

Press

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Intersec 2017
22-24 January
Dubai International Convention and Exhibition Centre

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Curtains come down on Intersec 2017 after new record in exhibitor and visitor turnout

Dubai security showcase attracts 33,501 visitors from 129 countries, 1,304 exhibitors from 58 countries

Dubai, UAE: Global product launches, live demonstrations, new bilateral agreements, and updated UAE fire safety codes were among the many highlights that shared centre-stage, as the curtains came down on the world's leading trade show for security, safety, and fire protection.

Intersec 2017 concluded yesterday (24th January) at the Dubai International Convention and Exhibition, with a new record in exhibitor and visitor participation ensuring the three-day event wrapped up proceedings on an all-time high.

According to organiser Messe Frankfurt Middle East, Intersec 2017 attracted 33,501 visitors from 129 countries, as they sourced solutions and networked with 1,304 exhibitors from 58 countries spanning 56,300sqm of exhibition space.

The five per cent year-on-year growth in both visitor numbers and exhibition size underlined the international importance of the annual showcase, where more than 150 exhibitors launched products across the seven show sections of Commercial Security, Fire & Rescue, Safety & Health, Homeland Security & Policing, Information Security, Smart Home & Building Automation, and Physical & Perimeter Security.

“The Middle East commercial security, homeland security, and fire safety market continues to grow, and consequently there’s a strong need for technological advancements in solutions in terms of features, specifications, and upgrades,” said Ahmed Pauwels, CEO of Messe Frankfurt Middle East. “In an industry that is constantly evolving, and where more and more projects are being released into the market, the need of the hour is to be present at the right time with the right solution.”

Messe Frankfurt Middle East
P.O. Box 26761, Dubai
United Arab Emirates

“With its wide spectrum of the latest safety and security solutions and varied range of cutting-edge products from leading international brands, Intersec plays a crucial role by putting global and local providers directly in touch with regional and international buyers. The show’s success is due to it being able to efficiently provide market-specific solutions.”

Intersec 2017 featured 17 of the world’s top 20 security solutions providers, including Avigilon, a Canadian-based full solutions provider of video analytics, network video management solutions, surveillance cameras, and access control solutions.

Dave Dalleske, Vice President of EMEA Sales at Avigilon, spoke of the latest developments in Avigilon’s Appearance Search video analytics technology, a sophisticated search engine that sorts through hours of footage to locate a specific person of interest across an entire site.

“For example, you have a situation where someone leaves an unintended bag in a public place,” he said. “That on its own is not all that intelligent. With Avigilon Appearance Search, you can take your video management system, see a bag, and identify the person that left it there, as it allows users to search all cameras across an entire site.”

“That’s fine but what if that took place 20 minutes ago? The real question is where is that person now? Avigilon Appearance Search technology allows you to click on that individual and say not only where they are but where he or she came from, by identifying previous and last-known locations.”

“It enables you to complete an entire story and use that intelligent aspect of your system to assist in investigations with real time event response, and hopefully be able to prevent something potentially catastrophic from taking place,” added Dalleske.

Elsewhere, CP Plus, a global manufacturer of advanced security and surveillance solutions, launched Cosmic and Astra, two high definition (HD) cameras with Uni+ technology, offering compatibility across all previous and current technologies in CCTV surveillance.

Gaurav Khemka, Director of CP Plus commented on its mutually beneficial relationship with Intersec over the years: “Our association with Intersec spans many years now, and it goes without saying that it has always been a great platform to showcase our technologies and solutions,” said Khemka.

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“Our presence over the years has given us numerous clients and we are appreciative of that. We look forward to continued association fuelled by a similar goal and mutual growth.”

Intersec is held under the patronage of His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, and supported by the Dubai Civil Defence, the Dubai Police, and the Dubai Police Academy.

The Dubai Civil Defence had a major involvement in the 19th edition of the annual exhibition, where it announced the latest updates in the UAE Fire Protection and Life Safety Codes, along with several other major initiatives.

His Excellency Major General Rashid Thani Al Matrooshi, Director General of the Dubai Civil Defence, said: “At Intersec 2017, we’re showcasing three key initiatives; the first is the floating firefighting systems for water bodies that are used by the Civil Defence and Marine Rescue sectors.

“The second is the Dolphin, a firefighting system that incorporates a jetski and a jetpack that will allow Civil Defence to tackle blazes from the water. These are in addition to the smart services working with a dashboard system to collect data from all the centres in Dubai and delivering it to the decision makers to apply it in their daily actions.”

The Dubai Civil Defence also signed an MOU with 911 Challenge Events Management, to jointly organise and host the 1st GCC Firefighters Challenge Championship 2018 in Dubai. The initiative is in line with the vision of UAE’s leadership that aims to innovate and modernize all sectors and areas, including safety and security.

The 1st GCC Firefighters Challenge Championship 2018 aims to promote the competitive spirit among civil defence individuals and the public, as well as to empower firefighters and rescuers to further develop their competences and be ready to face challenges and overcome risk factors to protect lives of individuals and their properties.

With 83 per cent of exhibitors based outside of the UAE, Intersec’s international participation was spearheaded by a 10 per cent year-on-year increase in exhibitors from Germany and the UK, as 82 German companies (64 pavilion and 18 standalone exhibitors) lined-up alongside 143 British companies (86 pavilion and 57 standalone exhibitors).

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Adam Thomas, Spokesman for the UK Department for International Trade's Defence and Security Organisation said: "Intersec 2017 was an excellent opportunity for UK companies to profile their capabilities in the fire and security sector and identify joint venture partnerships.

"It also provided a valuable opportunity for UK companies to network with companies in the UAE and across the world. We were delighted to have the opportunity to launch the UK Fire Resilience Offer and express our aspirations to continue to work with the Dubai Civil Authorities."

Key features this week at Intersec 2017 included an Outdoor Demo Area & Drone Zone, a Jobs & Careers Pavilion, the Techtexil Pavilion, a Safety Design in Buildings Pavilion, and a Smart Home and Building Automation Pavilion.

A three-day conference programme meanwhile was spearheaded by the Fire Safety Conference on 22nd January, and the Security Industry Regulatory Agency (SIRA) Forum on 24th January, where details about Dubai's new Regulation of Security Industry Law was provided.

The 20th edition of Intersec returns from 21-23 January 2018. More information is available at: www.intersecexpo.com.

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Notes to editors:

About Messe Frankfurt Safety & Security

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, Russia, South America and East Africa. Further information at www.safety-security.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640 million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.*

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

**Preliminary figures for 2016*

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

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