD 2027 will be the perfect stage to transform this vision into reality, receiving companies from different parts of the world and showing the strength of Latin America in this scenario.



Post-Show Briefs