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Security Essen Spotlights Special Protection Vehicles

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Security is in high demand. In times of growing uncertainty, the need for armored and civilian special protection vehicles is rising. More and more individuals, professionally, politically, or economically prominent, seek protection while on the move. Security Essen, the leading trade fair for security, will showcase the options and discreet nature of this protection from September 17th to 20th at Messe Essen / Germany, featuring its own exhibition area. The concept has garnered significant industry support. Stoof International is the first company to register its participation in the special protection vehicles category.

The manufacturer is among the German market leaders in armored vehicles. For over 150 years, their experts have been building customized specialty models. Whether limousines, specially protected SUVs or trucks, cash and valuables transporters, or vehicles for specialized emergency forces - vehicles that meet global security standards are manufactured in the ultra-modern factory halls in Brandenburg, Germany. "We are thrilled to now be able to convince the high-caliber audience of Security Essen of our individual, powerful, and uncompromisingly secure vehicles," says Stoof CEO Fred Stoof. The company will bring several exhibits to Essen, including two vehicles and various security components.

Special protection vehicles are positioned in the Galeria to attract attention

During Security Essen, the new offer will be placed in the Galeria of Messe Essen to attract the public. This spacious, light-filled connection between the exhibition halls is highly frequented and invites people to talk. Additionally, it provides direct access to the new and thematically relevant exhibition area "Civil Protection and Civil Defense" in the adjacent exhibition hall 4. Thus, Security Essen expands its focus and shows authorities and organizations with security tasks (BOS) and municipalities how to prepare for increasing challenges such as unrest, extreme weather events, or major incidents.

Individual protection will also play a major role in the supporting program accompanying the trade fair. In the Drone Zone, for example, exhibitors will demonstrate how drones can support the security industry as well as companies and institutions in need of protection. The Digital Networking Security Conference will focus on high-level professional exchange on the topic of "networked security". An extensive lecture program also offers information on a wide range of security-related topics.

For further information, visit: www.security-essen.de

13.09.2023

Strong booking level at Security Essen

Hekatron, Dom, Atral Security, Funkwerk und Burgwächter return to the show

The industry is showing strong interest in Security Essen as a platform for the security sector. A good year before the start of the fair, the organizers of Messe Essen are pleased about an extremely positive booking level and the return of well-known companies. Julia Jacob, Project Manager of Security Essen: "Already at this point in time, many exhibitors have booked their stands again. In exhibition areas that are in great demand, we can no longer offer areas in particularly popular halls."

Numerous companies such as Hekatron, Dom, Burgwächter, Funkwerk and Atral Security will be back when Security Essen takes place at Messe Essen from September 17 to 20, 2024. "The return of these companies is a clear sign that impressively underlines the importance of our trade fair for the security industry," says Julia Jacob. Together with her team, she has further developed Security Essen. Thus, in 2024, there will be the new thematic focus 'Civil Protection and Civil Defense, Special and Special Protection Vehicles' for the first time. Senior Vice President Marketing Sabrina Großkreuz: "In this way, we want to take account of the new challenges in our society and give all interested parties a platform for exchange, cooperation and networking."

Supporting program with many opportunities for networking

One of the points that many exhibitors and visitors praised at last Security Essen was the supporting program. This will be expanded even further next year:

- Professional exchange at a high level on the subject of networked security will be the focus of the Digital Networking Security Conference.
- The Training and Education Day, organized jointly with the BDSW (Federal Association of the Security Industry), will support the industry in promoting young talents and recruiting skilled workers.
- In the Drone Zone, exhibitors will demonstrate the added value of drones for the security industry.
- The German-Dutch Forum offers an opportunity for bilateral exchange between experts from both countries.
- For the first time, a Banks and Savings Banks Day is planned. There, financial institutions can find out about the latest developments in the physical security industry - especially with regard to safes, ATMs and security rooms.

Registration forms and further information at: www.security-essen.de

26.04.2023

Security Essen: Axel Schmidt is new chairman of the trade fair advisory board

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The advisory board of the Security Essen trade fair has a new head: Axel Schmidt, member of the board of the BHE Bundesverband Sicherheitstechnik e.V. (Federal Association for Security Technology), now chairs the expert committee. The industry expert was confirmed at the last advisory board meeting of the leading trade fair for civil security. "We are very pleased to have gained Axel Schmidt, a proven expert in the security industry and a supporter of Security Essen," said Oliver P. Kuhrt, Managing Director of Messe Essen.

The new Advisory Board Chairman Axel Schmidt: "For many years, the BHE and also Salto Systems have been represented at Security Essen. It is an enormously important industry platform. I am therefore very pleased to now be able to get even more involved and, above all, to support the digital orientation of the trade fair." A representative from the ranks of the German Security Industry Association (BDSW) will be appointed as Vice Chairman of the Security Essen Trade Fair Advisory Board.

The focal points of the next Security Essen, which will be held at Messe Essen from September 17 to 20, 2024, have already been determined. The familiar exhibition areas

- Access, mechatronics, mechanics and systems

- Fire, intrusion and systems

- Services

- Perimeter

- Video

- Digital Networking Security

will be joined in 2024 by the newly created "Civil Protection and Civil Defense" topic area.

Further information at: www.security-essen.de

20.04.2023

Security Essen regains Securiton as exhibitor

Companies welcome strong re-launch of trade fair

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Alarm and security system specialist Securiton will exhibit at Security Essen 2024. The company has now made the announcement. "This means that a large and important exhibitor is returning to our leading trade fair for civil security," said Oliver P. Kuhrt, CEO of Messe Essen. "Securiton's registration is another strong sign of the successful re-launch of Security Essen." In 2022, the trade fair made a brilliant appearance after a pandemic-related break and convinced the industry as a top-class platform all about information, networking and the presentation of innovative security solutions. Numerous commitments and registrations have already been received for the new edition of the trade fair from September 17 to 20, 2024.

"For us, the strong performance of the past Security Essen was particularly decisive. There, excellently prepared decision-makers from the security industry met and informed themselves - many exhibitors confirmed this to us, and Securiton was also missed," explains Ralf Heinrich, Head of Marketing Securiton Germany. "We were impressed by how the trade fair returned from its long and consuming corona phase, and we are already looking forward to our trade fair appearance in 2024. We will be bringing numerous highlights from the areas of fire protection, electroacoustic systems, video security, drone security, hazard detection and security management systems. It will be exciting to see how we will present our 3D object and perimeter protection - the holistic air and ground security we call 'Dome Security'."

In addition to Securiton Germany, many other companies have already confirmed their participation in Security Essen 2024. These include Salto, PCS, Honeywell, Telenot, Secontec, Advancis and ABI, among others, as well as Süd Metall Beschläge, Rohde & Schwartz, Jansen Tore and Carl Wittkopp. "The many positive feedbacks encourage us to further expand Security Essen as the most important industry meeting place and also to set new accents nationally and internationally," explains Messe Essen CEO Kuhrt.

Intensive work is already being done on the expansion of the main topics. The well-known exhibition ranges

- Access, Mechatronics, Mechanics and Systems

- Fire, intrusion and systems

- services

- perimeter

- video

- Digital Networking Security

will be joined in 2024 by the newly created "Civil Protection and Civil Defense" theme.

Further information and registration documents at: www.security-essen.de

23.09.2022

Security Essen convinced as the trade fair of the security industry

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"Secure your business" – Security Essen more than lived up to this year's motto as the leading trade fair for the civil security industry. Over four days, 383 exhibitors from 36 countries presented their protection and security innovations for companies, institutions and private buildings to the trade public, a third of whom came from abroad, at Messe Essen. "After a forced break due to the pandemic, the security industry was thrilled finally being able to meet and exchange ideas in person again," said Oliver P. Kuhrt, CEO of Messe Essen. "The exhibitor presentations were top-class and led to intense discussions. With Security Essen, we offer the industry a strong platform of its own in a strong market. After all, in Germany alone, the turnover of this sector of the economy has increased by 7.5 per cent to more than 24 billion euros in the last year."

Around 17.000 trade visitors – mainly from the industry, installation companies, retailers and municipalities – came to Messe Essen to find out about the latest products and solutions available and place orders. 77 percent of them were decision-makers who make or arrange investments in their companies. They were very satisfied with their visit to the trade fair – particularly with the wide range of products and services covering all areas of civil security as well as the presence of many market leaders and industry giants. Telenot was one of them: "We have seen a clear trend towards higher quality visitors," is how Telenot Managing Director Peter Wunderle sums up the trade fair. "Whether they represented industry, corporate groups or retail chains, the security officers who came specifically to Security Essen were all highly prepared experts. There was great interest in both our professional access control technology and our new motion detector, which was released during the fair and is immediately available from stock. The numerous specialist installers particularly asked about our even larger range in the area of intrusion and fire alarm technology. Security Essen 2022 has surprised us, in a good way. We will definitely be back in 2024."

In addition to Telenot and also Honeywell, many other companies have already booked their exhibition stand for the next Security Essen or expressed their interest in participating. "We are holding intense talks and are very confident that we will be able to welcome more well-known names again in 2024," says Oliver P. Kuhrt, CEO of Messe Essen.

AI, digitisation and cloud solutions as trends at Security Essen 2022

Once again, Security Essen demonstrated it is the trendsetter of the security industry. It was clear that artificial intelligence (AI), digitisation and cloud solutions will significantly shape the future of civil security. Among other things, learning robot systems were on display, which carry out site surveillance tasks or provide information as visitor assistants. There was also strong interest in complete systems, where software, terminals, administration, analysis and maintenance services all come from a single source. As the progress in AI, Internet-of-Things technology and digitisation requires storage space for use and the amounts of data generated, cloud solutions were also in demand. Associated storage systems are also becoming increasingly important.

Start-ups had brought along plenty of new ideas for the security industry. At the joint stand sponsored by the Federal Ministry of Economics Affairs, they demonstrated intelligent robot systems designed as dogs, innovative solutions for recording working time and even storage containers for valuables hidden in inconspicuous furniture.

Security Essen has already set the course for the next trade fair in 2024. On the second day of the trade fair, CEO Kuhrt announced that civil protection and civil security would be a new focus for the trade fair in the future, in response to their perceived growing importance in light of the current events in politics, the economy and society.

A sought-after stage for national and international experts

The trade fair has underlined its position as the leading industry platform with its extensive programme. The Digital Networking Security Conference offered a high level of professional discussion on the topic of "networked security". In the fire prevention forum, experts provided practical information on fire prevention and fire fighting. Trade visitors were able to get an idea of the product innovations of the exhibiting companies in the Security Experts Forum. Buyers from the United Nations had chosen the trade fair to inform about UN procurement and to establish contacts with exhibiting companies. Bilateral exchange was the focus of the BeNeLux Day, which was organised together with the German-Dutch Chamber of Commerce (DNHK) and the Dutch Cluster Security Delta (HSD). Guests from the neighbour country Netherlands also made up by far the largest group of international trade visitors - followed by Belgium. Recruiting young talent was the focus of the 5th Training and Further Education Day, when Messe Essen and the Federal Association of the Security Industry BDSW invited hundreds of trainees, students and retrainees from the security industry. NRW's Minister of the Interior Herbert Reul used his visit to the trade fair to present the "NRW Economic Protection Situation Report 2021/2022".

Dr Christian Endreß, Managing Director of the Allianz für Sicherheit in der Wirtschaft West (ASW West e.V.), states: "For us at ASW, this year's Security Essen was a complete success. A special highlight was Minister Reul presenting the latest situation report on economic protection during the fair. This has a high signal effect. In the future, the fair will focus on civil protection and civil defence and thus do justice to the changed threat situation. We wholeheartedly welcome this development and as an association we will actively support the project."

Save the date: Security Essen 2024 opens from 17 to 20 September 2024

The high level of satisfaction among trade visitors and exhibiting companies is reflected in the trade fair surveys. Nine out of ten visitors would recommend Security Essen to others. Nine out of ten companies expect good post-fair business due to the positive course of the fair. Almost all exhibitors stated that they had reached their most important target groups. Already now, 89 percent of the visitors and 88 percent of the exhibiting companies stated that they would be present again at Security Essen 2024.

The next Security Essen will take place from 17 to 20 September 2024 at Messe Essen. Interested exhibitors can find the registration documents online at www.security-essen.de.