

Essen, September 20, 2018

International Cooperation

New Event Staged by Western Business Exhibitions and Messe Essen: The Security Event - Powered by Security Essen

The British fair organiser Western Business Exhibitions (WBE) is cooperating with Messe Essen on the occasion of its new security fair called "The Security Event". The objective of the collaboration is to offer the European security industry an extensive platform for business in Great Britain. "The Security Event - Powered by Security Essen" will take place at the National Exhibition Centre (NEC) in Birmingham from April 9 to 11, 2019. It will concentrate on networking exhibitors, skilled tradesmen and users. "The Security Event - Powered by Security Essen" will gather over one hundred of the world's leading security brands, including the ten most important protagonists in the sector.

Security Essen is Europe's number one for civil security. With around 950 exhibitors, the trade fair taking place every two years is an important permanent fixture in the diaries of the worldwide sector. On the occasion of its premiere last January, "The Security Event" also experienced a positive reaction from the market. For this reason, WBE has extended the contract for the new security fair until 2020. This successful start and the extensive know-how of Security Essen will form a unique combination. Together, Messe Essen and WBE want to consolidate the strengths of "The Security Event" and to create an optimum event for the British market.

Great Britain is an Important Market for the International Security Sector

"The response to the start of 'The Security Event' was exceptional and the new partnership with Security Essen is reinforcing us in our decision to bring a security fair to the NEC once again," according to Tim Else, WBE Director. "WBE is now being supported by the world-class team from Messe Essen in order to develop an outstanding range on offer to the British security and fire prevention networks and their customers." Torben Wegner, Head of Corporate Development at Messe Essen, added: "Great Britain is an enormously important market for the international security sector. We are very pleased to be present there with Security Essen and know that, with Western Business Exhibitions, we have a strong partner

MESSE ESSEN GmbH
Presseabteilung | Press Department

Messeplatz 1
45131 Essen | Germany

Fon + 49.(0)201. 72 44-244
Fax + 49.(0)201. 72 44-249
E-Mail presse@messe-essen.de
www.messe-essen.de

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested

by our side. Together, we are offering the sector an excellent platform on which it can present its innovative solutions to an interested public with strong purchasing power."

The first edition of "The Security Event - Powered by Security Essen" will take place at the NEC in Birmingham parallel to three successful and established fairs from the WBE portfolio: "The Health & Safety Event", "The Fire Safety Event" and "The Facilities Event". It will be the first time in five years that a large security event will be staged at the NEC. Richard Mann, Market Development Director at the NEC: "Over many years, the NEC has built up a strong relationship with Western Business Exhibitions and we are pleased to be allowed to greet 'The Security Event - Powered by Security Essen' at our location. The bundled sectoral knowledge and the experience from WBE's partnership with Messe Essen are supporting our commitment to offer an optimum experience to the organisers, the exhibitors and the visitors."

About Western Business Exhibitions (WBE)

"The Security Event" is being organised by Western Business Exhibitions Ltd. (WBE), the organiser of several successful and established formats on the subjects of health, security, building management and fire prevention. With over 25 years of experience, WBE has acquired an outstanding reputation for the marketing of concise, contemporary and relevant events and contents. The company's portfolio includes market-leading fairs, events, print magazines and digital publications.

About Messe Essen

With around 65 fairs and exhibitors, including ten leading fairs, the fair site in Essen is one of the top-ten fair locations in Germany. An attractive mix of international, national and regional trade and consumer fairs attracts around 1.5 million visitors every year. Messe Essen offers exhibitors the ideal environment in order to present their companies and to make decisive contacts to experts, key customers and opinion leaders.

Further Information:

www.thesecurityevent.co.uk

Contact:

Messe Essen
Kirsten Hemmerde
+49.(0)201.7244-432

kirsten.hemmerde@messe-essen.de

Western Business Exhibitions
Sarah Phillips
+44.(0)1202.022-108

marketing@thesecurityevent.co.uk