

Essen, September 30, 2016

Final Report

## Security Essen Confirms Its Leading International Position in an Impressive Way

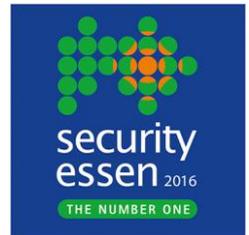
### Substantially Increased Ordering Activities and Higher Internationality at Messe Essen

Security Essen has highlighted its position as the global fair for civil security in an enduring way: Four days long, 1,040 companies from 45 nations redefined the standard for civil security at Messe Essen. They presented to the over 40,000 trade visitors from 119 nations innovative products and services from smart video surveillance via the safeguarding of properties and companies right up to protected data transport. "In this respect, we were particularly pleased about the strong presence of digital and networked innovations. Security is becoming smarter," according to Oliver P. Kuhrt, CEO of Messe Essen. "The response of the expert world to the solutions of our exhibitors was enormous. The visitors were very satisfied with their visits to the fair and have used Security Essen as a high-ranking platform for contacts and orders."

One in four visitors placed their orders directly at the fair, a plus of eight percent in comparison with 2014. The exhibitors reported good deals and around 60 percent are expecting good to very good post-fair business, too - that is a plus of five percent. In this respect, Security Essen was moving in a strong economic environment: In Germany alone, the turnover amounts to around Euro 14.5 billion, a rise of around 17 percent in comparison with two years ago. One in three visitors rated the future development of the economic situation in the security sector as strongly upward, an increase of over 30 percent. Perfect conditions for Security Essen which exploited to the full its strength as a comprehensive trade fair for international civil security. The experts came from 119 countries in order to obtain information, maintain contacts and place orders in Essen. One in three trade visitors travelled from abroad. In this case, Great Britain as well as Africa and Asia registered particularly strong pluses.



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## **Security is Becoming More Digital and More Networked - Security Essen, Too**

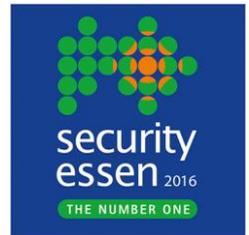
In the fair halls, it was possible to clearly see where the development in the security sector is heading: Security technology is becoming more networked and more digital. No matter whether the padlock which can be controlled using a smartphone, high-resolution and mobile 4k video cameras, alarm technology connected with the building automation or drones for versatile uses with a linked control room - the exhibitors demonstrated the state of the art in modern security. What clever buildings can already do today was shown by the specimen building for smart security set up by BHE Federal Association for Security Technology and Messe Essen. Divided into the areas encompassing office buildings and private rooms, it was possible to see products, solutions and complete scenarios relating to how smart houses receive guests and react in the event of burglaries or fires.

On the first day of the fair, Messe Essen distinguished particularly innovative solutions with the Security Innovation Award. There were 84 submissions for the Oscar of the security sector. The prize winners included the vehicle light protection kit from Hutchinson GmbH, the needs-oriented distance learning courses of DFBI Deutsche Gesellschaft für Fern- und Onlinebildung mbH as well as the multicopter inspection device for fire alarms from Air Inspector GmbH.

## **Meeting Place of the Security Industry with Multifaceted Supporting Programme**

With a comprehensive supporting programme, Security Essen offered exhibitors and visitors numerous possibilities for an informative exchange of ideas, the imparting of knowledge and networking. It all started with the top-level discussion on the first day of the fair. Under the leadership of Ulrich Grillo, President of the Federation of German Industries, experts from industry and associations congregated in order to focus on topical subjects in the security sector.

In the popular Security Forum on all the days of the fair, associations, manufacturers and practitioners gave answers to topical security questions in lectures, live demonstrations and round tables. Hendrik Große Lefert, Security Officer of the German Football Association, provided information about the qualification of security and stewarding services in professional football and Dr. Hans-Georg Maaßen, President of the Federal Office for the Protection of the Constitution, spoke about the current security situation as a challenge for the German inland intelligence service.



In cooperation with the Federal Association of Guard and Security Companies (BDSW), Security Essen staged the Training and Further Education Day for the third time. Around 500 trainees, students and retrainees took the chances to obtain information about the security sector within short distances and to establish valuable contacts to companies.

## **High Revisit Intentions Amongst Exhibitors and Visitors**

The trade visitors praised the range on offer at Security Essen, the internationality of the fair and the innovations on show. Now, 89 percent of them and 91 percent of the exhibitors already said that they would be involved in the next Security Essen which will take place at Messe Essen from September 25 to 28, 2018. Now, the newly introduced prebooking already led to great interest in Security Essen 2018. On the spot, 74 percent of the exhibitors have already confirmed that they will participate once more.

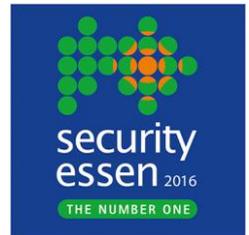
## **Security Essen 2016: Figures in Detail**

1,040 (in 2014: 1,045) exhibitors from 45 (40) nations presented innovations relating to all aspects of civil security at Messe Essen. Also counting the forecast for the last day of the fair, over 40,000 (40,000) visitors from 119 (110) nations came to the fair, including conference participants, VIP guests, delegation participants, journalists and participants in the loyalty programme (probably 35,000 of these according to the Society for Voluntary Control of Fair and Exhibition Statistics – FKM(36,200). The trade visitor proportion was 99.5 (99) percent.

## **Exhibitors' Opinions:**

Tobias Bartels, Marketing Director, Aug. Winkhaus:

We are very satisfied with the course of this year's Security Essen. The frequency and quality of the visitors to our booth were outstanding. Our appearance focused on a lot of refinements of existing products: For example, our electronic access system called blueSmart is now equipped with an app for the administration of remote authorisations. The purchasers of such systems include, amongst others, airports, hospitals and companies - i.e. customers for which security plays a predominant role. From our viewpoint, its location is also a factor in favour of Security Essen: The populous catchment area and the proximity to the international



airport in Düsseldorf exert very positive effects on the number and internationality of the visitors.

Veli Kirim, Pre-Sales Manager, Hikvision Europe B.V.:

Security Essen was once again a total success for us. The number of visitors to the booth was extremely high. From our viewpoint, the quality and, above all, internationality of the visitors have grown in comparison with the preceding event. We were able to greet longstanding partners on our booth and to establish new business contacts, too. We will certainly be involved in Security Essen 2018 once again with a perhaps even larger booth. It is definitely the world's leading fair in the sector.

Frank Blöbaum, Sales Manager, Master Lock Deutschland GmbH:

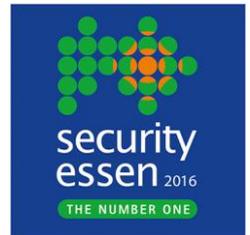
For us, winning the Security Innovation Award constitutes a significant mark of distinction and achievement. It confirms us in our endeavour to refine our core segment of the padlocks constantly in an innovative way. For the first time, Security Essen 2016 is offering us an outstanding platform in order to introduce the strength and diversity of our brand in Germany and to continue to tread this path together with existing customers and with new customers won over here.

Norbert Schaaf, Chairman of the Advisory Board for the Security Essen Fair:

From alarm installations to access control: At Security Essen, around 1,000 exhibitors once again presented in an extremely impressive way everything that is feasible in matters relating to security. The leading global fair for security and fire prevention showed that it had its finger on the pulse of the times with new, innovative subjects and it was possible to recognise that the companies are dealing with the subjects of digitisation and networking to an increasing extent. This was illustrated, amongst others, by the specimen house for smart security and by the winners of the Security Essen Innovation Award 2016. The numerous visitors to the fair showed great interest in the many interesting products of the individual exhibitors.

Lydia Limpach, CEO, DFBI Deutsches Fernbildungsinstitut:

We had selected the world's leading fair Security Essen as a platform in order to introduce our innovative software for the qualification landscape of the security industry. The demand was above our expectations because Security Essen became



an absolute success story for DFBI particularly as a result of winning the Silver Security Innovation Award in the "Innovative Services" category. Above all due to the amendment of the Industrial Code, decision takers approached us with concrete cooperation and investment projects.

Peter Ohmberger, Managing Director, Hekatron Vertriebs GmbH:

We at Hekatron understand networking not only on the level of technology but also especially in the connection between companies and people. Therefore, Security Essen is the most important platform for us in the dialogue with operators and constructors. There was particularly strong demand for the intelligent connection of products and services into new workable business models relating to all aspects of fire prevention.

Tanja Pressler, Sales Assistant, Secplan Technik GmbH:

We are 100-percent satisfied with the course of Security Essen. The interest in our protected house was very great and especially the demand for video surveillance systems for private use has increased to an extreme extent. We have been able to establish a lot of important contacts. All in all, we are thus looking back on a successful and effective appearance at the fair. We will certainly be involved once again in 2018.

Volker Cestaro, Managing Director for Sales and Marketing, Atral-Secal GmbH:

Even after 25 years, Security is, for us, the right event for our Daitem brand time and time again. Here in Hall 3, we are reaching specialised traders, planners and influencers from Germany, Austria and Switzerland. Thus, we can present our portfolio in the field of wireless burglary protection and fire prevention in the appropriate environment.

Dr. Urban Brauer, Managing Director, BHE Federal Association for Security Technology:

The visitors showed extremely positive reactions to BHE's new and larger appearance at the fair. Already on the third day of the fair, the very great response on the BHE booth meant that many information leaflets and brochures which had been available in large quantities were out of stock. BHE members as well as all the visitors interested in questions relating to security technology showed that they were highly satisfied. Therefore, we are eagerly looking to the new Security 2018.

Friedrich P. Kötter, Member of the Administrative Board, KÖTTER Security:

We were able to establish a large number of new contacts and to intensify existing business relationships even further. Attention focused on the smart security solutions which extend from personal security and security technology via money & valuables services right up to risk and health management. Moreover, there was particular interest in, amongst other subjects, the KÖTTER automatic machine service portal with which our family-owned company offers web-based malfunction management, e.g. for cash dispensers, as well as the smartphone app for travel security.

Dr. Harald Olschok, CEO, Federal Association of Guard and Security Companies:

This year, too, the security service providers were able to register a successful week at the fair. We were particularly pleased about the 7th Training and Further Education Day which was very well-visited once again and featured the presentation of the 4th BDSW Training Prize which we organise together with Messe Essen. This year, many hundreds of young people were once again able to gain a particular insight into our sector and to obtain information about innovations. In the future, these will also include security solutions with ever greater integration. Together with the Association for Security Technology (VfS), BDSW introduced these and an elaborated recommendation for action in this field within the framework of Security Essen.

Christopher Millar, CEO, Gatekeeper Security

As a first time exhibitor at Security Essen, the show had far exceeded our expectations on the first day, and therefore we booked our booth for 2018. Based on the quality of attendees, we look forward to having a presence in Essen.

Peter Krapp, Managing Director, Safety and Security Division of the German Electrical and Electronic Manufacturers' Association (ZVEI):

We are satisfied with our appearance at this year's Security Essen. Many manufacturers, planners and constructors came to our booth in order to obtain information about practical and legal questions relating to all aspects of security technology. Attention focused on the subjects of qualification and further education. There is a great need here because of the advancing digitisation and networking in the sector.