



IFSEC ARABIA 2011

20 – 22 November 2011 | RICEC Riyadh | Saudi Arabia

PROTECTION • FIRE • SAFETY

www.ifsecarabia.com

Co-located with:



OSH EXPO ARABIA

20-22 November 2011 | RICEC Riyadh | Saudi Arabia

OCCUPATIONAL SAFETY & HEALTH

Organised by:



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UBM
Live



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IFSEC Arabia 2011 sees the launch of the globally renowned commercial and industrial security exhibition in Riyadh, Kingdom of Saudi Arabia (KSA) to bring together the international security solution providers with the Government and commercial buyers in this region.

Being held at the Middle East's newest state-of-the-art international exhibition centre, RICEC, IFSEC Arabia will be ideally located in the Kingdom's capital. With a population of 5 million, Riyadh is central to all decision making and is the Kingdom's largest populated city.

IFSEC is an established brand in the UK, India and Africa and collectively these events attract over 1,000 manufacturers and distributors and 42,000 security professionals.

Why exhibit at IFSEC Arabia 2011?

IFSEC Arabia will give you the ideal platform to access the commercial and industrial security, fire and safety markets, currently worth £685+ million and to showcase your solutions to the decision-makers within this region.

The lack of legacy systems creates the environment for a demand for the latest digital technologies establishing the KSA as an attractive market for foreign suppliers.

Furthermore, the KSA is open to foreign investment, has approximately 200 joint ventures with UK companies in the Kingdom and it is designated a 'High Growth Market' by UKTI.

Why Riyadh?

- Riyadh is the seat of Government and home to major public and private sector organisations and all Ministries as well as all the foreign embassies.
- Riyadh is one of the top ten cities worldwide with the fastest growing economy.
- Saudi Arabia's population is growing by 2.5% a year and is set to reach 32 million by 2020. Riyadh is the country's largest city with a population of nearly 5 million.

Why Saudi Arabia?

- Saudi Arabia is one of the top 10 fastest growing countries in the world and the largest and most influential economy in the Middle East, accounting for 70% of GCC GDP.
- The exhibition schedule is set against a background of spending plans of US\$150 billion in 2010 and a US\$400 billion five year programme.
- Since the 1970s, Saudi has invested over US\$1 trillion in the expansion and upgrading of the Kingdom's infrastructure. Government sources estimate that the Kingdom's future development will call for further investments of US\$1.4 trillion through to 2020.
- Saudi Arabia has 26% of the world's share of current oil production.
- Saudi Arabia is launching six "economic cities" which are planned to be completed by 2020. These new industrialised cities are intended to diversify the Kingdom's economy, and are projected to contribute US\$150 billion to the GDP.

Exhibitor Profile

Solution providers from the following sectors will be exhibiting:

- Access control and intruder alarms
- Aviation and transport security
- Biometrics
- Building Management Systems
- CCTV Installation and monitoring
- Critical infrastructure protection
- Disaster management
- Forensic science services
- Law enforcement
- Manned guarding
- Oil and gas security
- Physical security/locks/bolts
- Prison sector
- Retail security
- Risk Analysis and management
- Urban security

Visitor Profile

Attendees will include procurement managers and consultants responsible for safety, security, operations, facilities and IT from the following key commercial sectors:

- Airport/Logistics
- Banking/Finance/Insurance
- Construction/Real Estate
- Health & Education
- Hospitality
- IT
- Manufacturing/Industrial
- Petrochemicals/Oil/Gas
- Retail/Jewellery
- System Integrators, Distributors & Installers
- Training
- Utility Services & Facilities
- Media/Press

Attendees will also include representatives from the following Government bodies:

- Civil Status Department
- Public Security Department
- Border Guards General Directorate
- Civil Defence General Directorate
- Passports & Investigation Directorates
- The Special Security Forces
- The Installations Guard Forces
- Police/Law Enforcement/Prison Services
- Customs/Excise



Security is a fast growing sector which has an estimated value between £368-£384 million*

The total combined market size for the commercial security and safety sector is estimated at more than £685+ million*

About the Organisers



UBM Live is a leading international provider of integrated media solutions working throughout various market sectors including Customer Management, Energy, Facilities Management, Fire, Health & Safety, Interiors, Leisure, Security and Venues.



Al-Agat Montgomery is the Saudi Arabian joint-venture arm of Montgomery Worldwide, organisers of trade exhibitions since 1895. Always innovative,

Montgomery's vision, reputation and belief in the importance of international trade has led to the development of an exhibition and events programme in 10 countries spanning Asia, Africa, the Middle East and Europe.

UBM Live organises and manages a number of products in the protection, fire and safety markets; these products include:



IFSEC 2011

16-19 May 2011
NEC Birmingham, UK



IFSEC SOUTH AFRICA

6-8 September 2011 | Gallagher Convention Centre | Johannesburg
GLOBAL OUTLOOK, LOCAL APPROACH



IFSEC WEST AFRICA

15th-16th February 2011
EKO EXPO Centre, Lagos, Nigeria



IFSEC INDIA

23-25 November 2010
Bombay Exhibition Centre, Mumbai



IFSEC SOUTH INDIA

1-3 June 2011, Palace Ground, Bangaluru
GLOBAL OUTLOOK, LOCAL APPROACH



info4fire.com



INTERNATIONAL FIREX

16-19 May 2011
NEC Birmingham



SAFETY & HEALTH EXPO

17-19 May 2011
NEC Birmingham



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