

## Intersec 2012 – Post Show Report

**2012 edition held under the patronage of, and officially opened by, H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum**

Altogether, 19,591 trade-only visitors made their way to the Dubai International Convention and Exhibition Centre for the 2012 edition of Intersec – an 18% increase than at the previous event in 2011. There was also an increase of 101 exhibitors showcasing their latest products and innovations meaning the fair featured a total of 909 exhibitors from 52 countries – a near 15% increase on the 2011 edition.

Trade visitors from 106 countries visited the fair, with the top five visitor countries outside the UAE confirmed as Saudi Arabia, Iran, Oman, Kuwait and Pakistan. The top five exhibiting countries were UAE, China, United Kingdom, Germany and the United States. Intersec is the leading regional trade event in the security, safety and fire protection industries servicing the wider Middle East and North Africa region and even further afield.

Apart from the numerous deals being done by key buyers and decision makers from around the Middle East and Central Asia, manufacturers chose Intersec as the stage to launch a raft of new products into the region – the reach and reputation of the event making it a vital part of most companies' promotional campaigns.

**We look forward to welcoming you to Intersec 2013!**

**15 – 17 January 2013,**

**Dubai International Convention and Exhibition Centre (DICEC)**

**Your Intersec Team**



# Intersec 2012 Highlights



**The 1st Global Conference on Emergency IV**  
Dubai, UAE



## Intersec Outdoor Demonstrations

Also running alongside Intersec was a growing number of fringe events and features. The 2012 exhibition featured the **3<sup>rd</sup> edition of the UAE International FireFit Championships** which saw countries from all over the GCC, France, Germany and Canada compete in a range of tasks simulating real to life fire rescue experiences. The championships were held under the patronage of H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum and also enjoyed the support of Mohammed bin Rashid Establishment for SME Development and Dubai Civil Defence.

The **outdoor demonstration** area which has become an integral feature of Intersec each year included a range of tactical rescue and close combat operations by **FireKraft Austria** as well as interactive scenarios by various exhibitors including **Red Helix, Clucas MoE, Axxon with Chubbsafes** and **Flir**.

## Intersec 2012 Conferences

This year's conference series featured the Maritime Security Summit, a Commercial Security Summit and the Fire System Integrity Assurance workshop. Additionally, the 1st Global Network Conference on Emergency Medicine, supported by the European Society for Emergency Medicine (EuSEM) took place parallel to Intersec, targeting those involved with the training of emergency physicians, nurses and technicians.

## Intersec 2012 Stand Design Awards

After successfully introducing the Stand Design Awards in 2011 we again rewarded the most successful stand concepts judged by an independent jury.

### The winners of 2012:

#### Stands up to 36sqm

1. Assa Abloy
2. Lion Apparel
3. Mavili

#### Stands up to 90sqm

1. Touchless Biometric Systems (TBS)
2. Nedap
3. Sony

#### Stands 90sqm and above

1. TYCO Security
2. SFFECO
3. BASS/Samsung

The judging panel included: KCA International, P&T Group, AK Design, eleven777 Advertising, Helmut Kinzinger

## Intersec 2012 Camera Awards

The camera awards were launched to encourage visitors to judge the best performing camera out of the latest CCTV products available in the market. We congratulate **Axis Communications** for getting the most votes!

## Intersec Anti-Counterfeit Pavilion – supported by Underwriters Laboratories

Intersec was pleased to launch the Anti-Counterfeit Pavilion together with the Messe Frankfurt against copying campaign!

The fight against counterfeits is an ongoing topic worldwide and Intersec provided exhibitors and visitors with a platform to discuss the latest issues and regulations with industry experts and legal consultants. The pavilion was supported by Underwriters Laboratories, Meyer-Reumann & Partners and Sesam Business Consultants.



# Exhibitor feedback

More than 900 exhibitors from 52 countries exhibited at Intersec trade fair and conference 2012

19,591 visitors from 106 countries attended the exhibition and conferences



*"Intersec is a great place where we can meet with our key accounts, the suppliers, the end users and where we can promote our products."*

**Hani Barqawi,**  
International Sales Manager, SFFECO

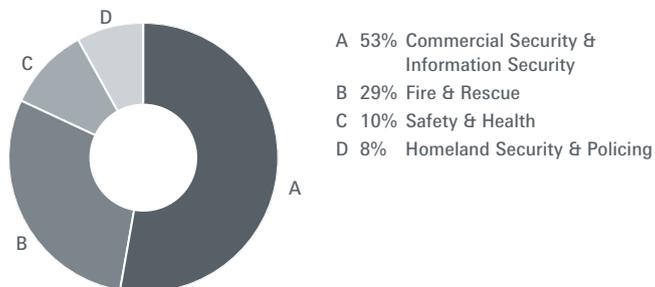
*"Intersec is a great market place and it's a good opportunity to show our new products and new solutions and we have a lot of new contacts."*

**Kent Fransson,** Product Manager, Axis

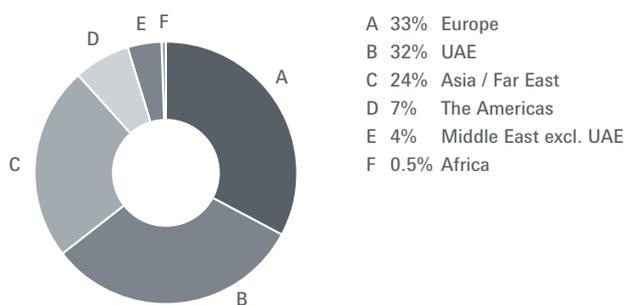
*"Intersec is an important exhibition in the region and we have doubled our visitors already. We will definitely participate in Intersec 2013, it is our main exhibition in order to get into this region."*

**Chafik Khaoutem,**  
Export Executive Manager, Tecnoalarm

## Sqm by section and percentage



## 909 exhibitors from 52 countries



## Country Pavilions from

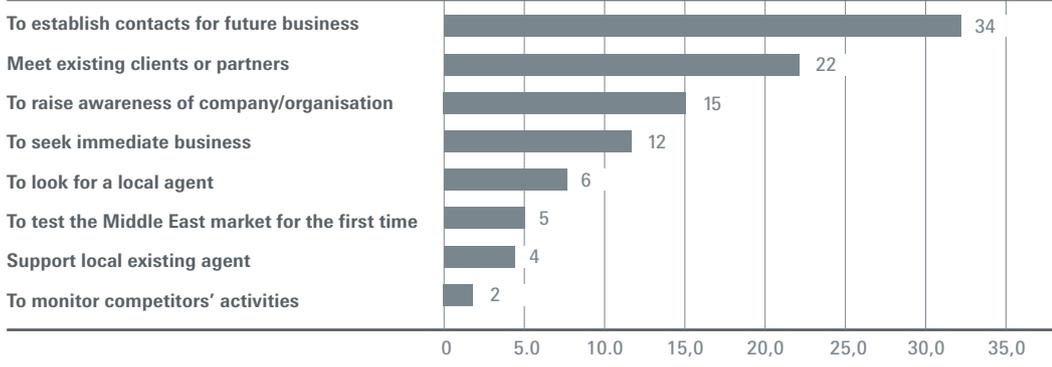
Germany, United Kingdom, Italy, USA, Spain, China, Taiwan, Hong Kong, Korea, Singapore, India, Canada, Netherlands



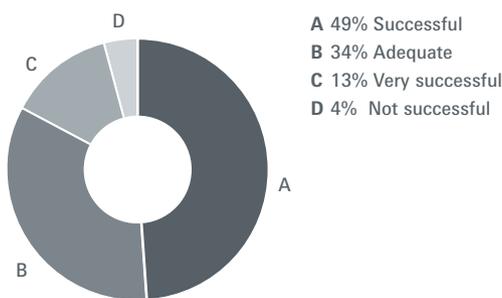
# Exhibitor feedback

Exhibitors' main objectives for exhibiting at Intersec were:

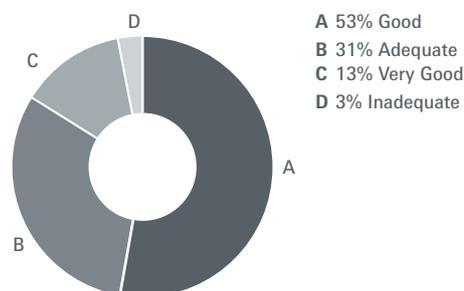
(all figures in %)



How successful was the event in terms of meeting your objectives?



How did you rate the quality of visitors who attended the exhibition?



**97%** of all exhibitors stated that Intersec has successfully helped to establish new contacts for future business

*"We find Intersec a tremendous opportunity to meet our customers, distributors and potential new clients."*

**Omar Al-Bahiti**, Marketing & Communications Leader, Honeywell Life Safety

*"For the second consecutive year we have the largest stand at Intersec. It is the best event in the Middle East for the fire fighting equipment, it's a place where people are attracted, it's a good opportunity to grab a good number of new clients and generate new business."*

**Dr. Hani Khalaf**, Marketing & Sales Director, FIREX

# Exhibitor feedback

*"This is our 13th year participating at Intersec and I think it is the best year. We have had such a successful exhibition. This is one of the biggest annual gatherings in the world for fire, safety and security under one roof. It's an international exhibition and the visitors are increasing tremendously. It's a good place to show our services, to meet our clients and to see others."*

**Khalid Al-Khatib, CEO, NAFFCO**

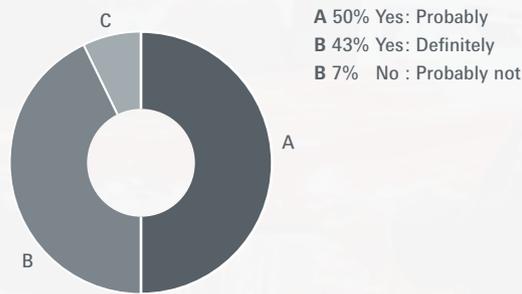
*"The security business is growing a lot in this region and Intersec is the best opportunity to introduce our products to different customers coming from different countries in the region. Definitely we will be here in 2013."*

**Hidenori Taguchi,**  
Head of Marketing,  
SONY

*"As Tyco International we have been participating in Intersec in the last 10 years. Intersec is a vital part of the security industry in the Middle East and this region is key to our growth. For us it's been another good year."*

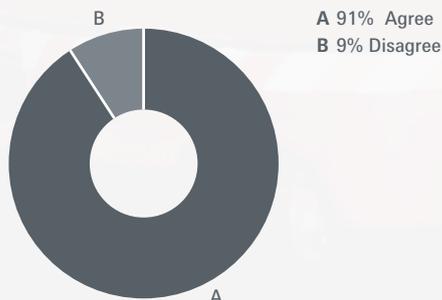
**Zac Donev, Sales Director, TYCO**

A large percentage of exhibitors have already decided to exhibit at Intersec 2013:



Almost **80%** of all exhibitors stated that Intersec has successfully helped to increase prospects within the region

Do you rate Intersec as crucially important to your marketing activity in the region?



More than **90%** of all exhibitors rate the return on investment for exhibiting at Intersec as good or adequate

**94%** of all Intersec exhibitors recommend exhibiting again

More than **80%** of all exhibitors who have booked or are planning on rebooking their stand for 2013 will either increase or take the same stand size

# Visitor feedback

19,591 trade visitors attended Intersec from January 15 to 17, 2012

*"We have been coming to Intersec in the last 8 years. We see it as our major platform for growing our business in the region. Intersec gives us a very high exposure to a wide range of clients within the fire safety and security industry. Intersec is a well-known exhibition, it's well established and it attracts a lot of visitors."*

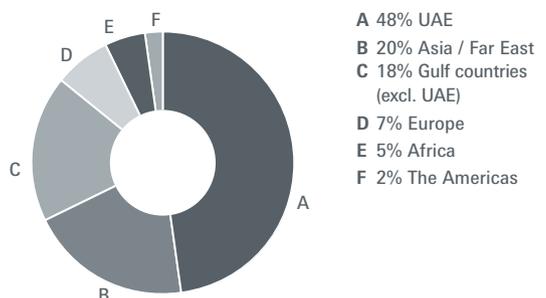
John Robertson, Head of Sales, Draeger Safety



## Top 10 visitor countries:

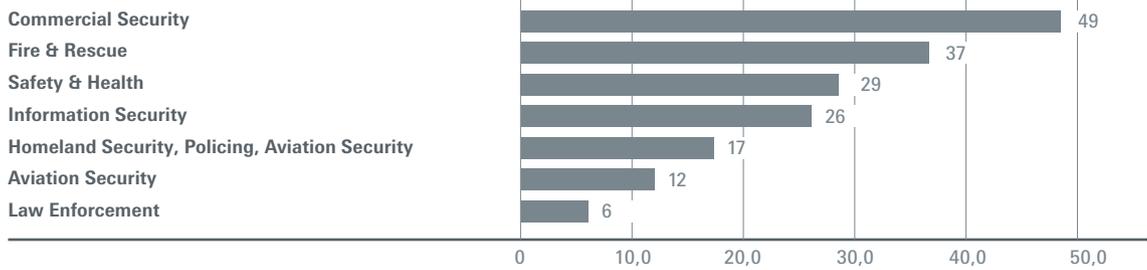
- United Arab Emirates
- Saudi Arabia
- Iran
- Kuwait
- Oman
- Pakistan
- Egypt
- Qatar
- India
- United Kingdom
- Bahrain

## Where do Intersec visitors come from?



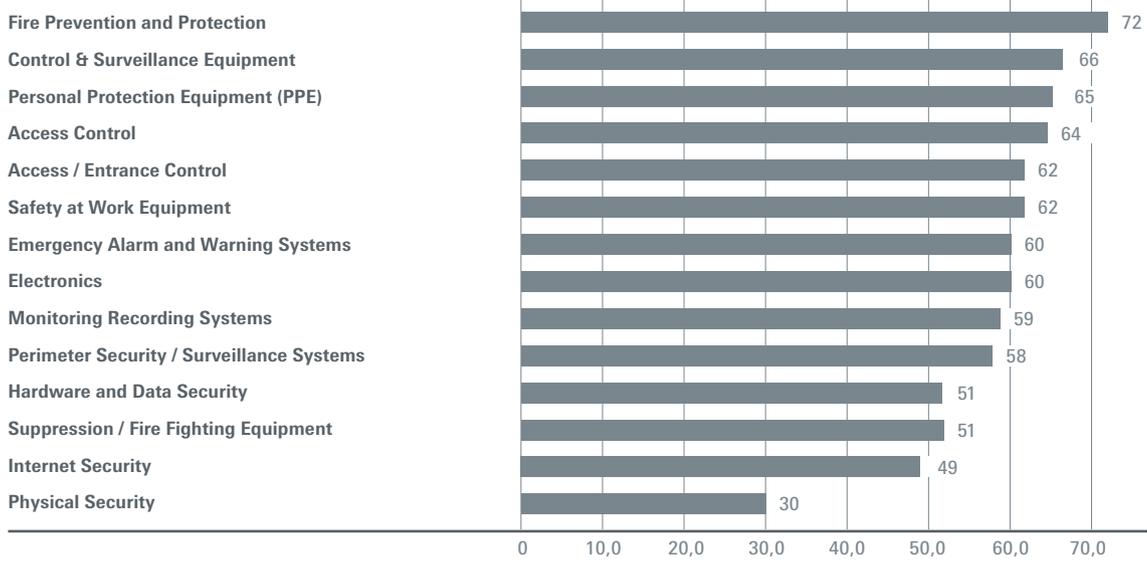
## Which section were Intersec visitors most interested in?

(all figures in % - multiple answers possible)



## What are the main areas of interest for Intersec visitors?

(all figures in % - multiple answers possible)



# Visitor feedback

*"Intersec is the leading fair in the Middle East for the markets of fire, police, security and military. It is very well represented with officials from the Ministry of Interior. We are really looking forward establishing new business relations. We had very good quality contacts, this show is a win-win for buyers and sellers."*

**Dr. Timo Czech,**  
Managing Director, Lion Group

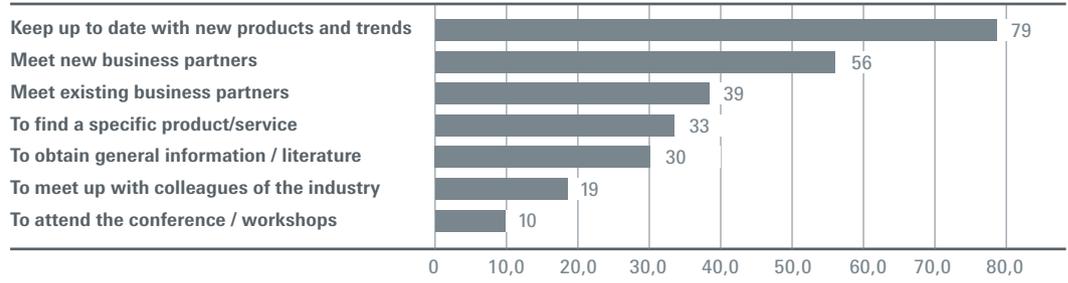
*"Dubai Police is very keen to be at Intersec. It's a big opportunity for the security people to meet and be present. It's the hub of the Middle East and is an excellent opportunity."*

**Colonel Humaid Al Ansari,**  
Director of Quality Assurance Department, Dubai Police



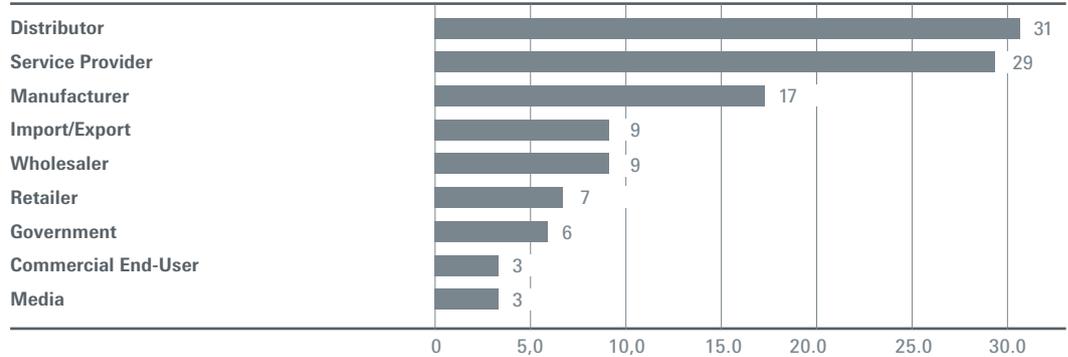
## Visitors attend Intersec to:

(all figures in % - multiple answers possible)

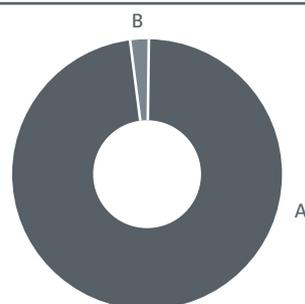


## Our visitors' nature of business is:

(all figures in % - multiple answers possible)



## Visitors who will attend Intersec 2013 again



A 98% will attend  
B 2% not sure

*"We launched our new product portfolio during Intersec. We were very pleased, we already overachieved our targets, we are really happy how the show went."*

**Gregor Steiner,**  
Head of Product Marketing, Siemens

*"We are very interested in doing business here in the region and we believe that Intersec is the right platform for it. It's been quite busy, potential clients coming from Egypt, Iraq and the GCC countries."*

**Oscar Mena,**  
International Director, Proytecta

# Visitor feedback

## Intersec is attended by:

Engineers  
MEP-Engineers  
Facilities Managers  
Security Managers  
Security Consultants / Advisors  
Security Systems Engineers / Advisors  
General Managers / Directors  
CEOs / MDs  
Agents / Distributors  
Project Managers / Directors  
Health and Safety Managers / Officers  
Health and Safety Consultants  
Fire and Safety Manager / Officer  
IT Directors / Managers / Consultants  
Risk Assessment Managers / Directors  
Sales, Export Managers / Directors  
Business Development Managers / Directors  
Purchasing Managers / Directors  
Fire Brigades / Civil Defence  
Police Forces  
Armed Forces  
Military / Defence  
Law Enforcement / Crime Prevention  
Airport, Aviation Security Managers / Engineers

*"With this new Homeland Security Pavilion we received very specific people looking for our products, we are enthusiastic about it. Intersec is one of the major international shows in the area."*

**Valeria Pujana,**  
General Manager, Mezcal

*"We find Intersec crucial and beneficial to us. This is where we meet our end users, our suppliers and partners. We are really looking forward to come back next year."*

**Paul Lynch,**  
Regional Sales Manager, Streit Group

*"Intersec is a very good event to collect new business opportunities from the Middle East and the regions nearby."*

**William Ku,**  
Director Brand Business Division, Vivotek



**83%** of all visitors expect a steadily to healthy growth of the safety & security industry

**98%** of all visitors will attend in 2013

**98%** of Intersec visitors rate the quality of exhibitors good to excellent

**97%** of all attendees think that Intersec is the leading industry event in the region and the exhibition enhance the future work and knowledge

**96 %** of all visitors say the variety and number of exhibitors is good to excellent

**93%** of the Intersec visitors are either very satisfied or satisfied with their visit

**88%** stated that they have come across a new product or service at Intersec 2012

**86%** of all visitors are involved in the purchasing process

**74%** have arranged to do business with either new or existing suppliers during the exhibition

# intersec

15 – 17 January 2013,

Dubai International Convention and Exhibition Centre (DICEC)

Intersec is part of Messe Frankfurt's global network of security trade fairs which also include Secutech India, Secutech in Taiwan, Secutech Thailand, Intersec Buenos Aires, Seguriexpo Buenos Aires and Secutech Vietnam. For more information please visit: [www.intersec.messefrankfurt.com](http://www.intersec.messefrankfurt.com)

For further details concerning participation as an exhibitor, visitor or delegate or for enquiries about sponsorship opportunities, please refer to the Intersec homepage

[www.intersecexpo.com](http://www.intersecexpo.com) or contact us directly at [intersec@uae.messefrankfurt.com](mailto:intersec@uae.messefrankfurt.com)

All data used for this Post Show Report has been taken from the independent exhibitor and visitor research during and in follow-up of Intersec 2012.

## secutech

INDIA

1 – 3 March, 2012

[www.secutechindia.com](http://www.secutechindia.com)

## intersec

BUENOS AIRES

15 – 17 August, 2012

[www.intersecbuenosaires.com.ar](http://www.intersecbuenosaires.com.ar)

## secutech

18 – 20 April, 2012

[www.secutech.com](http://www.secutech.com)

## SEGURIEXPO

BUENOS AIRES

5 – 7 June, 2013

[www.seguriexpo.com](http://www.seguriexpo.com)

## secutech

THAILAND

3 – 5 July, 2012

[www.secutechthailand.com](http://www.secutechthailand.com)

## secutech

VIETNAM

22 – 24 August, 2012

[www.secutechvietnam.com](http://www.secutechvietnam.com)

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