

Success for New Security Fair

"The Security Event powered by security essen" Gave a Successful Premiere

Fair Site in Birmingham Was the Meeting Place of the Security Sector

"The Security Event powered by security essen" gave its premiere on the NEC fair site in Birmingham from April 9 to 11. The new fair was a perfect supplement to the already established trio consisting of "The Fire Event powered by security essen", "The Health and Safety Event" and "The Facilities Event". In this respect, the motto "designed by the industry, for the industry" was the guarantor for success; because representatives of industry have played a decisive role in shaping this meeting place of the sector. The Founding Partners included companies such as Anixter, Assa Abloy, Avigilon, Comelit, Honeywell, TDSi, Texeco, Tyco and Videcon.

The over 100 exhibitors at "The Security Event powered by security essen" showed the nearly 6,000 visitors their innovative products and services which ensure even more security in the professional, public and private sectors. Many of the visitors were in search of concrete solutions for their projects. For example, representatives of a globally active retail brand came with the objective of modernising their entire security infrastructure for their 10,000 branches worldwide. The response ensured satisfied exhibitors and numerous new interested parties. Even now, there are already more bookings for next year's event than the number of exhibitors this year. Peter Jones, CEO of the Nineteen Group: "When we first acquired The Security Event, I wasn't sure if we could deliver what the industry eagerly anticipated from a security event back at the NEC but, by sheer hard work and determination from an exceptional team of people, not only did we deliver but we exceeded what I could have hoped for."

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43 advanced training events kept the visitors and the exhibitors up to date on the three days. The fair seminars met with great interest: Over 50 percent of the visitors registered for the events. The podium discussions and the lectures ranged from "Convergence in an Increasingly Cyber-Capable Age" (tailored to the needs of the builders) to behaviour recognition and analysis. Torben Brinkmann, Head of International Exhibition Management (Messe Essen/Germany): "Great Britain is an important market for the security industry. We from the security essen team are pleased to support The Security Event and to offer the sector an optimum platform."

Tristan Norman, Founding Partner and Event Director of The Security Event: "I was blown away by the constant number of people who kept stopping me and saying how much they were enjoying the event, what exceptional quality the visitors were and how the exhibition perfectly aligned with their business needs. For its first edition, we have set a perfect foundation to use as a springboard moving forwards. This year is only the start of what promises to be a special journey for the event and the industry. Next year, we will deliver a new larger hall, more exhibitors, more content, more features, more industry lead initiatives and more visitors - expect big things from TSE 2020!"

Further information: www.thesecurityevent.co.uk