

## Press Release

# IFSEC International 2015 celebrates another year of innovation, inspiration and industry excellence

London, July 2015 - IFSEC International 2015, organised by UBM EMEA, is pleased to announce another hugely successful year for Europe's largest security event. Running from 16-18 June at ExCeL London, IFSEC International welcomed 23,079 visitors through the doors, increasing attendance by 2% from 2014, driven by UK attendees.

IFSEC International benefitted from the co-located events within the Protection & Management Series, attracting an additional 4,536 visitors<sup>1</sup> from across the venue. This highlights the power of these show's being located alongside each other, demonstrating that it is the go-to place for sourcing the latest products and innovations, as well as, discovering expertise across security, fire, facilities, and safety.

The show continued to attract the senior decision makers from across the industry with a 14% increase in end-users and a 42% increase in directors and company holders, demonstrating the quality of visitors remains at an all time high. Video Surveillance, Access Control and Integrated Security remain significant areas of interest, while the ever increasing topic of Safe Cities, which was reflected by the education available on the show floor, and IT & Cyber Security received more attention than ever before.

As the industry becomes increasingly globalised, IFSEC International remains a truly global event as represented by 33% of total attendees from 112 countries, along with exhibitors coming from 45 countries. For the second year the UKTI Events Alliance worked with the British Security Industry Association (BSIA) to bring inward missions of Commercial Officers and relevant buyers from target countries to meet with UK based organisations at IFSEC International.

Gerry Dunphy, Event Director for IFSEC & FIREX International, said: "IFSEC International once again exceeded all expectations for 2015; the atmosphere on the show floor was fantastic with plenty of innovation and industry expertise on display across the three days. We have had a great response from both our visitors and exhibitors and we look forward to returning to London in 2016 to continue to be the industry leading event showcasing the latest security technologies from across the globe."

Exhibitors to the show were equally enthusiastic about IFSEC International, TDSi one of the UK's leading suppliers of integrated access control systems reported a 25% year-on-year rise in export market visitors to its stand this year.

"IFSEC International is a great barometer of the state of the security industry and it was obvious that the market has become truly globalised, with a sizeable increase in visitors travelling from other regions to see the latest and best the security industry has to offer," said John Davies, Managing Director, TDSi.

Additional highlights at IFSEC International this year included the launch of the Inspirational Speaker Series which attracted large crowds from across the security, safety, fire, facilities management and service management industries to the 400 capacity theatre each day. Kicking off with Baroness Karren Brady on the first day, followed by Sir Ranulph Fiennes on the second day and finishing with Sir Chris Hoy on the final day, each speaker took to the stage to share anecdotes from their own illustrious careers and offer some invaluable advice on leadership and achieving success in any field.

Another new launch for IFSEC International in 2015 was the Benchmark Innovation Arena which welcomed over 40 finalists for the annual industry awards, a series of 10 minute pitches and short Q&A sessions were hosted by leading companies including Bosch Security, Vidicore, UTC Fire & Security and Secure Logiq, to name a few. This exciting new format provided visitors to IFSEC International with a detailed look at these new products that are delivering a real benefit to end users, integrators and installers.

IFSEC International 2016 takes place from 21<sup>st</sup>-23<sup>rd</sup> June at ExCeL London. For more information about IFSEC International 2016, visit [www.ifsec.co.uk](http://www.ifsec.co.uk). To discuss stand and sponsorship opportunities at IFSEC International 2016 contact Peter Poole, Sales Director IFSEC International on [Peter.Poole@ubm.com](mailto:Peter.Poole@ubm.com) or 0207 921 8284.

<sup>1</sup>Data scanned on show features and exhibitor stands, using the show data capture device