

intersec

SAUDI ARABIA

LAUNCH
EVENT

2 – 4 May, 2017

Jeddah Center for Forums & Events

**Saudi Arabia's leading regional
trade fair for security, safety
and fire protection**

www.intersec-ksa.com



Organised by:

ACE
EXHIBITIONS
الهارثي للمعارض



messe frankfurt

Intersec Saudi Arabia

Meet the largest and fastest growing security industry in the Middle East

Messe Frankfurt is entering the ever growing Saudi Arabian security industry by launching Intersec Saudi Arabia from 2 – 4 May, 2017.

Worldwide, the Intersec brand has reached a remarkable level of 11 shows covering all corners of the globe from South America to the Far East. With Intersec, the flagship show in Dubai, catering to the wider Middle East & Africa, the show has seen the Saudi Arabian trade visitor numbers increase by 53% from 2012 to 2016.

Year on year, the objectives of Security, Safety and Fire Protection companies to penetrate or

increase their market share in the Kingdom of Saudi Arabia have shown an exponential growth. Due to the growing demand, Intersec is honoured to host its first KSA edition in Jeddah.

Messe Frankfurt Middle East has partnered with Jeddah based Al-Harithy Company for Exhibitions (ACE), Saudi Arabia's leading event organiser and the first to own dedicated exhibition venues and organise international trade shows in the Kingdom. ACE has over more than 30 years, staged in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors.



Why KSA?

- Huge spending on critical infrastructure security (oil & gas, railways, telecommunications, electricity sectors, airport and border)
- Largest construction market in the Middle East offering great opportunities for the security and fire protection industries throughout the planning, construction and operating phases

Why Jeddah?

- Jeddah is the largest commercial city in KSA
- Population of almost 5 million
- Economic and tourism capital
- Trade hub for thousands of years
- Major port for all non-oil related goods

What to expect at Intersec in Saudi Arabia?

- **125+ exhibitors from over 20 countries**

- **Exhibitor profile:**

Manufacturers, Service Providers, Distributors, Wholesalers

- **Visitor profile**

- Wholesale Trade:**

Manufacturer, Wholesaler, Distributor, Import / Export and Trade Agent

- Government Authorities:**

Police Forces, Law Enforcement, Civil Defence, Military / Armed Forces, Customs, Utility Services, Airport and Port operations

- Industries:**

Engineering
IT / Network / Telecommunications
Integration of Security / Fire Products
Installation of Security / Fire Products
Contracting / Property Development
Consultancy
Oil & Gas
Facility Management
Architecture / Design
Hotel / Leisure / Entertainment
Education
Healthcare
Banking / Finance / Insurance
Guarding Services
Logistics / Freight Forwarding / Warehousing
Aviation
Trade Associations

Launch Partners

The following companies already confirmed their attendance



Market Data

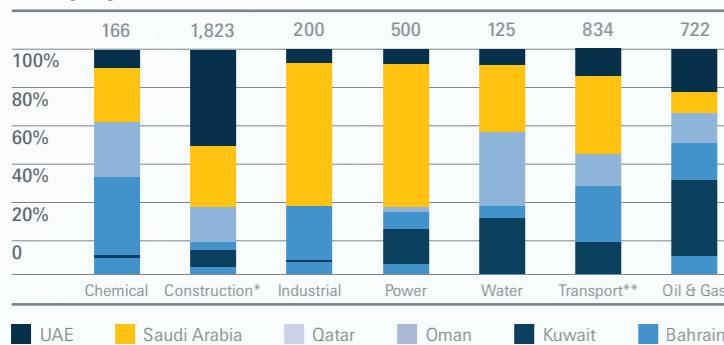
- Saudi Arabian security spending is expected to increase from \$7.8 billion to \$15.4 billion by 2018 with an increased focus on protecting its oil industry and securing its borders.

Source: Homeland Security Research

- Growing at more than double the global average of 5.5 percent, the Middle East has evolved into the fastest growing and largest market for security solutions, and it will contribute 10 percent to the global physical security market in 2020. Figures provided by global analysts Frost and Sullivan show that the Middle East physical security market is expected to be worth USD 10.9 billion by 2020, up from its 2014 level of USD 3 billion, growing by a very high 23.7 percent.
- The Saudi electronic security market which includes video surveillance, access control and intrusion detection is forecasted to grow at CAGR of 14.4 percent over the period 2015 – 2021. The demand is increasing due to the growing security concerns over a possibility of potential terrorist attacks on public and private infrastructure including commercial buildings, airports, metros, malls, manufacturing plants, banks, oil & gas industry, commercial offices and residential apartments.

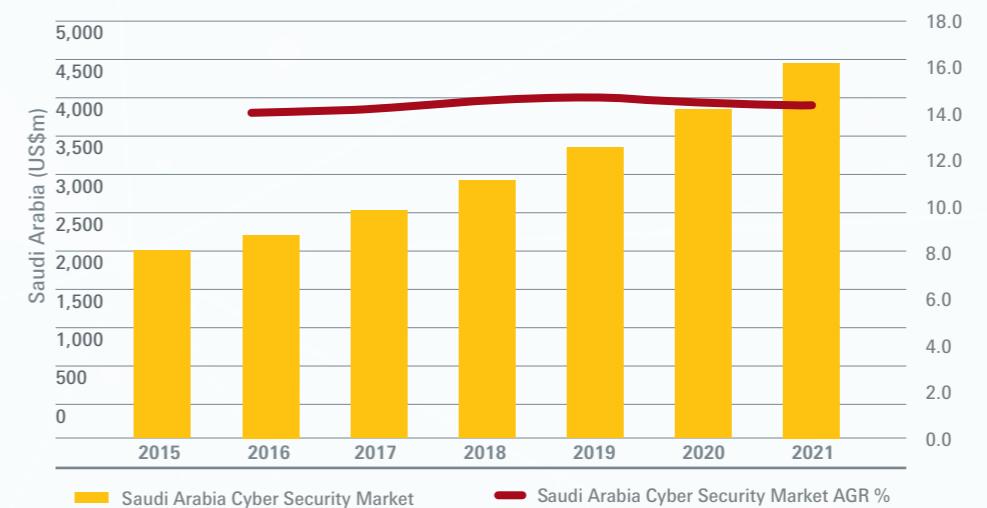
Source: 6Wresearch, "Saudi Arabia Electronic Security Market (2015-2021)"

Estimated capital investment on surveillance across the GCC projects sector 2014 – 2017 (%)



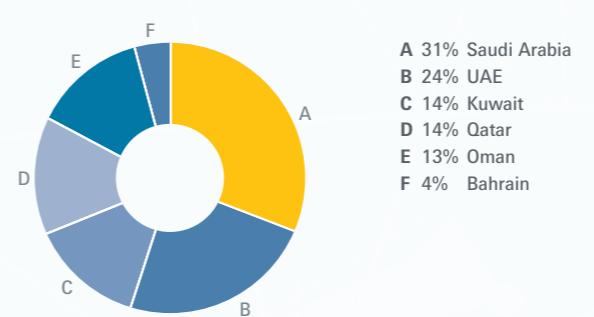
Source: MEED Insight Research & Analysis, Smart Surveillance in the GCC

Saudi Arabia Cyber Security Market Forecast 2016-2021 (US\$m, AGR %)



Source: 6Wresearch "Saudi Arabia Electronic Security Market (2015-2021)"

Estimated project-related surveillance investment by country 2014 – 2017 (US\$m, %)



Source: MEED Insight Research & Analysis



Product Sections

The launch edition of Intersec Saudi Arabia 2017 will bring together a variety of solutions from the safety, security and fire protection industries to the KSA market.



Commercial Security

- Surveillance (analog)
- Digital & Network Surveillance
- Transmission
- Reconnaissance, Surveillance & Guarding Services
- Electronics Access / Entrance Control
- Intruder and Burglary Detection & Alarm Equipment
- Smart Home & Building Automation



Information Security

- Internet Security
- Hardware & Data Security
- Mobile Security
- Access / Entrance Security



Perimeter & Physical Security

- Physical Access / Entrance Control
- Mechanical Security Systems & Devices
- Perimeter Security



Homeland Security & Policing

- Electronics
- Surveillance
- Mobility – Land
- Mobility – Marine
- Mobility – Air
- Airport Security
- Equipment for Police Forces
- Optics
- Apparel & Equipment
- Logistics
- Training & Consulting
- Laboratory Equipment / Forensic Science
- Mine Clearance / Bomb Disposal
- Armour
- Detection



Fire & Rescue

- Fire Prevention & Protection
- Emergency Alarm & Warning Systems
- Fire Fighting Equipment
- Rescue



Safety & Health

- Personal Protection Equipment
- Safety at Work Equipment
- Health at Work
- Security at Work
- Environmental Protection at Work
- Technical Textiles



Pricing Structure

Row Stand (one side open)	: USD 445 per sqm
Corner Stand (two sides open)	: USD 455 per sqm
Peninsula (head) Stand (three sides open)	: USD 465 per sqm
Island Stand (four sides open)	: USD 475 per sqm
Second floor in double storey stands	: USD 150 per sqm
Space only (minimum)	: 21 sqm
Shell Scheme excl. furniture:	USD 75 / sqm.
Shell Scheme incl. furniture package (1 table, 2 chairs, 1 lockable cabinet, 3 shelves):	USD 250 per bundle
ACE Creative also offers a bespoke design & build service for customised stands.	
For inquiries please contact Mr. Nassim El Rassi , nassim@acecreative.com.sa	

Early Bird discount

5% off space-only price for bookings received by September 15th, 2016.

The discount is applicable only if the booking is accompanied by payment of 30% of the space rental fee.



One Price Policy

Book for Intersec in Dubai and Jeddah at the same time to avail the One Price Policy and save another USD 10 / sqm.



Free Promotional Tools

The following services are offered free of charge to all exhibitors:

PR

Start spreading the news and tell people why they should visit your stand! Our in-house Public Relations team runs a continuous PR campaign throughout the year with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you.

E-newsletter

Reach more potential visitors! Every month, an e-newsletter is sent out to our visitor database, which targets the relevant segments of the market. Just as in PR, we can include your stories in the e-newsletter, again giving your company extra exposure to the people that matter to your business.



Other Free Promotional Tools

Promotion Digital Portal

As part of our efforts to ensure that you have a successful exhibition experience, we have designed a 'PD Portal' for Intersec Saudi Arabia 2017 which contains a number of FREE marketing tools that you could use to promote your presence at the exhibition.

- E-card / Personalised e-card – provided in both English and Arabic. Also has the option to be personalised by adding your logo and stand number
- Personalised email signature – personalise this by adding your stand number and attaching it to all your emails
- Online banner – which you can add to your website or even to your emails
- Intersec Saudi Arabia logo generator – in case you would like to add our logo when communicating your participation at the show to your clients
- Invitation letter / Fax invitation – which you can use to invite existing and potential clients to visit your stand



Sponsorship Opportunities

Be seen at the right place. At the right time.



Intersec Saudi Arabia allows your company to be involved with the event and have a high level of association and recognition within the industry. Sponsorship will enable you to raise your profile to attendees prior & during the exhibition and increase your level of exposure at the show.

Sponsoring specific areas of the hall or availing of our strong marketing campaign through a vast variety of dynamic and innovative channels, provides an excellent means of generating high awareness levels.

Intersec Saudi Arabia offers selective branding and advertising opportunities only to exhibiting companies. To stand out amongst your competitors and co-exhibitors, choose from the following selected sponsorship packages.

Visitor / Exhibitor Lanyards

Over 7,500 lanyards will be printed. It is a must for each visitor to wear their badge during the exhibition. This will allow you maximum visibility to expose your brand to visitors and potential clients.

Visitor Exhibition Bags

More than 7,500 bags will be produced. Each visitor will be given a carrier bag free of charge upon their arrival at venue.

Registration Desk Branding

Registration desks are an excellent space for branding as it is mandatory for all the visitors to register and pass through the registration counter to collect their badges and enter the exhibition halls.

Branded Flags

Flags will be in the most eye-catching locations at the venue. This will ensure high brand exposure and leave unforgettable impressions among the right audiences.

Onsite Branding Signage

The Jeddah Center for Forums and Events is home to different branding and advertising signage that will ensure that your brand is ahead of the competition. A wide selection of branding sites will be available upon request.

Platinum, Gold, Silver & Pavilion Sponsorship

Sponsorship packages offer a wide variety of displays throughout the show. We have four packages on offer. Please contact us for details.

We have tailor-made packages to suit your requirements and budgets.

Contact our Sponsorship Team:

International:

arthur.tolentino@uae.messefrankfurt.com

National:

hisham@acexpos.com



Jeddah – Bride of the Red Sea

Jeddah has grown during the last two decades of the 20th Century, which made the city a centre for trade and business in the Kingdom of Saudi Arabia and a major port for exporting non-oil related goods as well as importing domestic needs. Jeddah is one of the most beautiful cities in Saudi Arabia. While the revalent desert may suggest the country lacks natural beauty, there are several parks throughout the city that shows the port city is not only rich in oil reserves but has a fair share of lush greenery as well. The corniche houses the world's highest King Fahd Fountain which is 312 metres high, the old town souk, warm beaches, spas and wellness centres. You will also find numerous educational and historical sites, and it is known for having many grand museums such as the Municipality Museum. The Jeddah Museum is the regional landmark that demonstrates historical archaeology and ethnography.

Jeddah aspires to be a world-class global commercial and tourist destination that enjoys distinctive environmental and human character within the context of a sustainable urban development.

Kingdom of Saudi Arabia's "Vision 2030"

With the launch of Vision 2030, by Prince Mohammad bin Salman bin Abdulaziz Al-Saud, Deputy Crown Prince and Chairman of the Council of Economic and Development Affairs, potential is now well-defined and backed by the country's visionary leaders. The Vision 2030 document reveals a well-thought-out strategy that takes into consideration Saudi Arabia's strengths and its capabilities.

The focus on specific sectors is deliberate and evidently backed by a solid socio-economic rationale. Prince Mohammad bin Salman bin Abdulaziz Al-Saud, Deputy Crown Prince and Chairman of the Council of Economic and Development Affairs, identified the security industry as one of the important areas for support. All of which the Kingdom is either already a major consumer of or regionally well-placed to be a hub for re-export. The future is now!



Intersec Worldwide

Intersec is globally renowned as the premier trade platform for professionals in security, safety and fire protection.

With the support of Dubai Police and Dubai Civil Defence, the 18th edition held in Dubai hosted 1,280 exhibitors and 31,261 visitors from 128 countries. The growing number of visitors and exhibitors each year signifies the importance of Intersec within the Middle Eastern region and beyond.



intersec

22 – 24 January, 2017
Dubai
www.intersecexpo.com

intersec SAUDI ARABIA

2 – 4 May, 2017
Jeddah, Saudi Arabia
www.intersec-ksa.com

intersec BUENOS AIRES

7 – 9 September, 2016
Buenos Aires, Argentina
www.intersecbuenosaires.com.ar

intersec forum

16 – 17 March, 2017
Frankfurt am Main, Germany
www.intersec-forum.messefrankfurt.com

secutech

6 – 8 April, 2017
Mumbai, India
www.secutechindia.co.in

secutech

12 – 14 April, 2017
Taipei, Taiwan
www.secutech.com

secutech

21 – 24 September, 2016
Ho Chi Minh City, Vietnam
www.secutechvietnam.com

SEGUERIEXPO BUENOS AIRES

12 – 16 September, 2016
Buenos Aires, Argentina
www.segurexpo.com

innosecure*

31 May – 1 June, 2017
Düsseldorf, Germany
www.innosecure.de

T5 FORUM Security and Safety Technologies

7 – 9 February, 2017
Moscow, Russia
www.tbforum.ru

powered by intersec SECOPROTEC EAST AFRICA

15 – 17 September, 2016
Nairobi, Kenya
www.secproteceafrica.com

About the Organisers

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2015)

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Paperworld Middle East and Prolight+Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Beautyworld Spa and Wellness Management Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

About ACE Exhibitions

Messe Frankfurt Middle East GmbH has partnered with Jeddah based Al-Harithy Company for Exhibitions (ACE), Saudi Arabia's leading event organiser and the first to own dedicated exhibition venues and organise international trade shows in the Kingdom. ACE Exhibitions has over more than 30 years, staged in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors.

To book a stand:

International
Andreas Rex
andreas.rex@uae.messefrankfurt.com
intersec@uae.messefrankfurt.com
Tel. +971 4 389 4538

National
Hisham Numan
hisham@acexpos.com
intersec@uae.messefrankfurt.com
Tel. +966 (0) 12 654 6384 (Ext 101)

Jointly organised by:

Messe Frankfurt Middle East GmbH
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 11
info@uae.messefrankfurt.com
www.messefrankfurtme.com

Al-Harithy Company for Exhibitions
P.O. Box 40740
Jeddah 21511, Saudi Arabia
Tel. +966 12 6546384
Fax +966 12 6546853
ace@ace expos.com
www.ace expos.com