

POST SHOW REPORT 2019



SHOW PROFILE

The largest international exhibition for Security, Safety & Fire Protection, Intersec returned for its 21st edition in Dubai this year.

With over 1,202 exhibitors from 54 countries, the show delivered on its promise of an action-packed three days featuring the latest market trends, game-changing innovations and exciting new opportunities.

| | |
|-------------------------|------------------------------------|
| Edition | : 21 st |
| Date | : 20 – 22 Jan. 2019 |
| Venue | : Dubai World Trade Centre |
| Organiser | : Messe Frankfurt Middle East GmbH |
| Total Gross Sqm. | : 60,000 |
| Exhibitors | : 1,202 |
| Visitors | : 34,854 |

EXHIBITOR OVERVIEW

1,202
exhibitors

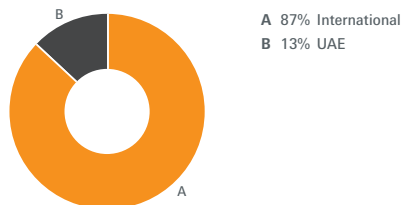
54
countries

VISITOR OVERVIEW

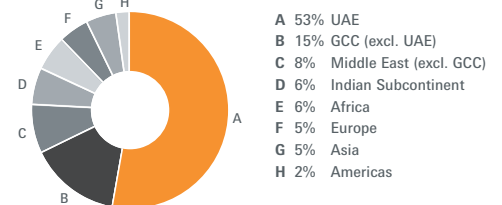
34,854
visitors

135
countries

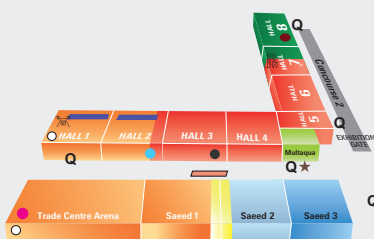
Regional breakdown of exhibitors



Regional breakdown of visitors



2019 Venue Map



| | |
|-------------------------------|--|
| Commercial Security | Safety Design in Buildings Pavilion |
| Information Security | Drones Pavilion & Live Demonstrations |
| Fire & Rescue | Business Matchmaking, VIP Registration & Mobile App Counters |
| Safety & Health | Q - Jump Kiosks (Badge Self-Collection Kiosks) |
| Physical & Perimeter Security | VIP / Media Lounge |
| Homeland Security & Policing | Safety Forum |
| Conference (Al-Multaqa Hall) | Visitor Lounge |
| Country Pavilions | Certificate of Attendance |
| | Intersec Worldwide Booth |
| | Intersec Awards |
| | Free Shuttle to Car parks |

Top 10 Countries by Exhibitors

| Countries | Exhibitors |
|------------|------------|
| 1. China | 246 |
| 2. UAE | 162 |
| 3. UK | 117 |
| 4. India | 85 |
| 5. Germany | 72 |
| 6. USA | 69 |
| 7. Italy | 50 |
| 8. Taiwan | 37 |
| 9. France | 35 |
| 10. Korea | 34 |

Top 10 Countries by Visitors

| Countries | Visitors |
|-------------------------|----------|
| 1. United Arab Emirates | 18,313 |
| 2. Saudi Arabia | 2,991 |
| 3. India | 1,112 |
| 4. Egypt | 951 |
| 5. Iran | 858 |
| 6. Pakistan | 844 |
| 7. Kuwait | 826 |
| 8. Oman | 686 |
| 9. United Kingdom | 619 |
| 10. Turkey | 438 |

Organised by:

Market information

Middle East market for commercial and cyber security, fire protection, smart home solutions, and drones, worth a combined

US \$7 billion in 2018  **US \$16.4** billion in 2024

CAGR 15% (2018-2024)

Commercial security, comprising video surveillance, access control, and intrusion detection, holds the lion's share of that figure. the regional commercial security market will grow from

US \$2.9 billion in 2018  **US \$7.4** billion in 2024

CAGR 16% (2018-2024)

Middle East CS market **by segment**



Video surveillance

75%



Access control

15%



Intrusion detection

10%

The Middle East **fire safety systems and equipment** market is estimated to grow at

US \$1.9 billion in 2018  **US \$3** billion in 2024

CAGR 8% (2018-2024)

Middle East Fire & Rescue market **by segment**



Firefighting systems

58%



Fire detection & alarm systems

31%



Emergency & exit lighting

11%

Middle East **cyber security** market from:

US \$1.4 billion in 2018  **US \$2.7** billion in 2024

CAGR 11% (2018-2024)

Middle East **Smart home** market from:

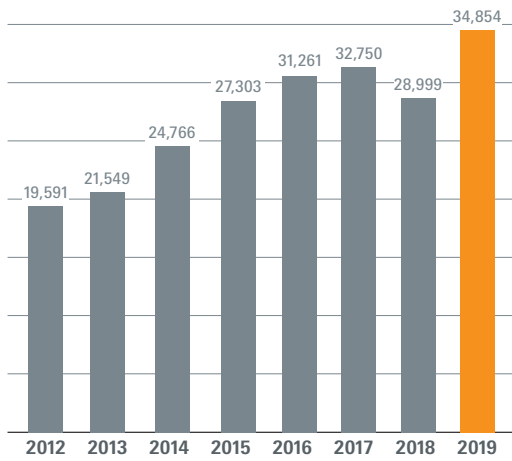
US \$344 million in 2018  **US \$869** million in 2024

CAGR 16% (2018-2024)

Middle East **Drones** market from:

US \$507 million in 2018  **US \$2.4** billion in 2024

Visitors growth from 2012 – 2019



Number of exhibitors per show section

| Show Section | 2017 | 2018 | 2019 |
|----------------------|-------|-------|-------|
| Fire & Rescue | 361 | 448 | 441 |
| Commercial Security | 486 | 483 | 371 |
| Safety & Health | 198 | 173 | 168 |
| Perimeter Security | 114 | 90 | 97 |
| Homeland Security | 99 | 91 | 87 |
| Information Security | 46 | 52 | 38 |
| | 1,304 | 1,337 | 1,202 |

2019 show highlights

Specialised Pavilions:

Safety Design in Buildings
Drone Pavilion

15 Country Pavilions:

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

Drone Zone & Live Demonstrations

Conferences

- ▶ The Intersec Future Security Summit
- ▶ The Intersec Fire Conference
- ▶ SIRA Forum
- ▶ Intersec Safety Forum

Government Speakers at Intersec Conferences and Forums



H.E. Khaled Al Mansouri
President, International Association of Emergency Managers (IAEM), UAE



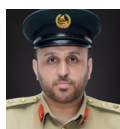
H.E. Khaled Hashel Al Nuaimi
Head of Preparedness and Exercise Section, National Emergency Crisis and Disaster Management Authority (NCEMA), UAE



Brigadier Khalid Nasser Al Razooqi
Director General of Artificial Intelligence, Dubai Police, UAE



Lt. Gen. Yousef Alansari
Former Chief, Kuwait Fire Service Directorate; Honorary Board Member Kuwait Fire Protection Association, Kuwait



Brigadier Dr. Abdullah Abdul Rahman Yousef bin Sultan
Director of the Future Foresight Centre, Dubai Police, UAE



Brigadier Khalifa Al Salies
Chief Executive Officer, Security Industry Regulatory Agency (SIRA), Dubai, UAE



Akbar Nasir Khan
Chief Operating Officer, Punjab Safe Cities Authority, Pakistan



Lt. Col. Eng. Salem Hashem Alhehbsi
Head of Operations Planning Section - Department of Operations, The General Directorate of Abu Dhabi Civil Defence, UAE



Eng. Arif Al Janahi
Director of Operations and Security Services, Security Industry Regulatory Agency (SIRA), Dubai, UAE



Eng. Salma Humaid Saeed
Head of Engineering Drawings and Projects Section - Department of Preventive Safety, Directorate General of Dubai Civil Defense, UAE



Jamal Madain
Senior Advisor, Jordanian National Center for Security and Crisis Management, Jordan



Salem Salmeen Alnuaimi
Director of Safety and Prevention Department, National Emergency Crisis and Disaster Management Authority (NCEMA), UAE

Messe Frankfurt Middle East GmbH | P.O. Box 26761, Dubai, UAE

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Email: intersec@uae.messefrankfurt.com

Web: www.IntersecExpo.com | www.uae.messefrankfurt.com

Sub: Participation in INTERSEC Dubai 2020.

Greetings from ITPO,

India Trade Promotion Organisation (ITPO), is a Miniratna Central Public Sector Enterprise and India's premier trade promotion organisation under the aegis of Dept of Commerce, Govt of India. ITPO organises many national and international fairs in India and overseas respectively. ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade. For in depth details you may go through our website i.e <http://www.indiatradefair.com/>.

For the aforesaid fair in January 2020, we are in constant touch with the Ministry of Commerce and Ministry of MSME for their valuable support. Further, Honourable Consulate General of India is also extending their full support to ITPO for successful participation from India in this fair. ITPO has participated successfully with the delegation from India in the same event for three times.

BRIEF ABOUT INTERSEC:

INTERSEC is the Leading Trade Fair for Safety, Security & Fire Protection and the high number of international trade visitors explains why Intersec is of unique value to all the target groups in the Security & Safety industry.

Highlights of Last year event -

- a) **1202 exhibitors** from 54 countries
- b) **34854** visitors coming from all over the world
- c) **7** specialised Product Groups
- d) **Specialised Pavilions:** Safety Design in Buildings, Smart Home Pavilion, Drone Pavilion, Safety at Work, Commercial Security etc.
- e) **10** Largest Country Pavilions: China, France, Germany, USA, Italy, India, Korea, UAE, Taiwan, UK,
- f) **Drone Zone & Live Demonstrations**

ITPO has tentatively blocked 132 SQM in the Fire and safety segment and the tentative rentals will be Rs. - 47000/- per sqm under shell scheme. The fact sheet and post show report of INTERSEC 2019 is also enclosed with it.

For further clarification, please feel free to contact the Fair Officer Mr. Amit at mobile 9958623545 or at email amitchhikara@itpo.gov.in.

Thanking you



INDIA TRADE PROMOTION ORGANISATION
FACT SHEET
INTERSEC-DUBAI, January 19-21, 2020.

| | | |
|--------------------------------------|---|--|
| Name of the Fair | INTERSEC DUBAI | |
| Date | January 19-21, 2020 | |
| Venue | Halls 1 - 8, Saeed Arena and in Saeed Halls 1-3 of the Dubai International Convention and Exhibition Centre. | |
| Participation fee (shell scheme) | Rs. 47,000/- sqm | |
| Bookable Area | 9 sq.mtr. or multiples of 3 thereof. | |
| Visitors to last show(2018) | 34, 854 visitors from 135 countries attended Intersec 2019 | |
| Product Group | <p><u>Security:</u></p> <ul style="list-style-type: none"> ➤ Monitoring Systems, Surveillance / CCTV / DVR/ Access Control ➤ Gates, Turnstiles, Locks, (Barbed Wire) Fences (Armoured) ➤ Information Security ➤ Intruder & Burglary Alarm/Perimeter Protection Systems and many more <p><u>Fire, Safety and Health</u></p> <ul style="list-style-type: none"> ➤ Safety Equipments, ➤ Fire Fighting Equipments, Fire Suits ➤ Personal Protective equipments/PPE ➤ Safety at Work Equipment, Smart Clothing ➤ Lock out Tag out | |
| Payment of Rentals through RTGS/NEFT | Name of Beneficiary | India Trade Promotion Organisation |
| | Name of the Bank | HDFC Bank Limited |
| | Branch Address | G-3/4, Surya Kiran Building 19, Kasturba Gandhi Marg New Delhi-110001. |
| | Account No. | 00031110005078 |
| | Type of Account | SAVING |
| | IFSC Code | HDFC 0000003 |
| Contact Details | Mr.R.K Thakur, Deputy General Manager (HOD of Fair) Mobile no.9891066002 Email:rajthakur@itpo.gov.in | Mr. Amit (Fair Officer)- Manager Mobile No. 9958623545 Email:amitchhikara@itpo.gov.in |


INDIA TRADE PROMOTION ORGANISATION
INTERSEC 2019
January 19-21, 2020

Application for participation (Not to be filled by hand)

1. Name of the Registered Company :
- Type of organisation:
- Registered Address:.....
.....
- Phone : Fax (with ISD/STD code) :
- Mobile No. : Email : Website :

2. Pan No. : GSTIN. :
- (please enclose copy of registration)
- TAN No.:.....

3. Name & Designation of Key Executive :

4. Registered with MSME, if yes: Registration / Membership No.

5. Are you registered as small scale industry? : Yes / No
- If yes, please attach self-attested copy of Registration Certificate

6. Membership of EPC / Commodity Board, if yes, indicate name :

7. Import Export Code No. :

8. DIN No.:.....

9. Total turnover of Company : (US\$ / Rs.)

10. Export turnover : (US\$ / Rs.)

11. CIN No.:

12. Whether belongs to SC / ST / General:

13. Space requirement (in Sq. Mtrs.) : (Minimum 6 sq.mtrs. or multiples of 3 sq.mtrs. thereof)

14. Corner booth (Subject to availability) : Yes / No

15. Additional requirements on payment, if any :
- (on payment basis) including provision of extra electricity load/ Power point / sockets etc.)

16. Participation charges / advance payment : Rs..... (Rupees
.....only) Demand Draft No. dated
drawn on..... in favour of India Trade Promotion Organization, New Delhi.

17. Payment of Rentals through RTGS/NEFT

| | |
|---------------------|--|
| Name of Beneficiary | India Trade Promotion Organisation |
| Name of the Bank | HDFC Bank Limited |
| Branch Address | G-3/4, Surya Kiran Building 19, Kasturba Gandhi Marg New Delhi-110001. |
| Account No. | 00031110005078 |
| Type of Account | SAVING |
| IFSC Code | HDFC 0000003 |

18. Products for display:

.....
.....

19. HS Codes for products on display:

20. Brief profile of company (not more than 25 words) :

.....
.....

21. We have read the rules & regulations of participation and we agree to abide by the same.

Place : Signature.....
Date : (Company Seal) Name.....
Designation.....

Please complete and return this form to :

Mr.R.K Thakur, (HOD of Fair)
Deputy General Manager
India Trade Promotion Organisation,
Mobile no.9891066002
Email:rajthakur@itpo.gov.in

Or

Mr. Amit (Fair Officer)
Manager
India Trade Promotion Organisation,
Mobile No. 9958623545
Email:amitchhikara@itpo.gov.in



INDIA TRADE PROMOTION ORGANISATION
Rules and Regulations for Participation
INTERSEC-DUBAI, January 19-21, 2020.

1. Space Booking :

Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted alongwith participation fee through bank draft/NEFT by the stipulated date for booking of space.

2. Allotment of Space to the Participants :

- a) Selection of participants will be done on first-cum-first served basis and/or suitability for exports i.e. export turn over, product acceptability, etc.
- b) ITPO would make allocation of available space in the show premises at its discretion and its decision in this regard will be final and binding to all.
- c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participation from the future participation in ITPO's events.

3. Refund of Participation Fee :

Refund of participation fee will be considered in case where

- a) Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- b) In the event of withdrawal four months before the start of event 50% of the total participation fee may be considered for refund, if the space is re-allotted.
- c) No refund will be considered if the withdrawal request is received less than four months before the start of the event.
- d) If the event is dropped by ITPO due to any unforeseen reasons, no interest shall be payable by ITPO on the advance/complete participation fee deposited by the prospective participant.

4. Liability and Insurance:

It is the responsibility of the exhibitor to insure the goods exhibited against all risks in connection with transportation, setting-up and dismantling after the exhibition, in particular against damage, theft etc. The exhibitor shall be liable to compensate the organiser for any damage caused by it to the exhibition space rented, stand material, electricity, water and sewage systems or any other property of the organiser. The India Trade Promotion Organisation (ITPO) does not accept any liability for loss of or damage to the goods exhibited or other valuables which belongs to the exhibitor, its representative or persons employed by or invited by it, including loss or damage due to water, fire, explosion, whirlwinds, lightning, flooding or other instances of force majeure, damage or injuries inflicted on the exhibitor, its representatives and other persons employed by it or invited by it, irrespective of the cause of such injuries or damage.

In particular the India Trade Promotion Organisation (ITPO) accepts no liability for damage to exhibition goods or their removal in cases in which use was made of the decorating department.

With its acceptance of the conditions of participation, the exhibitor explicitly releases the India Trade Promotion Organisation (ITPO) and firms acting on its behalf from any rights of recourse whatsoever on the part of third parties. No right to claim damages exists.

5. Visa :

- a) A Notarized Affidavit (executed on a stamp paper of Rs.50/-) as per Annexure-III is mandatory as per ITPO guidelines before issuing Visa Recommendatory letter.
- b) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- c) Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who can take on the spot decision.
- d) ITPO shall not be liable, in case the concerned Mission of the host/transit country denies visa to a representative of the participating Company for any reason.
- e) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- f) Whosoever representing the stall during the fair must be in possession of valid and appropriate Professional Visit Pass. ITPO shall not be responsible in any manner in this regard.
- g) The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.

6. General :

- a) Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b) Exhibitors will ensure that the booth during the event is not left vacant in any circumstances.
- c) Exhibits of participants whose representatives do not turn up at the Fair/Show will not be displayed.
- d) Participants will make their own arrangements for dispatching the exhibits at their own cost, if facilities provided by the Fair Organiser, they may deal directly with the organizer. ITPO does not undertake any responsibility in this regard.
- e) Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- f) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be made/borne by the participants. All participants are advised to make arrangement of sufficient funds for such purposes. Further, exhibitors are advised to ensure the duty structure etc. applicable for their items on their own. ITPO can provide only general information in such matters and cannot be held responsible for any variations on account of duty charged.
- g) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO and Show Organisers.
- h) Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- i) All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.
- j) Participants will adhere to all the rules and regulations as may be prescribed by the country in which the show is held and as prescribed by the Fair Organisers.
- k) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- l) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- m) Any dispute/differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.
- n) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.
- o) ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

DECLARATION

We have studied and understood the rules and regulations for participation carefully and agree to abide by the same.

.....

Signature of the Authorized Representative(s)

Name :

Designation:

Place:

Date:

(Company Seal)

AFFIDAVIT

I, _____ son/daughter/wife of _____
resident of (address) _____
that I am the proprietor/partner of the (name of the
entity/company) _____ having its
office at _____ do solemnly affirm and
declare as under:

1. That our company M/s _____ is participating at
_____ (name of Fair) _____ (date).
2. That our company will be represented at the exhibition by:
(i) Mr./Ms. _____ Designation _____ and
(ii) Mr./Ms. _____ Designation _____

Who has / have good background in the field of products
being displayed by our company.
3. That the above Official(s) need to apply for Business Visa
to enter _____ (name of country) as per governing
law of the land. You are requested to issue the Business
Visa recommendation letter accordingly.
4. That the above named Official(s) will return to India after
the conclusion of the fair and submit a proof of his/her
arrival. We agree that if the representative(s) don't
return to India, the company may be blacklisted by ITPO and
appropriate legal action may also be taken by ITPO.
5. That our company will bear his/her/their cost of air-travel
and boarding & lodging expenses in _____ (name of
country).
6. That our company will adhere to all the rules and
regulations of fair authorities as well as ITPO for smooth
participation in the above fair.

DEPONENT

VERIFICATION

Verified at New Delhi on this _____ day of _____ 2018 that
the contents of the above said affidavit are true and correct to
the best of my knowledge and belief.

DEPONENT

(To be executed on stamp paper of Rs.50 and attested by notary)