Exhibit at the world’s leading trade fair for Security, Safety and Fire Protection
Intersec – 20 years of being the premier trade platform for Safety, Security and Fire Protection

Intersec is the most popular platform for security industry professionals in the MENA region. The last edition of the show attracted over 32,700 visitors from 129 countries, highlighting the show’s global significance within the safety, security and fire protection industries.

Supporters:

Exhibitor Facts 2017

- 1,304 Exhibitors
- 84% International Exhibitors
- 58 Countries
- 12 Halls

Top 10 Exhibiting Countries

1. China
2. United Arab Emirates
3. United Kingdom
4. United States
5. Germany
6. Taiwan
7. Italy
8. India
9. Korea
10. Turkey

Visitor Facts 2017

- 32,750 Visitors
- 52% International Visitors
- 129 Countries

Top 10 Visiting Countries

1. United Arab Emirates
2. Saudi Arabia
3. Iran
4. India
5. Pakistan
6. Qatar
7. Kuwait
8. Egypt
9. United Kingdom
10. Oman

What to expect at Intersec 2018

- 1,300+ Exhibitors
- 32,000+ Visitors
- 59,000 Sqm
- 7 Show Sections

Exhibitors’ year-on-year show growth

Reasons to exhibit

- Present your company at the largest and most international security exhibition in the world
- Meet face-to-face with over 35,000 security and safety experts from various industries
- Acquire new business and gain commercial success in Dubai – the centre of the Middle East’s business activity and a global hub
- Its multi-platform approach delivers a high value audience, incorporating a dedicated exhibition, conference sessions, workshops and training sessions.
- It is an ideal meeting place to display the latest products & services, build relationships, develop business leads and find partners or buyers within the industry.

Source:

- Exhibitors’ Survey conducted by Wissler & Partner - Trade Fair Marketing, Basel, Switzerland.
- Visitors’ Post Show Report conducted by D2i Systems Ltd., Dubai Branch, UAE.

15 Country Pavilions

- Canada
- China
- Czech Republic
- France
- Germany
- Hong Kong
- India
- Italy
- Korea
- Netherlands
- Pakistan
- Singapore
- Taiwan
- UK
- USA

Top 10 Exhibiting Countries

1. China
2. United Arab Emirates
3. United Kingdom
4. United States
5. Germany
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8. India
9. Korea
10. Turkey
Visitor Profile

91% of the visitors are involved in the purchasing decision

Overall, 95% of attendees were satisfied with their visit to the show

83% of the visitors voted likely to extremely likely, to recommend Intersec to a friend

40% of the visitors to the 2017 edition of the show were first time attendees.

### Regional breakdown of visiting countries

- A 48% UAE
- B 11% ME (excl. GCC)
- C 9% Saudi Arabia
- D 8% Other GCC countries
- E 7% Indian Subcontinent
- F 6% Africa
- G 6% Europe
- H 3% Asia
- I 1% Americas
- J 1% Oceania

### Purchasing authority of visitors

- A 38% Joint responsibility
- B 29% Sole responsibility
- C 25% Advisory influence only
- D 8% No influence

### Number of previous visits to Intersec

- A 40% 1st visit
- B 11% Visited 1 time
- C 13% Visited 2 times
- D 11% Visited 3 times
- E 7% Visited 4 times
- F 3% Visited 5 times
- G 15% Visited more than 5 times

### Attendees who initiated business with suppliers during the exhibition

![Graph showing attended by %]
Listed above are some of the many local and international visitors that you can expect to see at the show.

---

**Visitors of Intersec 2017**

**Companies & Authorities**

**Government Organisations**
- Abu Dhabi Civil Defence
- Abu Dhabi Education Council (ADEC)
- Abu Dhabi Municipality
- Ajman Civil Defence
- Ajman Police
- Armed Forces, UAE
- Bahrain Civil Defence
- Bichagia Chamber of Commerce, Qatar
- Critical Infrastructure and Coastal Protection Authority (CICPA)
- Department of Transport (DoT)
- Department of Economic Development (DED)
- Dubai Civil Defence
- Dubai Police
- Dubai Corporation for Ambulance Services (DCAS)
- Dubai Electricity & Water Authority (DEWA)
- Dubai Expo 2020
- Dubai Municipality
- Dubai Technology and Media Free Zone Authority (TMFZA)
- DDD Telcom
- Emirates Post
- Emirates Racing Authority (ERA)
- Emirates Transport
- Emirates Power Solutions
- Etihad Rail
- Etisalat
- Federal Electricity & Water Authority (FEWA)
- Fujairah Civil Defence
- Fujairah Police
- German Emirates Joint Council for Industry & Commerce
- Iran Civil Defence
- Jordanian Chamber of Commerce & Industry
- Jordanian Municipality
- Jordan Civil Defence
- Karachi Municipal Corporation
- Kazakhstan Ministry, KSA
- Kuwait Fire Protection Association
- Lagos State Government, Nigeria
- Maldives Ministry, KSA
- Ministry of Defence, Uganda
- Ministry of Defence, Oman
- Ministry of Defence, Qatar
- Ministry of Defence, UAE
- Ministry of Economic Affairs and Energy, Germany
- Ministry of Education, Kuwait
- Ministry of Equipment and Transportation, Morocco
- Ministry of Finance, KSA
- Ministry of Home Affairs, Tanzania
- Ministry of Internal Affairs, Georgia
- Ministry of Interior, Bahrain
- Ministry of Interior, Egypt
- Ministry of Interior, Georgia
- Ministry of Interior, Jordan

**Oil & Gas / Energy**
- Abu Dhabi Co. for Downhole Oil Operations (ADDCO)
- Abu Dhabi Gas Industries (GASCO)
- ADGAS
- Abu Dhabi Marine Operating Company (ADMA-OPCO)
- Abu Dhabi National Oil Company (ADNOC)
- ADNOC Gas Operations
- Air Algérie
- Emirates Airlines
- Etihad Airways
- FlyDubai
- Iran Air
- Malaysia Airlines
- Pakistan International Airlines
- Qatar Airways
- Saudi Airlines
- Turkish Airlines

**Construction**
- AEC
- Aldar
- AECOM
- Al Faw Co. for General Contracting (AFGC)
- Anabat Construction Company (ACC)
- Aramco Construction Company
- Ashok Leyland
- Avison Young
- Balfour Beatty
- Balfour Beatty
- Bahrain Petroleum Company
- Baker Hughes
- BP British Petroleum
- Boeing
- Dubai Civil Defence
- Dubai Metropolitan Municipality
- Dubai Ports
- Dubai Special Economy Zone Authority (DSEZ)
- Dubai Silicon Park
- Dubai Skyline
- Dubai Tourism
- Emirates Airline
- Emirates Airlines
- Emirates City Corporation
- Emirates General Aviation
- Emirates National Oil Corporation (ENOC)
- Etisalat (Egypt)
- ExxonMobil
- Fajer
- Fahd Al-Ahli
- Faber
- FEWA
- FERMEPAC
- FBI
- Fincantieri
- First Gulf
- Fugro
- GCC
- General Authority of Civil Aviation (Saudi Arabia)
- General Authority of Civil Aviation (GACA)
- General Civil Aviation Authority
- General Directorate of Customs
- General Directorate of Civil Defense
- General Directorate of Ports
- General Directorate of Roads
- General Authority for Civil Aviation
- General Authority for Energy & Water Relations
- General Authority for Public Mobilization and Civil Defense
- General Authority for Water Resources Development
- General Authority for Military Production
- General Authority for Military Production
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Commercial Security
Be at the hub and join the world class secure homes and business solution providers!

Security components are must haves for today’s fast paced growth, both in commercial and residential ambits, which also brings along a greater responsibility for a safer and secure environment. Be it Residential, Retail, Business Organisations, Transportation, Government Entities, Ports, Airports, Hospitality, Stadiums and Concert Halls, Healthcare Facilities, Educational Institutions and Religious Buildings, security solutions form an integral aspect of the development and planning.

Commercial Security at Intersec 2018 will once again represent the most advanced products and path-breaking solutions from around the world. Gear up to explore the widest range of Monitoring & Recording Systems, Control & Surveillance Equipment, Access Control, Analog & IP Camera, Digital Video Recorder (DVR), Video Encoder, Surveillance Software, Network Video Recorder (NVR), Intruder and Burglary Alarm Equipment, and Mechanical Security Systems.

Visitor Product Preferences of Commercial Security
(all figures in %)

<table>
<thead>
<tr>
<th>Product Type</th>
<th>0</th>
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<tbody>
<tr>
<td>Digital &amp; Network Surveillance</td>
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<td>56</td>
<td>54</td>
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<tr>
<td>Surveillance (Analog)</td>
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<td>54</td>
<td>45</td>
<td>33</td>
<td>32</td>
<td>21</td>
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<tr>
<td>Electronic Access / Entrance Control</td>
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</tr>
</tbody>
</table>

Confirmed Exhibitors for 2018

“Every year we cannot wait to work with all of our ecosystem partners to showcase our complete range of servers and storage optimized for video surveillance at Intersec. The UAE is a very important market to Promise and Intersec is the perfect platform for us to showcase why customers throughout the Middle East and around the world turn to Promise for their surveillance storage needs.”

John van den Elzen
General Manager, Surveillance Business Unit
Promise Technology
Cyber / Information Security

Explore exciting innovations and cutting-edge advancements in one of Intersec’s fastest growing sections.

The Middle East’s cyber security market will grow to USD 9.56 billion in 2019. Government and large scale organisations are making active purchase decisions at Intersec. These days, the volume of threats to data as well as cyberattacks are astonishing. But the right kind of threat intelligence with the right machine learning models in place can be a game changer. Experts estimate that the IoT will consist of almost 50 billion objects by 2020.

With the growing needs and demands for Information Security at Intersec over the years, the section grew by 10% in terms of exhibitors compared to the previous year and continued to be successful in its 4th edition at the show.

By bringing together professional IT Security Officers, the Information Security section at Intersec aims to cater to the critical infrastructure requirements of regional governments, public institutions and private corporations.

35% of visitors are interested in Information Security

Visitor Product Preferences in Information Security

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Security</td>
<td>31%</td>
</tr>
<tr>
<td>Hardware and Data Security</td>
<td>42%</td>
</tr>
<tr>
<td>Mobile Security</td>
<td>15%</td>
</tr>
<tr>
<td>Associations, Education and Training</td>
<td>15%</td>
</tr>
<tr>
<td>Specialist Literature for IS</td>
<td>15%</td>
</tr>
</tbody>
</table>

Confused Exhibitors for 2018

Exhibitor Profile

- Human Factors / Governance / Compliance
- Mobile Security
- Anti-Malware
- Application Security
- Encryption
- Identity Access Management
- Outsourcing / Managed Services
- Secure Transactions

Visitor Profile

- Corporate / Board Level Responsible for IT
- Director Level Responsible for IT
- IS / IT Management (Inc. Network Managers etc.)
- General Management (Inc. Product / Projects Managers, Sales and Marketing)
- Technical Specialists
- Industry Analysts
- Consultants
- Press / Journalists

"Intersec was a great start to our year. We are actually very surprised on how successful the show has been overall in terms of visitors, exhibitors and organizers’ support. Visibility, targeted foot traffic and strategic planning of the dedicated Intersec staff has helped IT SEC to reach into its core target market regionally. It is an investment I would not hesitate to make every year."

Amir A. Kolahzadeh Chief Executive Officer, IT SEC

"Intersec was a great start to our year. The exhibition as usual has been very busy and the visitors are qualitative which is the main aim for us to be here. We have been busy meeting potential clients and look forward to doing business with them. All this has been possible due to the exhibition."

Eric Xu, Vice General Manager, Dahua Technology Middle East FZE

Visitor Product Preferences in Information Security

![Visitor Product Preferences in Information Security](chart.png)

Products to be presented

- Hardware and Data Security Identity Tokens
- Internet Security
- Anti-Virus Software
- Anti-SPAM Filters
- Content Monitoring
- Digital Signature
- Back-up / Recovery Systems
- Software Protection
- Biometric Identification Systems
- Data Access Protection
- User Rights Management
- Software Protection
- Biometric Identification Systems
- Data Access Protection
- User Rights Management

Information Security Companies (in sqm)

![Information Security Companies (in sqm)](chart2.png)
Official statistics produced by Investec at the end of Intersec are forecasting that the annual fire and safety market turnover in the Middle East will grow from USD 2.5 billion in 2016 to USD 4.4 billion in 2021. Around half of the money will be spent on fire management systems, 30% of it on fire detection equipment and 17% on fire response systems.

Earlier this year, tough new fire safety regulations came into force across the United Arab Emirates (UAE) in response to a series of spectacular blazes in high-rise towers in the Emirates over the past few years. The new code targets the exterior cladding that has been blamed for the spread of many fires and aims to reduce its flammability. With the aim of reducing the occurrence of these flames to zero buildings, even old buildings will have to meet the new code when it is time for their maintenance. The amended UAE Fire Safety and Life Protection Code specifies procedures for the installation of cladding and contains detailed guidelines and responsibilities for consultants, contractors, and manufacturers.

The Fire & Rescue section appears to be growing steadily, and remains the fastest growing section at the show. As an exhibitor, you will have the opportunity to showcase your company to professionals within the extensively growing Fire and Rescue industry as well as across all other fields in the public security sector.

“Intersec is one of the most important exhibitions for us in the Middle East. This is not the first time that we are participating here. The visitors and exhibitors are very qualitative and this gives us a push to participate in the exhibition year after year. Dubai is also the main region that supports the concept of Fire, Safety & Security and we look forward to keeping up with the vision of UAE and also to take part in the next edition of Intersec.”

Mohamad Al Nassar
General Manager, Teknoware Middle East FZCO

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Safety Design in Buildings Pavilion, now even bigger!

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With special thanks to our supporter:

Confirmed Exhibitors for 2018

[List of exhibitors]

Visitor Product Preferences in Fire & Rescue

<table>
<thead>
<tr>
<th>Visitor Product Preferences</th>
<th>0</th>
<th>10</th>
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<tr>
<td>Fire Fighting Equipment</td>
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<td>Fire Prevention and Protection</td>
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<tr>
<td>Emergency Alarm and Warning Systems</td>
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<td>Rescue</td>
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<td>Associations, Education and Training</td>
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<tr>
<td>Specialist Literature for Fire, Rescue and Disaster</td>
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<td>Safety Design in Buildings</td>
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</tbody>
</table>

“The exhibition has been getting better year on year, we have been part of Intersec since 2010. We were surprised to find many international visitors at the show which is a great improvement over the years.”

Oliver Spocker, Global Sales Director FR Fibers, Lenzing

“The exhibition has been getting better year on year, we have been part of Intersec since 2010. We were surprised to find many international visitors at the show which is a great improvement over the years.”

Oliver Spocker, Global Sales Director FR Fibers, Lenzing
Safety & Health
The Evolution of Safety culture within the MENA region.

Safety is of paramount importance to everyone, and steps are constantly being taken to implement and improve safety standards within communities and businesses. To evolve human aspects and system safety there should be constant attention to monitor and educate safety regulations and standards, so as to be aware of the models of risk and their relevance. Fortunately, this has been already started taking place at Intersec 2018.

According to a Worker Welfare Report, the Ministry of Labor in the UAE in corporation with the municipalities have carried out approximately 5,000 health and safety site inspections in 2016 and it’s expected to intensify such visits to the construction work places to reach up to 10,000 visits by end of 2019. This in turn will reflect an increased investment towards more health and safety products and services to help ensure companies comply with the safety regulations.

Products to be presented
- Personal Protection Equipment
- Safety at work Equipment
- Security at work
- Health at work
- Environmental protection at work
- Technical Textiles
- Wearable Security
- Premium Pavilion for International Organizations

Wearable Security Pavilion
According to Technavio’s market research analysts, the global wearable security devices market will witness impressive growth over the next few years and post CAGR of almost 19% by 2021.

For the first time, Intersec will feature a special area to highlight these developments at its 20th edition.

“Intersec 2017 has been a very successful edition of the exhibition. We have had visitors from abroad. It is a hub for life safety products in the region. It is the biggest exhibition worldwide for the fire and safety market all over. The exhibition is very successful with brands from all over the world. It is a great platform for us to meet our clients and get feedback from them as to how we can improve. Not just this, we also have been able to meet new potential clients.”

Mohammed Fareed Majeed
B2B Sales Manager, Global Climbing

“Intersec is the premier security and safety trade fair, offering an important platform to connect with leading international and local experts, as well as playing a key role in providing the latest health and safety developments to Dubai and the region.”

Eng. Redha Hassan Salman
Director of Health & Safety Department
Dubai Municipality

Confirmed Exhibitors for 2018

Exhibitor numbers in Safety & Health

Supported by:
The Middle East’s ongoing economic diversification and planning of regional mega-events, such as Expo 2020 in Dubai and FIFA World Cup 2022 in Doha continue to fuel a tremendous growth in the regional homeland security market expenditure. The market is also driven by other large-scale infrastructure expansion projects, such as the Midfield Terminal Complex at Abu Dhabi International Airport with a capacity to handle over 30 million passengers per year and up to 8,500 passengers per hour. These massive infrastructure developments require major investments in order to improve border security, critical infrastructure protection, emergency response, disaster management, transportation and cyber security.

**Market Figures**
- The homeland security market in the Middle East is predicted to reach USD 34 billion per year by 2020, at an annual growth rate of 18.7%. Out of this budget, USD 15 billion is reported to be invested in securing government entities, critical national infrastructure and energy sources.
  
  Source: Frost & Sullivan, 2015

- Saudi Arabia plans to purchase over USD 70 billion worth of homeland security and public safety related products and services by 2018, making it the highest per capita industry spenders in the world.
  
  Source: HSR, Q3 2013

- The global border security system market is expected to grow to USD 52.95 billion by 2022 at an annual growth rate of 7.16% between 2016 and 2022.
  
  Source: Marketsandmarkets, 2016

**Armoured Vehicles Market Overview**
- The UAE’s emerging armoured vehicle market is becoming one of the top priority markets, falling marginally behind the global market leader India and ahead of Saudi Arabia.
  

**Visitor Product Preference in Homeland Security & Policing**

<table>
<thead>
<tr>
<th>Category</th>
<th>Preference (%)</th>
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<tbody>
<tr>
<td>Electronics</td>
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<tr>
<td>Surveillance</td>
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<tr>
<td>Airport Security</td>
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<tr>
<td>Detection</td>
<td></td>
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<tr>
<td>Equipment for Police Forces</td>
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<tr>
<td>Mobility - Land</td>
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<tr>
<td>Training &amp; Consulting</td>
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<tr>
<td>Special Forces Equipment</td>
<td></td>
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<tr>
<td>Government, Associations, Education &amp; Training</td>
<td></td>
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<tr>
<td>Mobility - Air</td>
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<tr>
<td>Mobility - Marine</td>
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<tr>
<td>Armour</td>
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<tr>
<td>Apparel and Equipment</td>
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<tr>
<td>Optics</td>
<td></td>
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<tr>
<td>Logistic Support Equipment</td>
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<td>Laboratory Equipment, Forensic Science</td>
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<tr>
<td>Mine Clearance / Bomb Disposal</td>
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<tr>
<td>Specialist Literature</td>
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<tr>
<td>Critical Infrastructure Protection</td>
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**Armour* (2015-2025)**

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<th>Country</th>
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</tr>
</tbody>
</table>

**Overview of key armoured vehicle growth markets***

*Not all countries are mentioned

*Source: Defence IQ, 2015

“Adani has been participating at the show for several years and I can say that the number of visitors are increasing. The show is very interesting for professionals, for industry communications, idea generation, and mixed visitors from all over the world. We are very happy indeed for being part of such a huge and focussed show.”

Elena Lineva, Executive Director, Adani
The demand for perimeter and physical security systems is growing rapidly due to increasing instances of threats and high technological and product advancements, aiming to reduce the costs involved in security management.

**Market Figures**
- Physical security market in the Middle East is estimated to grow to USD 10.9 billion by 2020, which is 10% of the GPSM.
- Global physical security market to grow to USD 109.3 billion by 2020.
- Global perimeter security market size to grow to USD 20 billion by 2020, with the most demand predicted for video surveillance systems and critical infrastructure protection. Infrastructure protection spending to reach USD 13 billion by 2018.
- Face recognition and access control is set to be implemented in over 20% of smart buildings by 2018.

Source: Frost & Sullivan, 2015

**Visitor Product Preference in Perimeter & Physical Security**

<table>
<thead>
<tr>
<th>Product Preference</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Access / Entrance Control</td>
<td>12</td>
<td>11</td>
<td>38</td>
<td>47</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>Perimeter Security</td>
<td>9</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Electronic Access / Entrance Control</td>
<td>17</td>
<td>20</td>
<td>29</td>
<td>4</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Physical Security</td>
<td>20</td>
<td>21</td>
<td>21</td>
<td>20</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Mechanical Access / Entrance Control</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Critical Infrastructure Protection</td>
<td>8</td>
<td>11</td>
<td>11</td>
<td>16</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>PSIM</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Associations, Education and Training</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Specialist Literature</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Frost & Sullivan, 2015

**Confirmed Exhibitors for 2018**

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49</td>
<td>114</td>
</tr>
</tbody>
</table>

**Middle East Drone Market**
According to a recent survey the global market for drones is expected to be USD 10 million by 2020. In the Middle East alone, there are numerous government agencies who have started using these smart machines for functions such as inspection, surveillance, mapping, search and rescue, maintenance, distribution and many more. The UAE’s announcement in February that it plans to use unmanned aerial vehicles (UAVs) to deliver medicines and official documents like ID cards and driving licenses to its citizens could kick-start the Middle East’s commercial drones market.

**Drone-powered solutions market size**

<table>
<thead>
<tr>
<th>Industry</th>
<th>2015</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil and Gas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mining</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Infrastructure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transport and Logistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Strategy & Middle East, Gulf News, 24 July 2017

**Drones Pavilion & Drone Zone**

**The Unmanned Aerial Surveillance equipment is the new must-have!**

Intersc 2018 will present the dedicated pavilion catering to the exciting Drones Industry. It plans to bring manufacturers from all over the world under one roof. We expect players from the segment of Drone/UAV/ UAS Manufacturers, Components & Sensors, Electric, Electronics and Systems, Communication Systems, GPS, Remote Sensing, Geospatial Analysis, Surveillance and Reconnaissance, Propellers, Propulsion and Transmissions, Software Developers, Mapping and Navigation Development, Anti-Drone Systems and Technologies, and Certification and Licensing companies to participate at the exhibition.

Several representatives from the government agencies, customs and port authorities, media and regulatory bodies would be present at the show to share & impart specific information about UAE Drones Market, import duties, compliances, regulations and certification procedures.

Dedicated live demonstration area in Hall 1 for dramatic drones presentation, technical briefing and races.
The Smart Home market is very dynamic and promising as it consists of the sale of networked devices and related services that enable home automation for private end users (B2C) as well as suppliers and system integrators.

The four key segments of the Smart Home Market can be classified as:

- **Home Automation**
- **Security – Camera, Access Control, Door Phone and Voice Recognition, Burglar Alarms, Gas Detection**
- **Home Entertainment – Music, Movies, LCD**
- **Ambience / Living – Curtains, Blinds, Parking Gate Controls**
- **Energy Management – Heating and Cooling**

The Smart Home Automation industry in the United Arab Emirates (UAE) has been growing at a rapid pace since its dawn over the last several years. In basic form, automation includes systems that control Lighting, Appliances, HVAC, Curtains and Multimedia. The market in the UAE has not only begun to realise the benefits in terms of comfort, security and luxury, but also in terms of energy saving and increasing property value; thus, all these realisations will continue to lead to a booming market in the UAE.

**Smart Home Pavilion**

We will also be presenting the Smart Home Pavilion which will feature special design and focus on companies that provide Devices and Software Technology for the Smart Home industry. A ready-to-use custom-built stand is designed for companies that need a platform to enter the promising Middle East market.

### Global Smart Home Market by 2020

(all figures in USD billions)

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (USD billions)</td>
<td>4.40</td>
<td>5.80</td>
<td>6.60</td>
<td>7.40</td>
<td>9.60</td>
</tr>
</tbody>
</table>

Source: MarketsandMarkets

"I would say that our region (Middle East) is approximately 10% of the expected Smart Home market, which is expected to grow to more than USD 55.8 billion by 2020!"

Omar Hikal
CEO, Archimedia
Source: Kippreport
Sponsorship Opportunities
Be seen at the right place. At the right time.

Sponsorship gives your brand the attention it deserves from the security industry audience that matters.

The world’s leading trade show for security and safety attracts more than 30,000 influential visitors, who come to interact, transact and network with you. Position your brand where it needs to be – in front of this intelligent, receptive audience.

As a platform for sponsorship, it is unrivalled in terms of brand exposure and visibility to the most powerful decision makers, government organisations and international corporations.

- Pre-show: sponsors will be amply visible on our website, engaging e-newsletters and innovative event marketing campaigns.
- During the show, our on-site and area branding opportunities reinforce the impact and create a strong association with Intersec and the security industry.
- Post-show, the visibility continues as a compelling reminder to this esteemed audience.

For more information, please contact Arthur.Tolentino@uae.messefrankfurt.com

Public Relations
Leverage the power of Public Relations

Intersec 2017 was supported by a comprehensive public relations campaign that generated widespread regional and international coverage, including more than 1300 show-related articles in trade and business magazines, newspaper and online, with an Advertising Value Equivalent of USD 5.2 million.

Be a part of the story for 2018 and take advantage of our free in-house public relations.

For more information, please contact Gareth.Wright@uae.messefrankfurt.com

Free Marketing Tools
Leverage our powerful digital tools to publicise your participation in the show, in order to attract more quality visitors to your stand.

Promotion Digital Portal is a simple online tool that includes a variety of FREE marketing activities that can be downloaded or requested easily to communicate directly with your clients and invite them to visit you at your stand.

- Personalised E-card
- Customised Print Invitation
- E-newsletter Presence
- Email Signature
- Web Banners
- Letter Sample / Fax

Secure your appointments in advance
Make the most of your participation at Intersec 2018 by signing up to our complimentary Business Matchmaking Program. Set-up meetings with your preferred buyers, connect in advance with your chosen visitors and plan your visit accordingly.
Pricing Structure of Intersec

<table>
<thead>
<tr>
<th>Type</th>
<th>Price per sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row Stand (One side open)</td>
<td>USD 445</td>
</tr>
<tr>
<td>Corner Stand (Two sides open)</td>
<td>USD 455</td>
</tr>
<tr>
<td>Peninsula / Head Stand (Three sides open)</td>
<td>USD 465</td>
</tr>
<tr>
<td>Island Stand (Four sides open)</td>
<td>USD 475</td>
</tr>
<tr>
<td>Second floor in double-storey stands</td>
<td>USD 100</td>
</tr>
<tr>
<td>Outdoor Space</td>
<td>USD 150</td>
</tr>
</tbody>
</table>

fairconstruction

Take advantage of our in-house stand design and construction

Intersec is pleased to introduce this high quality service to our exhibitors exclusively starting from USD 105 per sqm. The range of services includes design and construction of a variety of stand types ranging from small system stands through custom-built to large Pavilion designs as well as a wide range of furniture rental.

Fairconstruction is at your service from the beginning of your preparations to the end of the exhibition. We can react flexibly to all challenges – giving you and your company a real home advantage.

Please contact fairconstruction@uae.messefrankfurt.com for further information.

Travel Desk

For a one-stop shop for travel and accommodation requirements, please contact our in-house travel department at traveldesk@uae.messefrankfurt.com.

Services Offered:
- Hotel Reservations
- Visa Assistance
- Flight Booking
- Transport
- Meeting Room Rental
- Tours and Excursions

Making your participation easier

Dubai: Business, tourism and beyond

Just five hours from Europe and Asia, Dubai makes for the perfect city break, thanks to its superb beaches, exceptionally competitive shopping and exciting nightlife. Thanks to its infrastructure, tourist amenities and relatively liberal policies, Dubai has managed to shine brighter than any other city in the world.

Having expanded along both banks of the creek, Dubai is divided into two parts – Bur Dubai on one and Deira on the other side. Each part has its share of fine masques and busy souks, beach parks, public buildings, hotels, office towers, banks, apartments and villas.

Visitors to Dubai can enjoy world class facilities including golf courses, spas, shopping malls and skiing, dip their toes in the waters of the Gulf or just take in the beat of the city. Dubai blends the old-world charm of Arabia with an ultramodern way of life. Here dusty villages and ancient houses sit beside luxurious residential districts and skyscraper business towers as well as shopping malls and fine restaurants.

Dubai is both a relaxing escape for the visiting tourist as well as a dynamic international business hub. It is also a city where the sophistication of the 21st Century goes along with the simplicity of a bygone era. While visitors and residents enjoy an international lifestyle it is important to appreciate the culture of Dubai which is deeply rooted in the Islamic traditions of Arabia. Direct flights, easy freight access, world class accommodation, simple visa regulations, liberal trade regulations – the essential requirements of successful exhibition destinations are all met by Dubai and the United Arab Emirates.
Global trade fairs and events

With eleven events, Messe Frankfurt is one of the world’s leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Germany, Asia, the Middle East, South America and Africa.

Further information can be found at: www.safety-security.messefrankfurt.com

intersec
21 – 23 January, 2018
Dubai
www.intersecexpo.com

intersec
SAUDI ARABIA
24 – 26 April, 2018
Jeddah, Saudi Arabia
www.intersec-ksa.com

intersec
BALKAN
29 – 31 August, 2018
Buenos Aires, Argentina
www.intersecbuenosaires.com.ar

intersec
20 – 23 March, 2018
Frankfurt am Main, Germany
www.intersec-expo.messefrankfurt.com

intersec
Bangkok
10 – 13 March, 2018
Bangkok, Thailand
www.intersecthailand.com

intersec
13 – 16 September, 2017
Frankfurt region
www.adriasecuritysummit.com

secutech
INDIA
5 – 7 April, 2018
Mumbai, India
www.secutechindia.co.in

secutech
SAUDI ARABIA
25 – 27 April, 2018
Jeddah, Saudi Arabia
www.secutech-ksa.com

secutech
THAILAND
16 – 18 November, 2017
Bangkok, Thailand
www.secutechthailand.com

secutech
16 – 18 August, 2017
Nairobi, Kenya
www.secutechnairobi.com

secutech
20 – 22 March, 2018
Frankfurt, Germany
www.secutech-expo.com

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Email: intersec@uae.messefrankfurt.com
Website: www.intersecexpo.com

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