

Presse Press

*Intersec Middle East
January 13-15, 2008
Dubai, United Arab Emirates
Opening hours: 10am - 7pm
Dubai International Convention and Exhibition Centre*

For Press Info, Please Contact:

*BIZ COM - For Proactive Communications
P.O. Box 48889; Dubai - UAE
T: +97143320888
F: +97143320999
E: info@bizcom.ae*

INTERSEC MIDDLE EAST GROWS EXPONENTIALLY

2000 brands from 53 countries on showcase

Region's largest security & safety event grows by 27% to attract 800 exhibitors

DUBAI (January, 2008) - Intersec Middle East has grown consistently over the years with the 2008 edition growing exponentially to attract 800 exhibitors from 53 countries registering a 27% surge. The event is scheduled to take place at the Dubai International Convention and Exhibition Centre from January 13 to 15, 2008 and will feature 13 country pavilions from Germany, China, Taiwan, Singapore, Austria, the UK, Scandinavia, the USA, Pakistan, Spain, Korea, Italy and Canada.

The 10th Edition of the Middle East's leading security exhibition and conference incorporates products and services from four broad categories: commercial security, fire and rescue, homeland security and policing, and safety and health.

"The event offers exhibitors a tremendous opportunity to capitalize on the ever growing security market in the region. In the past eight years US\$277 billion has been allocated to the defense and security systems and equipment market worldwide. Within the UAE the growth is estimated to be around 25 per cent per year over the next five years," said Angela Schierholz, Senior Show Manager at Epoc Messe Frankfurt GmbH, organizer of Intersec Middle East

Speaking on behalf of Dubai Police Academy, Brigadier Dr. Mohammed Bin Fahad, Director General of the Academy said: "Intersec Middle East's growth confirms that a secure environment is a must for business development, to attract foreign investment and to create economic opportunities."

Dr. Fahad noted that the UAE is blessed to have visionary leaders such as President His Highness Sheikh Khalifa bin Zayed Al Nahyan and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice President of UAE and Ruler of Dubai.

He emphasized that the UAE is free of violence, gang activity, kidnapping, organized crime, corruption and narco-terrorism and we are thereby able to attract more foreign investment, medical and insurance costs are low, and there is no damage to infrastructure and no lost productivity. "The cost of violence represents roughly 15 percent of the gross domestic product of third world countries. In the UAE we have no such costs and this is a great help for businesses," Dr. Fahad added.

Security and economic progress go hand in hand in a circular fashion. Better security leads to improved economic conditions and is a direct catalyst to economic development.

"Dubai Civil Defence will be presenting its Strategic Plan for 2007-2015 at the conference," said Brigadier Rashid Thani Al Matrooshi, Director General of Dubai Civil Defence. "Elements of the strategic plan to be presented include: Development of Civil Defence services infrastructure in Dubai, which comprise construction of new fire stations/ bringing in modern fire engines and firefighting equipment/building partnership with companies operating in all economic sectors to ensure fire protection standards are in place."

From homeland security issues to technology developments and expert analysis of threats, from terrorism to pandemics as well as the examination of major security programs – these will all be in the spotlight at Intersec Middle East. The event gets underway at the Dubai International Convention and Exhibition Centre from January 13 to 15, 2008.

Exhibitors at Intersec Middle East will present over 2,000 brands for the regional market apart from providing information and a buying platform for governments, Civil Defence forces, the construction industry, industrial development, commercial businesses, ports, airports and security professionals for ten years now.

Intersec Middle East will showcase a wide range of products, and witness many product launches from companies such as Forensic Technology, KGuard, Forensic Technol KGuard, RMB Security Services, and many more MENA and International companies.

Top caliber international and Middle East speakers at the Intersec Middle East conferences will share their expertise and experiences and discuss the latest trend in policing, fire prevention, occupational safety, homeland security and commercial security.

The conference begins on January 13 with keynotes on Policing, Fire and Safety and Health. The first day theme of the Intersec Keynotes will be: "Making for a Safer Society – the Global Overview". The Police and Fire Middle East conference starts on January 14 and the focus will be on "Emergency Services Response and the Management of Disasters," to be followed the next day with "Planning and Preparing for Major Incidents Involving the Transport Sector."

In the Safety and Health Middle East conference organized by the Institution of Occupational Safety & Health (IOSH) on January 14 and 15, the theme will be on "Safety and Health Topics Affecting the Middle East" on the first day. The second day of the Safety and Health (IOSH) conference on January 15 will be focusing on "Building and Construction Site Safety." Leading companies from the industry speaking at the conference include Nakheel, ENOC, Al Naboodah Contracting, EHS (Ports, Customs and Free Zone Corporation), Dubaiworld and many more.

The strategic importance placed on the exhibition is reflected by the ongoing support of numerous trade and government organizations. Dubai Security Services, the regional commercial leader in the security industry is Gold Sponsor of the exhibition & the event is also backed by the Dubai Police, Dubai Civil Defence, IOSH, and Build Safe Dubai.

An integral component of the Intersec Middle East exhibition are the outdoor demonstrations conducted by exhibitors like NAFFCO. Engaging and insightful demonstrations will also be conducted by the Dubai Police and the Dubai Civil Defence featuring state-of-the-art rescue techniques, firefighting equipment and vehicles .

Indoor demonstrations will premier in this year's edition of the Intersec Middle East Event where specialized companies like Sperian Protection, Singing Rock, Firekraft and Dunamis would demonstrate techniques on protection and safety.

Over 20,000 visitors are expected to visit the Intersec Middle East exhibition over three days, open to trade visitors from 10am to 7pm through the 13-15 January.

-Ends-

Issued on behalf of Messe Frankfurt by BIZ COM:

BIZ COM - For Proactive Communications

P.O. Box 48889; Dubai – UAE

T: +97143320888

F: +97143320999

E: info@bizcom.ae

Show Profile:

Intersec Middle East is the largest exhibition for commercial security, fire & rescue, safety & health and homeland security & policing in the whole Gulf region. The 2007 Intersec event showcased more than 630 exhibitors and over 1600 brands. Record visitor attendance was recorded, large deals were signed, contacts were made and the latest issues, challenges and trends were discussed and considered. Intersec is the region's premier forum for the worldwide safety and security industry, providing the perfect opportunity to network and pursue new contacts. Show website: www.intersecexpo.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, the world's largest trade fair organiser with its own fairground. It conducts over 150 events worldwide with 15 subsidiaries across Europe, Asia, America, Africa and the Middle East, and brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec Middle East, Materials Handling+Logistics Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, International/CES Hometech, Automechanika Middle East, and the Middle East Toy Fair.