

DSEI 2023 Was All About Industry Cooperation – Although Some Disagreed

Media Analysis Summary



Held for the second time since 2019, the Defence and Security Equipment International (DSEI) 2023 show saw an escalated scale, featuring 250 military equipment companies from 65 countries, an increase of about 100 companies from the 2019 level.

The buzzword in the media was “partnership”, with all eyes being on the Global Combat Air Programme (GCAP) – a multinational initiative led by the United Kingdom, Japan, and Italy to develop a sixth-generation stealth fighter. This is what made [Partnerships](#) the main topic in the debate.

Topics in the DSEI Japan 2023 debate by share of voice



27%

Partnerships



24%

Ukraine war



20%

Technological innovation



14%

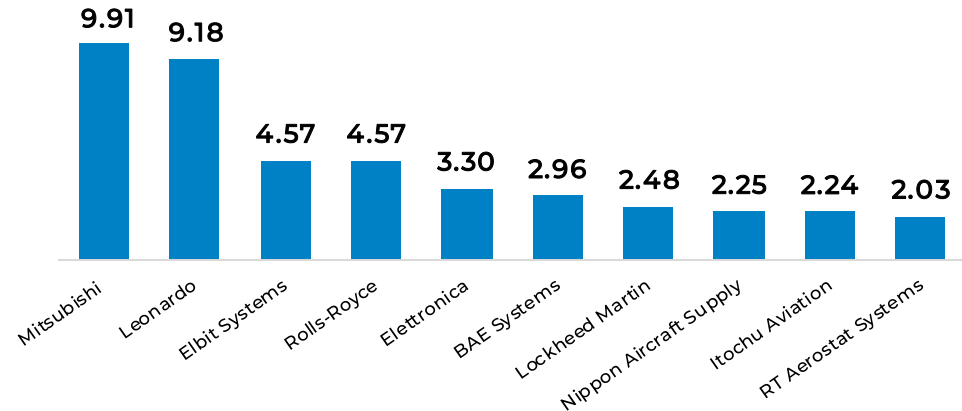
Policy & regulation



8%

Public opposition to arms trade

Top 10 companies in the DSEI 2023 debate by media impact score



[Mitsubishi Electric](#) and [Leonardo UK](#) gained their influence by forging a closer business relationship and assessing appropriate commercial and international operating models, readying the partners for the next stage of the GCAP programme.

5 takeaways from DSEI 2023:

- The Global Combat Air Programme took centre stage
- Spokespeople emphasised long-term industry collaboration
- Israel opens first-ever national pavilion
- Collaborations reached space
- Protesters rallied against Japan’s increasing arms trade

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