27.11.2019

International Start-up Area celebrates premiere at Security Essen 2020

Participation in trade fairs possible at a reduced fixed price

As the leading trade fair for the security industry, Security Essen is the showcase for innovations every two years. In order to also enable young companies to be present in front of trade visitors from all over the world, there has long been a promotional program in cooperation with the Federal Ministry for Economic Affairs and Energy. However, this only applies to German companies. Security Essen has therefore now set up its own program for start-ups from abroad. For the first time, young international companies will benefit from this program at the next edition of the trade fair, which will take place at Messe Essen from 22 to 25 September 2020.

Prominently located in the new Hall 7, the International Start-up Area will be a highly visible platform for young companies. Here they will be able to present their new products and services to the trade public. Julia Jacob, Head of Project for Security Essen: "The security industry is changing. New challenges require new technologies. Many of these innovations come from young companies. We are delighted to now be able to offer a stage to these thought leaders from abroad, as well."

Companies must not be more than ten years' old

The program for international start-ups will include an equipped presentation area with furniture, electricity and lettering, as well as the access to the trade fair website at a net price of 990 euros. Companies younger than ten years, with fewer than 50 employees and an annual turnover of no more than ten million euros may apply for a place on this special area.

Further information and registration at: www.security-essen.de
Further market leaders have confirmed participation in Security Essen 2020

After a break, Telenot and Securiton return to the leading trade fair

Security Essen is continuing to consolidate its position as a platform for the security industry. Numerous companies have confirmed their participation in the leading international trade fair, which will take place at Messe Essen from 22 to 25 September 2020. Particularly pleasing: In addition to many long-standing customers, the registrations also include companies which will take part in Security Essen again for the first time after a break. Amongst others, Telenot and Securiton will present their innovations at Messe Essen. "We are delighted about the exhibitors' commitment to Security Essen," says Oliver P. Kuhrt, CEO of Messe Essen. "This emphasizes the significance of Security Essen as an important platform for the security industry".

Thomas Taferner, Head of Marketing and Sales at Telenot Electronic, justifies the return to Security Essen as follows: "We are delighted to be on board again at Security Essen 2020. In the past three years, we have increasingly tested smaller events. But Security Essen has proved to be the only all-encompassing trade fair for us where the entire industry from the installing specialist company to security officers from industry, planning offices, trade associations, building property insurers, CI&D advisory centers, fire departments and many other target groups obtains information. The trade fair is particularly interesting for us in 2020, because Telenot will present extensive innovations and will greatly expand its spectrum. In addition to burglar alarm technology, we now also have fire alarm technology in our portfolio and, from 2020, access control technology, too."

Also after a break, Securiton Deutschland will take part in Security Essen again. The application specialist for everything to do with alarm and security systems will present its innovations in Hall 3 - the exhibition area for access, mechatronics, mechanics, systems and perimeter protection.

Dom and Wilka again exhibitors in Hall 3

The two North Rhine-Westphalian companies Dom and Wilka have been continuous exhibitors at Security Essen for many years already. Moreover, they have already registered again for Security Essen 2020. Dom Sicherheitstechnik GmbH & Co. KG, headquartered in Brühl, is one of the world's leading manufacturers of innovative locking technology and electronic access systems. Wilka Schließtechnik GmbH is at home in the key Velbert region. Robert Schlieper, Managing Partner, Wilka: "In our industry, the focus is naturally on the security topic. For more than 150 years, Wilka has represented high quality standards in an area where it really matters that the product delivers what it promises. At Security, we have shown our (potential) customers exactly that for years already - patented mechanical cylinders, locks and locking systems for a wide range of requirements and the innovations from the field of electronics. And of course, we are always looking forward to the interesting discussions on our stand, because personal contact is rarely as easy to establish as it is there."

Platform for numerous national and international companies
Many other companies - including market leaders, niche providers and new entrants - have also already confirmed their participation in Security Essen 2020. From Germany, these include Abus August Bremmicker Söhne, EVVA Sicherheitstechnik, Kötter Security, lunaHD, NSC Sicherheitstechnik, Salto Systems, T-Systems International, Videor E. Hartig and the Wagner Group. The trade fair will be a premiere, for example, for the Bosch start-up SAST. The young company will present its Internet of Things platform for security cameras for the first time at the trade fair. Security Essen is also seeded for international stars: Hanwha Techwin Europe, Hikvision, Inim Electronics, Vanderbilt International, Zhejiang Dahua and Zhejiang Uniview, among others, have confirmed their participation in the world's leading trade fair.

First Security Essen after the successfully concluded modernization

After a construction period of around three and a half years, the modernization of Messe Essen has been concluded since September 2019. From now on, exhibitors at and visitors to Security Essen will benefit from open, functional architecture, short distances, eight spacious, single-storey halls and plenty of daylight. For example, visitors can, for the first time, expect a complete and coherent range of available video products in the new Hall 5.
The security sector is honouring the strategic reorientation of Security Essen: With Honeywell, one of the sector’s big attractions is returning to the leading fair in the security industry. The internationally active company is professing its long-term allegiance to Security Essen and is now already expressing this with a contract relating to the fair editions in 2020 and 2022. Honeywell is justifying its step, amongst other reasons, with the unique character of the event as a comprehensive platform on which all the disciplines in the security industry present themselves. The next Security Essen will take place at Messe Essen from September 22 to 25, 2020.

“We need a strong leading trade fair for the security industry in Germany, and that is Security Essen. It is the leading platform for our industry, where we reach decision-makers from a wide variety of sectors. For us as exhibitors, this is the advantage of Security Essen”, according to Klaus Hirzel, CEO of Novar GmbH and NOTIFIER Sicherheitssysteme GmbH, both group companies of Honeywell Building Technologies (HBT). HBT develops products, software and technologies, that are used in more than ten million buildings worldwide.

For Oliver P. Kuhrt, CEO of Messe Essen, the company’s return is a confirmation: "The security sector needs a globally leading information, networking and ordering platform. Discussions with important companies have shown us that time and time again. With the new subject areas, our modernised site and the ideally tailor-made supporting programme, Security Essen is optimally set-up for visitors and exhibitors. We are very pleased to have now won over an outstanding market participant for the coming years with Honeywell.”

Security Essen will be the meeting place of the international security sector and will take place on Messe Essen's modernised site. In conformity with the market, the event is divided into the six subject areas: "Services", "Access, Mechatronics, Mechanics and Systems", "Perimeter Protection", "Video", "Fire, Intrusion and Systems" as well as "Cyber Security and Economic Security". The fair will be rounded off by a thematically appropriate top-class supporting programme. Any interested exhibitors can register at www.security-essen.de.
10.07.2019

"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."

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
Visitor Registration Now Open

The Security Event - powered by Security Essen arrives at the National Exhibition Centre (NEC) in Birmingham, UK from 9 to 11 April 2019. This major new security exhibition features around 100 of the world's leading security brands. Visitors can now register online for the event, organised by Western Business Exhibitions (WBE). Cooperation partner is Messe Essen (Germany), organiser of the leading trade fair for civil security Security Essen.

The British market is one of the most important markets for the security industry worldwide. The Security Event, powered by Security Essen aims to deliver a world-class exhibition dedicated to UK security professionals, installers and integrators.

The Security Event has been developed with support from ten of the industry's major players and tailored to precisely meet the needs of the security industry. Numerous key companies from the international security industry will be on site – including Anixter, ASSA ABLOY, Avigilon, Comelit, Dahua, Honeywell, TDSi, Texecom, Tyco, Videcon and many more. Visitors can obtain their free event ticket now from http://www.thesecurityevent.co.uk

Comprehensive programme with informative parallel events

Under the motto ‘Designed by the industry, for the industry’ - The Security Event will offer a tailor-made education programme, alongside unrivalled networking opportunities for security professionals. Challenges and opportunities within the sector will be discussed by leading security experts as well as showcasing the latest innovations on the market.

The Security Event will take place parallel to three already well-established successful WBE exhibitions. These are The Health & Safety Event, The Fire Safety Event, also powered by Security Essen and The Facilities Event. This setup will create synergy, offering visitors relevant added value during their visit to the NEC, Birmingham.

The NEC, Birmingham is considered the home of the UK commercial security industry. Thanks to easy, direct links to the British motorway network, mainline train stations and a local international airport – the NEC is the most accessible exhibition venue in the UK. On site 16,500 parking spaces are also available for visitors.

About Western Business Exhibitions (WBE)
Western Business Exhibitions Ltd (WBE) part of the Nineteen Group, is the owner of the highly successful and respected The Fire Safety, The Health & Safety and The Facilities Management Event.

With over 25 years’ of experience, WBE has built an unrivalled reputation for delivering incisive, pertinent content across all disciplines – via an extensive portfolio including marketing leading exhibitions, events, print and digital publishing.

About Messe Essen

With roundabout 65 trade fairs and exhibitions, including ten leading trade fairs, the Essen Exhibition Centre is among the top ten exhibition locations in Germany. An appealing mix of international, national and regional professional and consumer trade fairs attracts around 1.5 million visitors annually. Messe Essen offers exhibitors the ideal environment to present their company and to establish important contacts with experts, key customers and opinion leaders.

Further information

Contact:
Messe Essen Western Business Exhibitions
Kirsten Hemmerde Sarah Phillips
+49 (0)201 7244 432 +44 1202 022 108
kirsten.hemmerde@messe-essen.de marketing@thesecurityevent.co.uk
Security Essen scores points for high quality and increased internationality of visiting professionals

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

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.

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 honored 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

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, Stöltting Service Group:

“Stöltting 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. Stöltting 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.