

FROM ALARM TO  
HIGH-END SECURITY  
INTELLIGENTLY SECURE



NEW IN BASEL:

**ineltec.**

10 – 13 SEPTEMBER 2019

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«CYFENCE»

THE 360° PLATFORM FOR  
CYBER DEFENCE

# sicherheit.

10 – 13 SEPT. 2019 SWITZERLAND'S  
MESSE BASEL INDUSTRY PLATFORM

## WELCOME TO THE SICHERHEIT TRADE FAIR

Ever shorter innovation cycles and fast-paced technological changes compel us daily to adapt to market requirements, current developments and emerging trends. This applies to both product development and marketing activities. Everyone is looking for innovative concepts with a compelling marketing mix: this is where the specialist trade fair comes into its own as an attractive platform for business and networking between all market participants – be they clients, suppliers, partners or multipliers.

Relocating the sicherheit trade fair to Basel doubles the power of two parallel trade shows and makes it possible to exploit the resulting high synergy potentials. Integrating the security trade fair sicherheit with inteltec, the successful trade fair for building technology, offers unique opportunities in this regard: more visitors, more exhibition space, an opportunity to provide interdisciplinary answers and attractive focus events on the topic of cyber defence.

Get to know the new trade fair duo. Find out how you can double your benefit. Let's exploit this unique opportunity together. We look forward to tapping into the potential of this cooperation together with you and to striking new paths of innovation.

Best regards,



Armin Kirchhofer  
Overall Strategic Responsibility



Heinz Salzgeber  
sicherheit Exhibition Manager

# WELCOME TO THE MOST SECURE TRADE FAIR IN SWITZERLAND

Welcoming the new, maintaining the proven: sicherheit is the most important B2B platform and meeting place for Switzerland's security segment. It is characterised by a unique range of topics and the entire spectrum of innovative security concepts. As a combination of trade fair and specialist convention, it offers a comprehensive bundle of market and specialised knowledge under one roof.

It takes place in parallel to the ineltec building technology trade fair. Together,

they will in future open up new opportunities and views of interfaces and mutual content such as networking, convenience and security. The holistic trade fair concept and the platform shared by ineltec and sicherheit accommodate the convergence in the marketplace: segments that were once clearly separated – such as security, building automation, Smart Home and energy distribution – are converging. Exhibitors at sicherheit stand to benefit from a unique visitor potential: up to 3,600 additional

specialists with a real interest in building security and a further 13,500 specialists from the wider field of electrical engineering. The fundamental changes heralded by digitisation also affect the security segment – bringing with them new challenges, new answers to new threats and new opportunities. sicherheit has therefore created "Cyfence", a new supplementary event supporting the exchange on topics of relevance to digital security.

## SECURITY TECHNOLOGY AND SYSTEMS



- Mechanical security technology
- Electronic security technology
- Access systems
- Mechanical / electronic / biometric systems

## CONTROL AND SURVEILLANCE



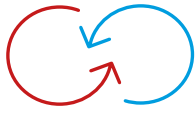
- Control and surveillance installations / systems



- Lecture series on security-related topics
- Supplementary event "Cyfence"

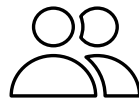


# SICHERHEIT AT A GLANCE



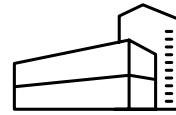
## sicherheit.

**New parallel fair**  
 ineltec with around 17,000 specialist visitors and 250 exhibitors on 25,000 m<sup>2</sup> of exhibition space



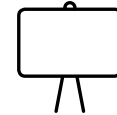
more than  
**6,500**

**visitors**  
 Additional exploitable visitor potential of 3,600 specialists from ineltec



**10,000m<sup>2</sup>**

**exhibition space**  
 New at the exhibition centre in Basel



up to  
**100**

**exhibitors**  
 Exploit synergy potential and be present at two trade fairs simultaneously

With parallel fair

**ineltec.**

**>20,000**

**35,000 m<sup>2</sup>**

**>350**

### IT SECURITY



- Digital backup systems

### PROTECTION AND PREVENTION



- Fire / Burglary / Robbery / Theft / Systems
- Robbery, burglary and theft detection systems
- Fire, smoke, water and gas detection systems
- Shock / emergency lighting
- Fire and catastrophe safety systems



## SECURITY – DEVELOPING SECURITY FURTHER

### Support program: Integrated and attractive

The trade fair will feature a series of supporting lectures in four half-day modules on topics concerning current risk management, security and fire safety. These practice-based and solution-oriented lectures will take place at a forum directly inside the exhibition hall to enable participants to access and exit the events directly from the exhibition. Organisation in cooperation with SAVE AG.

"Cyfence" is the new 360° platform for cyber defence in Switzerland. The event bundles all the major IT security topics together with solution providers and those involved in the security process. It provides information on various knowledge levels, highlights new strategic and holistic approaches and delivers a realistic outlook on future challenges that will face IT security. In addition, executing the sicherheit and ineltec trade fairs in parallel provides visitors with many interesting interfaces to topics such as IoT, Smart Building, identity and access management.

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## SICHERHEIT AS THE IDEAL PLATFORM

- Ideal thematic and qualitative environment through execution in parallel to ineltec with solution providers from the fields of building automation, electrotechnology, energy generation, energy distribution, energy optimisation, communication infrastructure, network technology and building security.
- 30% of visitors work in the fields of security / protection / control.
- Around 75% of visitors hold executive positions and are therefore either decision makers or influencers with regard to procurement decisions.
- Integrated specialist convention as a highly respected further education platform for security topics.
- The new trade fair duo addresses up to 20,000 specialists.
- With around 350 exhibitors, it offers a variety of innovations and trends that is unique in the Swiss marketplace.



## CONTACT

### ARMIN KIRCHHOFER

👤 Overall Strategic Responsibility  
ineltec and sicherheit

☎ +41 58 206 32 04

✉ armin.kirchhofer@messe.ch

### SIMON HONEGGER

👤 Exhibition Coordinator  
ineltec and sicherheit

☎ +41 58 206 27 21

✉ simon.honegger@messe.ch

### HEINZ SALZGEBER

👤 sicherheit Exhibition Manager on behalf of  
MCH Swiss Exhibition (Basel) Ltd.

☎ +41 44 806 33 37

✉ heinz.salzgeber@exhibit.ch

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## EVENT ORGANISER

MCH Swiss Exhibition (Basel) Ltd.  
sicherheit  
4005 Basel, Switzerland

+41 58 200 20 20  
info@sicherheit-messe.ch  
sicherheit-messe.ch

