



Essen, 28 September 2018

950 exhibitors and over 36,000 trade visitors from all over the world:

## Security Essen scores points for high quality and increased internationality of visiting professionals

- Trade fair focuses on digital security and current events
- More than 90 per cent of satisfied visitors would recommend the trade fair
- Participants are enthusiastic about the new trade fair site and services

Security Essen 2018 presented itself as the leading international source of inspiration for the industry. 950 exhibitors from 43 countries showed their innovations for increased safety and convenience to over 36,000 trade visitors from 125 nations at Messe Essen on topics ranging from cyber security to innovations for building security and new solutions for the protection of valuables. The representatives of the companies, associations and institutions were in great demand as discussion partners. There was strong need for information and investment from trade visitors as a result of current events such as hacker attacks, challenges involving access control at airports, the still-high number of break-ins and increasing legal requirements. The exhibitors praised the significantly increased percentage of international visitors (eight percent up) and the strong decision-making authority of the trade visitors.

"Security Essen has underlined its position as a trend-setting international trade fair for all aspects of security. We were able to welcome significantly more visitors from abroad – 125 nations, that's an impressive number", says Oliver P. Kuhrt, CEO of Messe Essen. "Protection – whether public or private, digital or analogue – is the central theme of our time. Our exhibitors provided answers to these challenges and presented trend-setting solutions. The high number of first-time exhibitors who showed their services to the specialist world indicates the importance of our trade fair as an independent platform for the security industry." There were more than 200 new exhibitors, including Hoppe AG, PwC Cyber Security Services and AEG ID.



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## **High recommendation rate and strong willingness to invest**

The trade fair attracted more than 36,000 professional visitors – predominantly including experts from industry, installers and participants from the security sector – who were characterised by greater internationality, a significant interest in new products and new business contacts as well as a strong willingness to invest. Around 40 percent of the visitors came from abroad (2016: 32). The 76 percent of visitors were decision-makers within their companies and one quarter prepared their investments at the trade fair or concluded contracts directly. After all, the economy is still excellent. Industry sales in Germany alone are estimated at around 17.2 billion euros – a two-year increase of 18 percent. 62 percent of visitors rated the economic situation in the security sector as good to very good. Over 90 percent were satisfied with their visit to the fair and want to recommend Security Essen to others.

## **Great response to innovations – trend towards smart solutions**

The relevance of Security Essen as a pulse monitor for the security industry was particularly evident in the numerous new products. Once again, the influence of digitisation became clear: access solutions are becoming smarter and rely on smartphones or biometric identification as keys. Artificial intelligence helps to evaluate video data faster and more accurately. Apps display unsecured windows in the smart home or help keep track of valuable contents of safes. The protection of data and networked access was an all-encompassing topic for numerous exhibitors and many lectures.

The winners of the Security Innovation Award attracted a great deal of attention. Seven exhibitors were honoured with this award for their pioneering innovations. UrbanAlps convinced the jury with Stealth Key, a forgery-proof key from the 3D printer. The Jansen Tore burglar-proof sectional door with WK5 classification, which also received a prize, is especially secure – suitable, for example, for museums, hazardous material stores or military headquarters. Kötter Security received one of the coveted awards for the new emergency call and service control center, in which high-tech infrastructure and digital processes ensure the best possible customer security.

## **Premiere for new "Cyber Security" exhibition hall**

Security Essen was held for the first time in the modernised halls of Messe Essen, which will set new standards once the final construction phase is completed in

2019. Spacious, single-storey halls, plenty of daylight, the new glass entrance area and new service facilities such as the Business Club have already delighted exhibitors and visitors. Security Essen also provided optimal visitor and exhibitor communication with a new hall structure organised according to exhibition areas. The guests of Security Essen praised the division of the fair into key topics. The exhibition hall for Cyber Security and Economic Security celebrated a successful premiere. Exhibitors such as the Federal Office for Information Security, Telekom Security, Advancis Software & Services GmbH and the newly founded Federal Association for Critical Infrastructure Protection (BSKI) presented here.

## **Supporting programme with experts from politics and business**

Numerous campaigns and events relating to the actual trade fair events offered visitors genuine added value. Thus on the "Day of training and further education", which was organised by the Federal Association of the Security Industry (BDSW) and Messe Essen, 300 participants of the security industry were provided with information on training possibilities and career opportunities. At the new Cyber Security Conference, Arne Schönbohm, President of the Federal Office for Information Security, spoke about cyber security as a challenge for politics, business and society. The computer scientist Jan Krissler, known as Starbug, was also a guest at the top-class conference.

Gregor Gysi, member of the Bundestag of the German party "Die Linke", discussed the economic importance of cash at the BMWL (Federal Association of Medium-Sized Value Logistics Companies) booth. In the security experts' forum, practical experts designed a non-stop programme with more than 90 presentations. The guided tours were expressly aimed at architects, planners, installers, operators, authorities and employees of construction and planning departments and stopped at thematically suitable exhibitors.

## **Security Essen focuses on further internationalization**

The organisers are already setting the course for the next Security Essen, which will take place at Messe Essen from 22 to 25 September 2020. The new thematic hall structure will be further expanded and the topic of digitisation will be explored in greater depth. Numerous exhibitors have already confirmed their registration for the next event. 88 percent of the visitors have already stated their intention to participate in Security Essen 2020.



The fair is also taking a further step towards internationalisation: From 9 to 11 April 2019 "The Security Event - powered by Security Essen" will take place for the first time in Birmingham, Great Britain. This cooperation between the British trade fair organiser Western Business Exhibitions and Messe Essen offers the European security industry a comprehensive platform for business in Great Britain. Over one hundred of the world's leading security brands are exhibiting.

## Figures for Security Essen 2018

950 exhibitors from 43 nations presented innovations in the field of civil security at Messe Essen. The projection for the last day of the fair estimated 36,000 visitors from 125 nations including conference participants, VIP guests, delegation participants and journalists (including FKM projection of 33.000). The proportion of professional visitors was 99 percent.

Further information at: [www.security-essen.de](http://www.security-essen.de)

## Exhibitors' opinions:

Andreas Straubinger, Region Manager D/A/CH, Vanderbilt International GmbH:

"Our stand position in the new Hall 6 was a very good choice. Visitor footfall was above average and the results were even better than we saw at the last Security 2016 trade fair. We thought the hall distribution was a particularly great success this year. The number and quality of our D/A/CH trade fair contacts were very good; not only this but we were delighted to see how many trade fair visitors attended from around the world, which was a great fit for Vanderbilt's global orientation. The trade fair contributed to further developing the level of awareness of the Vanderbilt brand. We consider Security to be the leading trade fair for our industry. It is an excellent platform from which to present our solutions to a broad audience."

Bernd Hohlfeld, Management Board, ALVARA Cash Management Group AG:

"For us, Security Essen has been our most successful trade fair to date. The high levels of demand for our ALVARA Logistic App and 'Digital Driver Legitimation' were one reason, but not the only reason by any means. In particular, the BMWL joint stand brought together all of the stakeholders in cash services, offering an overall solution for efficient cash circulation. The joint stand was well placed not

only to present the route to innovation but also to confirm it. The concept is very impressive and we will be back in 2020."

Knud Brandis, Managing Director of PwC Cyber Security Services GmbH:

"PwC Cyber Security Services GmbH is Germany's leading consultancy firm for data security. As Security Essen set up its own exhibition hall for cyber security this year for the first time, to us it was a logical step to come and present our products and services here. The topics which were in particularly high demand were information security, data protection, emergency services and cyber security. The trade visitors were extremely well informed and precisely our target audience."

Sebastian Mosbacher, Managing Director, Stölting Service Group:

"Stölting Security was extremely satisfied with Security Essen 2018 in Essen. As a large security services provider operating in Germany, we were able to present our services and position ourselves in the best possible manner. The second day saw high footfall and was of great significance for us as a trans-regional personnel service provider operating in the sector of cleaning, security and staffing. Stölting Service Group will be back in 2020!"

Dr. Alejandro Ojeda, CEO and Founder of UrbanAlps AG:

"Security Essen was beyond our wildest expectations; it has been one of our best platforms to get in direct contact with our target audience at an international level. Furthermore, winning the Security Innovation Award 2018 for our core product the Stealth Key, the worlds' first 3D metal printed key, has been an invaluable validation stamp from arguably the world's leading security fair. It is clearly the place to be for security and we eagerly look forward to come back once again in 2020."

Rainer Schratz, Marketing Manager, HOPPE AG, Stadtallendorf:

"HOPPE presented at Security Essen for the first time this year – and so far, we are extremely satisfied with the results of the trade fair. Security Essen is a good platform for HOPPE innovations and expertise in the field of protection and amenities; this is also clear from the high number of contacts we made at the trade fair – both with customers as well as visitors who came from segments which are new to us, for example from the electrical wholesale trade. Of course, the quality of the new contacts can only be evaluated after the trade fair but we are delighted with the high level of interest shown by visitors in our products – both from trade visitors and from the media. Visitors were particularly appreciative of our

innovations such as the burglar-proof window handles SecuForte® with automatic locking function and convenient contactless front door handles or the wireless window handle offering central locking.”

Norbert Schaaf, Chairman of the Federal Association of Security Technology (BHE) and Chairman of the Advisory Board for Security Essen:

“Trade fair visitors from around the world were able to seek information about the diverse possibilities offered by modern security technology from around 950 exhibitors. The new layout, with six primary areas, also received very positive feedback. The profile of the Security trade fair offers the right background for the entire security industry. As a specialist trade fair, it specialises in security and therefore offers the ideal platform for providers and users to share information and views. Current aspects such as “Security technology in the smart home” and “Digitisation and cyber security” were afforded a great deal of attention. The innovative spirit of the security providers also became particularly clear at the presentation ceremony of the Security Innovation Awards 2018.”

Serge Coppens d'Eeckenbrugge, Regional Manager BNL - DACH, Managing Director DACH, UTC Fire & Security:

“Smart buildings and smart homes were the focal point of this year's Security Essen. Thanks to UltraSync, the new secured connectivity platform, integrated smart home or smart building security solutions can be managed using the internet. UTC Fire & Security presented their Lenel range, which offers various security technologies (video, access, fire and burglary), which are integrated into both the home and larger-scale environments in a user-friendly manner. The trade fair offered us the ideal platform to present our upcoming new product range of cable and wireless fire alarm systems. The feedback we received from both the domestic market and neighbouring countries was outstanding. The relaxed stand design provided the perfect environment for intense yet enjoyable conversations. Security Essen was very successful for us and we are looking forward to taking part again.”

Dr. Florian Scharr, Press Spokesman, VdS Schadenverhütung GmbH:

“Our goals were surpassed at Security Essen. At times, our stand was besieged! The burglar protection was particularly important and the topic of digital burglary protection was in high demand, which was very pleasing. We are delighted that so many industry representatives as well as numerous installers and planners came to find out more about VdS. Security Essen is a very important trade fair for us.”

Dr. Harald Olschok, Managing Director, BDSW Bundesverband der Sicherheitswirtschaft:

“Once again we can look back on a successful trade fair week. For the first time, the three security associations – Federal Association of German Money and Value Services (BDGW), Association of private security industry (BDSW) and Federal Association of Aviation Security Companies (BDLS) – presented themselves together at Security Essen. The expert visitors and interested guests were informed about the work of the security associations through various events and lectures in the trade fair forums. Alone on the “Day of training and further education”, which takes place in cooperation with Messe Essen, around 300 visitors again took part.”

Friederike Nielsen, VP of Marketing, Dedrone GmbH:

“Two years ago, our subject area “protection from civil drones” was still very new. Even then, we made a great deal of interesting contacts with German and international customers and partners at Security Essen. Since then, our market has seen a great deal of additional growth. A great deal of visitors has come to our stand with a specific intention – many of them have an intention to buy something specific. We are leaving the trade fair very satisfied and will definitely be back.”

Ludwig Bergschneider, Managing Director, Abetechs GmbH (Grundig Security):

With an impressive appearance at an exceptionally designed exhibition stand, the GRUNDIG brand returned to the Security Essen 2018, the leading international meeting place for the security sector, after a one-off break. Numerous skilled visitors came to the trade fair booth in the new "Video-Hall" 5 to find out about Grundig's trade fair highlights. The greatest interest was shown in the innovative software solutions, which were particularly convincing in terms of video analysis – and the associated forensic evaluation – of the image material. In short, Security Essen is the absolute market leader for security in an international comparison. Thanks to the excellent cooperation of the trade fair organisation team, it offers the ideal platform for presenting new products and solutions in the security sector, but also for strengthening brand awareness on an international level. This is why Grundig secured pole position in Video Hall 5 for Security Essen 2020 at an early stage.