

8 March 2011

IFSEC WEST AFRICA ROUND UP!

Find out what happened. Watch the video. Read the reviews.

The inaugural IFSEC West Africa attracted a great deal of attention from across the globe with over 90 exhibitors, and a total of 2 270 visitors - all descending on the Eko Expo Centre in Lagos for the spectacular two-day event held on 15 and 16 February.

Montgomery Africa are proud to announce that the introductory IFSEC West Africa exhibition and conference was a resounding success, drawing much interest from local and international security industry professionals. In addition to the exhibition, the West Africa conference hosted many high level speakers, who all presented relevant topics to a wide range of senior management and security decision makers.

“As the first event of its kind to meet the developing needs of the emerging West African security market, IFSEC will play an important role in assessing the future needs of the local West African security industry,” says Ross Cullingworth, Commercial Events Director, **Montgomery Africa**.

According to James Blue, Portfolio Director at UBM Montgomery, IFSEC West Africa provided a vehicle to develop and extend business across Africa, and presented the ideal opportunity for global security companies to extend their operations to the West African region.

With crime becoming a growing concern in the region, IFSEC West Africa was specifically tailored to meet the needs of the local audience and address both commercial and homeland security throughout its exhibition and educational content.

The most populated country in Africa, Nigeria’s population is expected to reach over 200 million people by 2025 and its crime rates continue to increase at a rate of 1% per annum. By 2015, Lagos is expected to be the third largest city in the world.

Frost & Sullivan's recent market survey valued the Nigerian security market alone at \$3.5bn, with a further forecast to grow at 14% CAGR to 2014. “As with any large African country where security concerns are paramount, there is great scope for the provision of security products and services, including electronic security, CCTV, access control, physical security, vehicle and personnel tracking devices, armoured vehicles, scanners and manned guarding services,” says Blue.

Henry Bellingham the British Undersecretary of Parliament for Africa, arrived for the official opening, and addressed the conference delegates before conducting a tour of the exhibition and chatting to exhibitors about security solutions for the West African region. “With four times the population of South Africa, Nigeria is powerhouse in Africa with enormous security market opportunities,” said Bellingham.

The **IFSEC West Africa Conference** entitled *Security Strategies and Solutions for Corporate, Personal and Asset Protection*, addressed a range of security topics pertinent to businesses operating in the West African region.

It provided security practitioners with unique insights to help them weigh up the pros and cons of different security strategies, helping them make informed decision about security budget spending.

The discussion began with an overview of the key security issues and infrastructure challenges facing West Africa, as well as how the government, police and public sector are addressing these limitations with workable strategies to improve West Africa's security situation, and open up the region to international investment.

The conference also explored the issue of kidnapping threats, identifying key kidnapping threat situations for permanent and visiting personnel, and evaluating anti-kidnapping technologies to reduce the threat.

The corporate and security planning portion of the conference examined designing and implementing a holistic security system to protect against external and internal security threats for corporations.

It also included an in-depth discussion of asset protection strategies, and particularly pertinent to oil-rich West Africa, was the examination of initiatives to improve the security and protection of Oil and Gas assets.

The discussion furthermore included an evaluation on how major corporations such as Fidelity Bank, Standard Chartered Bank, Shell Petroleum Development Co, and Addax Petroleum Development are implementing cost-effective security measures to protect staff and assets.

Finally, the conference agenda incorporated some of the most innovative technological solutions for asset and corporate protection, including: wireless technologies for protecting remote assets from malicious damage and implementing IP surveillance, access control and alarm systems.

By most accounts the show was an unparalleled success, and plans are already underway next year's event. "Overall, we are very pleased with the first IFSEC West Africa and will continue to make this an annual event," concluded Blue.

Watch the Video: www.ifsecwestafrica.com/video

Read the reviews:

It provided an ideal opportunity to connect with potential clients and establish what their needs are!

Acti-Tech Ltd

Multiple leads and direct contact with key decision makers!

AA Group

A successful show with valuable business potential!

Cross Match Technologies

The organisation was slick – we will definitely be back!

Inhep Digital Security

Buzzing with activity, well attended and a wide range of exhibitors!

Bannerbridge

Provided exposure to the key market players!

TDSi

The show was a great success!

Xtralis

Impressive and well-organised!

Identismart

We gained exciting new business opportunities!

Dizengoff

We could definitely see the value of expanding our operations into the Nigerian market!

SAIMA

See more on: www.ifsecwestafrica.com

Ends

Notes to Editor

About Montgomery Africa

Montgomery Africa through its wide portfolio of world-class events and exhibitions is pioneering a multitude of business opportunities in Africa. As a wholly-owned subsidiary of the leading global exhibition company, Montgomery Worldwide, Montgomery Africa is a recognised and trusted brand that serves and provides value-added opportunities for those industries it serves.

About UBM Montgomery

UBM Montgomery is a joint venture between UBM Live and Montgomery Worldwide.

About UBM Live

Operating internationally, UBM Live operates a number of market leading exhibitions, awards, websites/online products and publications in twenty different business sectors. Its brands include CPhI, IFSEC, Food Ingredients, Cruise Shipping Miami, Technology for Marketing and Advertising, International Confex, Informex and many more. With offices in the UK, Netherlands, USA, UAE and Brazil, UBM Live has successfully geo-cloned its leading CPhI, Food Ingredients, TFM&A and IFSEC brands into territories such as China, Japan, Asia, Eastern Europe, South America and Africa. As well as building relationships with our customers, we help wider communities through our corporate responsibility programme.

UBM Live is part of UBM Ltd, a leading global media company listed on the London Stock Exchange, which in 2009 generated revenues of £847m, with profits of £171.2m.

Website: www.ubmlive.com

About Montgomery Worldwide

Established in 1895, Montgomery Worldwide is an international exhibition company with a predominant focus on B2B exhibitions around the world. 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 over 10 different countries.

Montgomery Worldwide has been operating in Africa for over 40 years and has built up a number of interests in both North and West Africa. In South Africa, Montgomery Worldwide are now the largest exhibition organiser in the country with companies that include Specialised Exhibitions (Pty) Ltd and Montgomery Africa (Pty) Ltd. Montgomery Worldwide are also the predominant shareholder in the Johannesburg Expo Centre, which is the largest exhibition venue in Africa, and which hosted the International Broadcast Centre for the World Cup in June this year.

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