

POST SHOW REPORT 2019

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

www.intersec-KSA.com

SAVE THE DATE
23 – 25 MARCH, 2020

**NEW LOCATION
RIYADH**

SHOW PROFILE

The 3rd edition of Intersec Saudi Arabia was a testament not only to the potential of the Saudi Arabian security, safety and fire protection industries, but also to the enthusiasm of exhibitors and trade visitors alike.

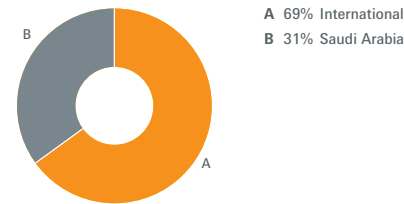
The show was held under the auspices of H.E. Lt. Gen. Sulaiman bin Abdullah Al-Amro, Director General, General Directorate for Civil Defense, Kingdom of Saudi Arabia.

The 3rd edition in Jeddah featured over 120 exhibitors from 20 countries and attracted 4,530 visitors, all keen to explore new and innovative opportunities at Saudi Arabia's largest security and fire safety trade fair.

Edition	3 rd
Date	14 – 16 April, 2019
Venue	Jeddah Center for Forums & Events, Saudi Arabia
Organiser	ACE Exhibitions
Licensed by	Messe Frankfurt Exhibition GmbH
Total Gross Sqm.	6,000
Exhibitors	120
Visitors	4,530
National Visitors	93%
International Visitors	7%

2019 figures

Regional breakdown of exhibitors



Top 5 exhibiting countries

Countries	Exhibitors
1 Saudi Arabia	40
2 United Arab Emirates	21
3 China	14
4 Germany	5
5 United States of America	5

120 exhibitors from 20 countries

2019 show highlights



120
Exhibitors



20
Exhibiting
Countries



2
Product
Groups



Over
500
Leading Brands



World's Top
Security Companies



3 Insightful
Forums &
Workshops

"It was our pleasure to attend Intersec Saudi Arabia here in Jeddah. We noticed that every year it's getting better and bigger than the year before. Great opening and attendance. We really had many visitors at our booth."

Eng. Mohammed Abu Shikha
Sales & Marketing Manager – Western Region
NAFFCO

"We met very interesting people and we had good talks to create business. For me, Intersec Saudi Arabia is most important exhibition because it is a huge market comparing to other regional markets."

Qusay Attili
Country Manager
NETIX Controls

"For people who work in the Safety and Security sector, Intersec Saudi Arabia is the exhibition and conference which covers the current and future trends. For us, we have enjoyed being one of the exhibitors and were able to demonstrate our technology. The turnout of visitors was more than we expected. Our booth was busy most of the time."

Eng. Mohammed Zainul Abid
Saudi Factory for Fire Equipment

"We present here many famous international brands such ESSER, HONEYWELL and ACKERMANN. More than 70% of the attendees were decision makers and this really makes it a necessity to be an exhibitor."

Eng. Mohammed Sobhi
Western and Southern Region Project Manager
Al Sanie Trading

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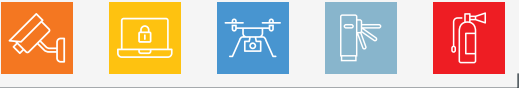


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Market Information

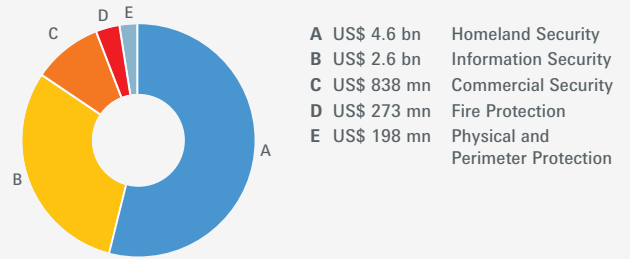
The total spend on Saudi's commercial security, information security, homeland security and policing, physical and perimeter protection, and fire safety markets was worth



US\$ 8.5 billion in 2018 **5%** ↑
over the previous year

US\$ 14.3 billion by 2025

Saudi's market spend across key industry segments



Source: 6WResearch

Forum Speakers



H.E. Khalid Al Mansoori
President of International Council, International Association for Emergency Managers, UAE



Colonel Waheed Murad
Director of Relations Division, Makkah Civil Defense, KSA



Abdulaziz Abdullatif
Digital Solutions Director, STC Solutions, KSA



Adam Hicks
Head of Fire Protection, Middle East, Victaulic, UAE



Euan Air
Director of Safety and Security, Careem, UAE



Ghaith Bakir
Regulatory Engineer - Codes and Regulatory Services, Underwriters Laboratories, UAE



Khaled A. Buali
Manager, Southern Area Industrial Security Operations, Saudi Aramco and Regional VP, ASIS International, Middle East, KSA



Nabil Masoudi
Security Director, King Abdullah University of Science and Technology, KSA



Simon Whitehouse
Managing Director, SGW Safety and Security and Chair, The Security Institute - Middle East Members Group, UAE and KSA



Lt. Gen. Yousef Al Ansari
Former Chief Kuwait Fire Service Directorate and Honorary Board Member Kuwait Fire Protection Association, Kuwait



Brig. Gen. (Retd.) Hani Hashim Al Nabulsi
Former Director of the Department of Advisory, Directorate General of Civil Defense, Ministry of Interior, KSA



Adel Al Gaoud
Manager Security Bahrain Petroleum Company, Bahrain



Ahmad Farrakh Manzoor
Head - Building Technologies, Siemens Saudi Arabia and Bahrain



Faisal Al Mazam
Director, Protective Services, Cleveland Clinic Abu Dhabi, UAE



Hattan Nabil Nassief
Chief Business Officer, Midwam, KSA



Mehesan Shehadeh Mehesan
General Manager - Middle East, Fire Suppression Products, Johnsons Control, UAE



Dr. Robert Seccuro
Fire Protection Advisor, Fire Protection Department, Saudi Aramco, KSA



Sulaiman Alkaabi
Chief Executive Officer, Future Foresight Foundation, UAE



Lt. Col. Khalid Abdullah Al Mutairi
Head of Planning and Development Department, General Directorate of Civil Defense (Eastern Region), KSA



Albadr Jannah
Manager Fire Protection, Saudi Aramco; Chairman, ASIS Jeddah Chapter, KSA



Dr. Ali Alshaery
Dean, Institute of Consulting Research and Studies, Umm Al-Qura University, KSA



Andrew Friend
Disaster Clinical Specialist, King Faisal Specialist Hospital & Research Centre, KSA



Fares Alferdaws
Health, Safety, Security and Environment, Director ARASCO, KSA



Hifzul Rahman Adam Patel
Technical Advisor, Hikvision, KSA



Mohammed A AbuHussain
Fire Protection Advisor, Fire Protection Department, Saudi Aramco, KSA



Robie Robinson
EMAP Commissioner, Executive Director of Emergency Services, University of Tennessee, Chattanooga, USA



Yousef Almabrouk
Senior Business Development Manager, Middle East, Johnson Controls, UAE

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