

MANY SOLUTIONS,
IN JUST ONE WORD.

SICUREZZA
INTERNATIONAL SECURITY & FIRE EXHIBITION

17-19 NOVEMBER 2021 fieramilano

INTERNATIONAL NETWORK



www.exposec.com.br



fireshow.com.br



www.fispvirtual.com.br

IN PARALLEL WITH

**SMART
BUILDING
EXPO**



www.sicurezza.it

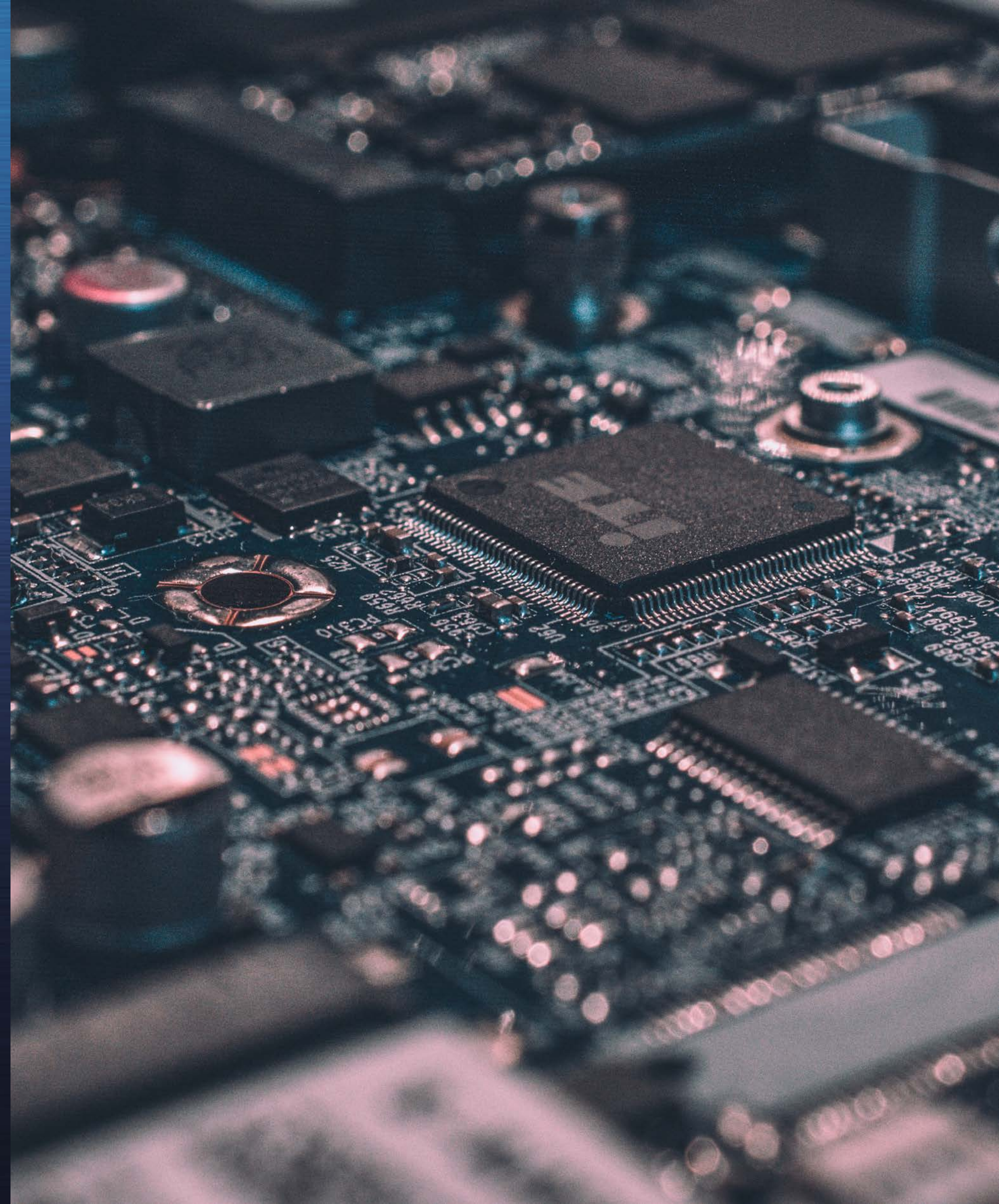


FIERA MILANO

SICUREZZA 2021

An all-round proposal
technologies and **solutions**
for the protection of things,
people and data.

A unique opportunity
to keep up with the market.



THE EVENT

SICUREZZA is the leading Italian event and point of reference for security and fire operators from across Europe, with a particular focus on Southern Europe, the Balkans and the Mediterranean.

Together with **Smart Building Expo**, which completes the offer with a focus on networked buildings and smart cities.



SICUREZZA is a 4.0 Integrated Business and Content platform.

3 DAYS TO:



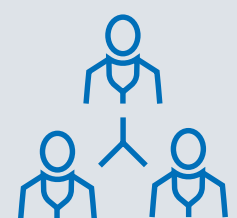
PRESENT

innovative products and solutions
for all contexts to purchasing decisionmakers



MEET

qualified professionals with good
spending potential



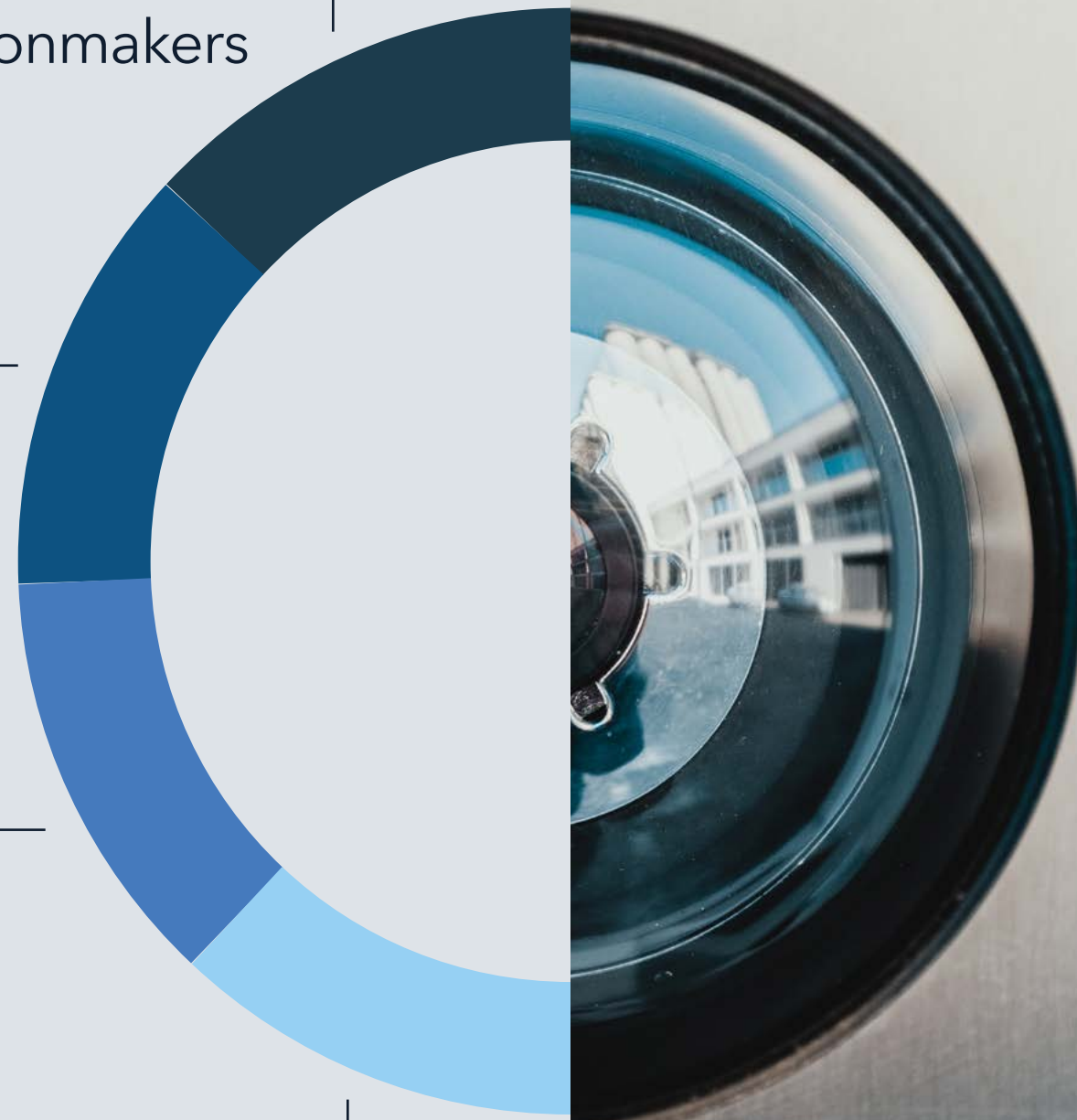
STRENGTHEN

your business, opening up to new
contacts and new markets



TACKLE

challenges in the sector, sharing
success stories and best practices



Organised by **Fiera Milano**,
a leading exhibition player
located in what is now
considered the **Capital of
Technological Innovation** and
the **first Italian SMART CITY
(Milan)**, the next edition will
run **from 17 to 19 November
2021** at the fieramilano
exhibition centre.



NEW 2021 EVENT FEATURES

Based on the success and solid progress seen with the 2019 edition, 2021 will see the **SICUREZZA** Integrated Supply Chain Project embark on a «development path» with the aim of positioning itself as **a national and international reference point for tomorrow's URBAN ECOSYSTEM.**

One of the key aims of the exhibition is to heighten awareness as to the opportunities that security technologies offer across all fields.

SICUREZZA 2021 will present **innovation from companies** all over the world and will allow all those interested in the subject of security and fire prevention technologies to **meet** and **share** information.

The **exhibition format**, which focuses on **technological innovation**, integrated solutions and a wide-ranging, certified training offer, successfully meets the needs of companies, associations and businesses that make up the sector, enliven the market and that can offer concrete solutions to address the current times.

IN PARALLEL WITH SMART BUILDING EXPO

**SMART
BUILDING
EXPO**

an exhibition organised by FM and Pentastudio

Smart Building Expo represents the market of **digital technologies** relating to the concept of **networked buildings** and **smart cities**, encouraging the renewal of building heritage based on the use of intelligent devices.

The exhibition introduces the principle of integration between the many players making up the **smart building** supply chain, starting with the meeting of the electronic and electrical worlds.



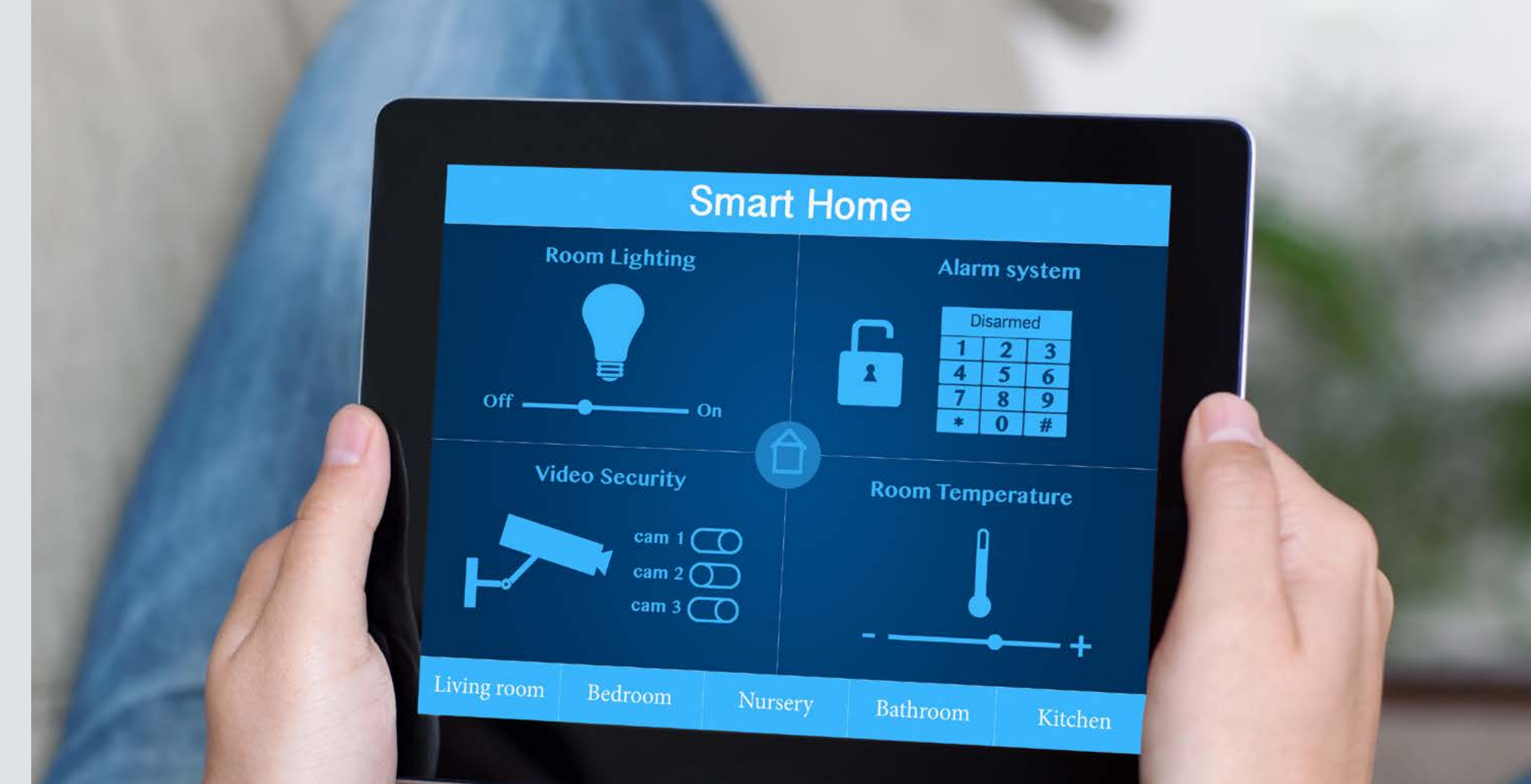
The Milan event will showcase the range of product sectors that will see **4.0 facilities** form the cornerstone of innovation in terms of building automation and, more generally, energy sustainability.

SMART BUILDING EXPO

SMART
BUILDING
EXPO

The **contemporaneity of Smart Building Expo and SICUREZZA** is the result of a combined effort by Pentastudio and Fiera Milano to give Italy an exhibition of reference with international visibility for one of the global economy's fastest growing sectors: **home and building automation** and **system integration**.

A commitment that has brought very interesting results right from the first edition, the Milan event serving as a reference point for trade visitors and an important shop window for the **made in Italy** across Europe.




The pairing brings benefits for both exhibitions and increases the reasons to visit in that it represents an important verticalisation in the more general field of **building automation**. Exhibiting companies can count on a highly targeted, motivated and international audience, similar across both SICUREZZA and Smart Building Expo.



THE EXHIBITION OFFERING

An offering that represents
allmarket components

PRODUCT CATEGORIES:

-  CCTV, burglar alarms, access control, passive safety
-  Fire prevention and extinguishing
-  Building automation and home automation
-  Crime prevention and intelligence
-  Security of valuables, documents and information
-  Cyber security
-  Drones
- NEW** Safety - Safety at Work



619 Exhibitors from **37** Countries

total number of 2019 exhibitors

+33%

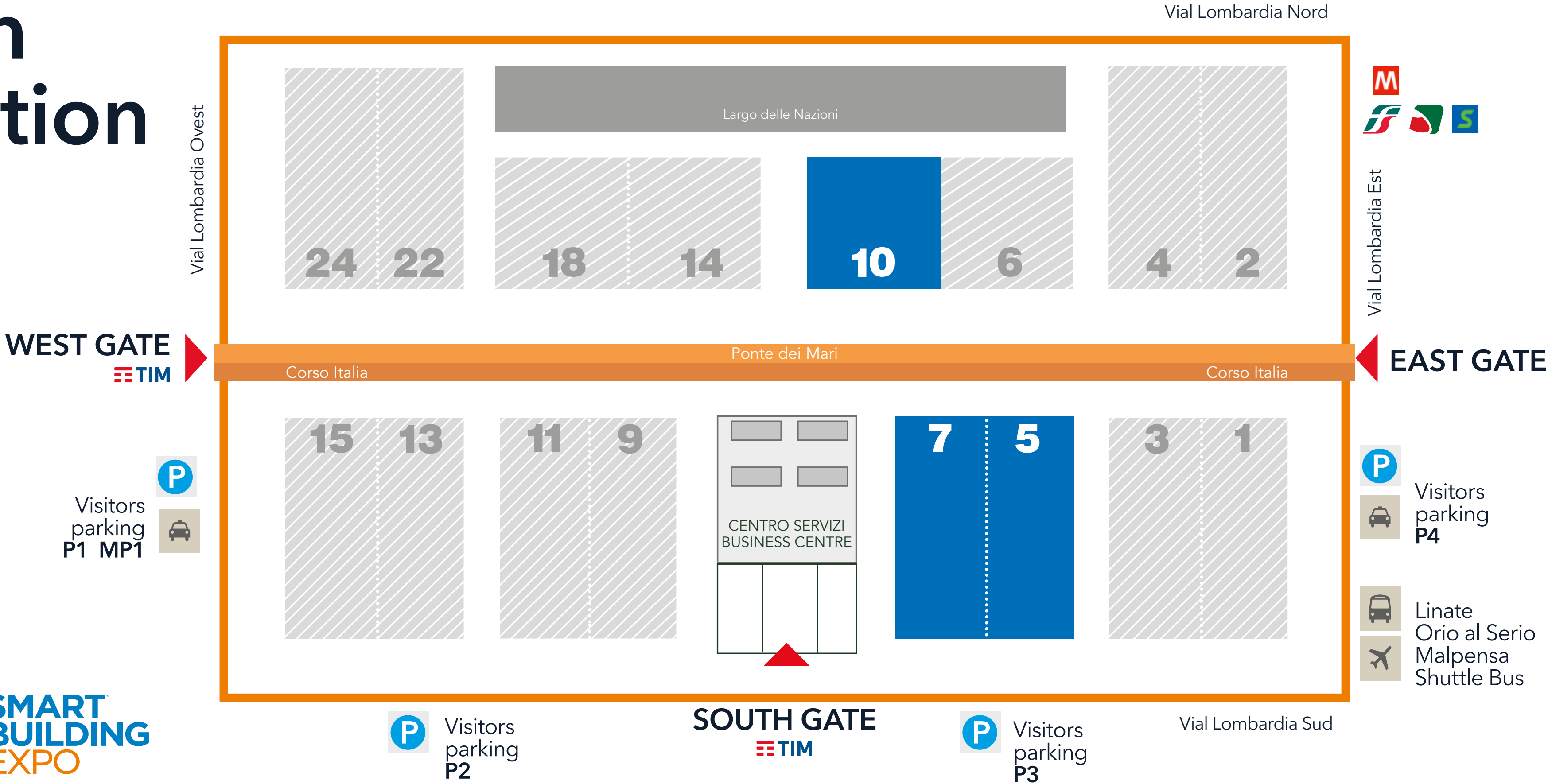
With respect to the
previous edition

88%

Participation
satisfaction.

Source: Survey MPS per Fiera Milano

Organisation of the exhibition offering.



SICUREZZA
INTERNATIONAL SECURITY & FIRE EXHIBITION

**SMART
BUILDING
EXPO**

17-19 NOVEMBER 2021
HALL 5 - 7 - 10

WHAT THE EXHIBITORS SAY

«The **logistics** and **information** have significantly improved with respect to earlier editions, and the on-line tools, including the administrative services, really streamline the “bureaucratic” side of things.»

«Great attendance and the participation of many firms allows you to **meet stakeholders** and **competitors**, as well as **your entire “supply chain”**, both up and downstream (suppliers, agents, clients, design studios, installers).»

«It retains a **clear identity** unlike other exhibitions that have become too heterogeneous and haphazard.»

«Easily **reached; well-managed** spaces that showcase stands and products; excellent attendance by **those interested** in the sector; **great organisation.**»

Source: MPS SURVEY

VISITOR PROFILE

WHO DO YOU MEET AT SICUREZZA?

- | Installers and System Integrators
- | Retailers, Wholesalers & Distributors
- | Manufacturers
- | Service companies
- | Designers & Contractors
- | Bodies & Associations
- | Public Administration
- | Infrastructure & Transport
- | Law Enforcement Agencies

28.629 Visitors from **88** countries
total number of 2019 exhibitors

+12%

With respect to the
previous edition

87%

Plan
to return.

Source: Survey MPS per Fiera Milano

77%

Europe

13%

Asia

7%

Africa

3%

America

TOP 10 COUNTRIES OF ORIGIN

Switzerland | Great Britain | Greece | Spain | Tunisia | France |
Germany | Russian Federation | Ukraine | Croatia

Aggregate data for SICUREZZA 2019 and Smart Building Expo 2019

WHAT THE VISITORS SAY

«Although there are many stands, I noted a **common thread**: an offering and a desire to offer visitors **innovation** and **concrete, functional projects**, the result of experience and know-how.»

«A very important exhibition that provides a **general overview** of the **products** and **innovation** of different brands as well as the opportunity to meet **new suppliers** of niche materials that are hard to procure from wholesalers.»

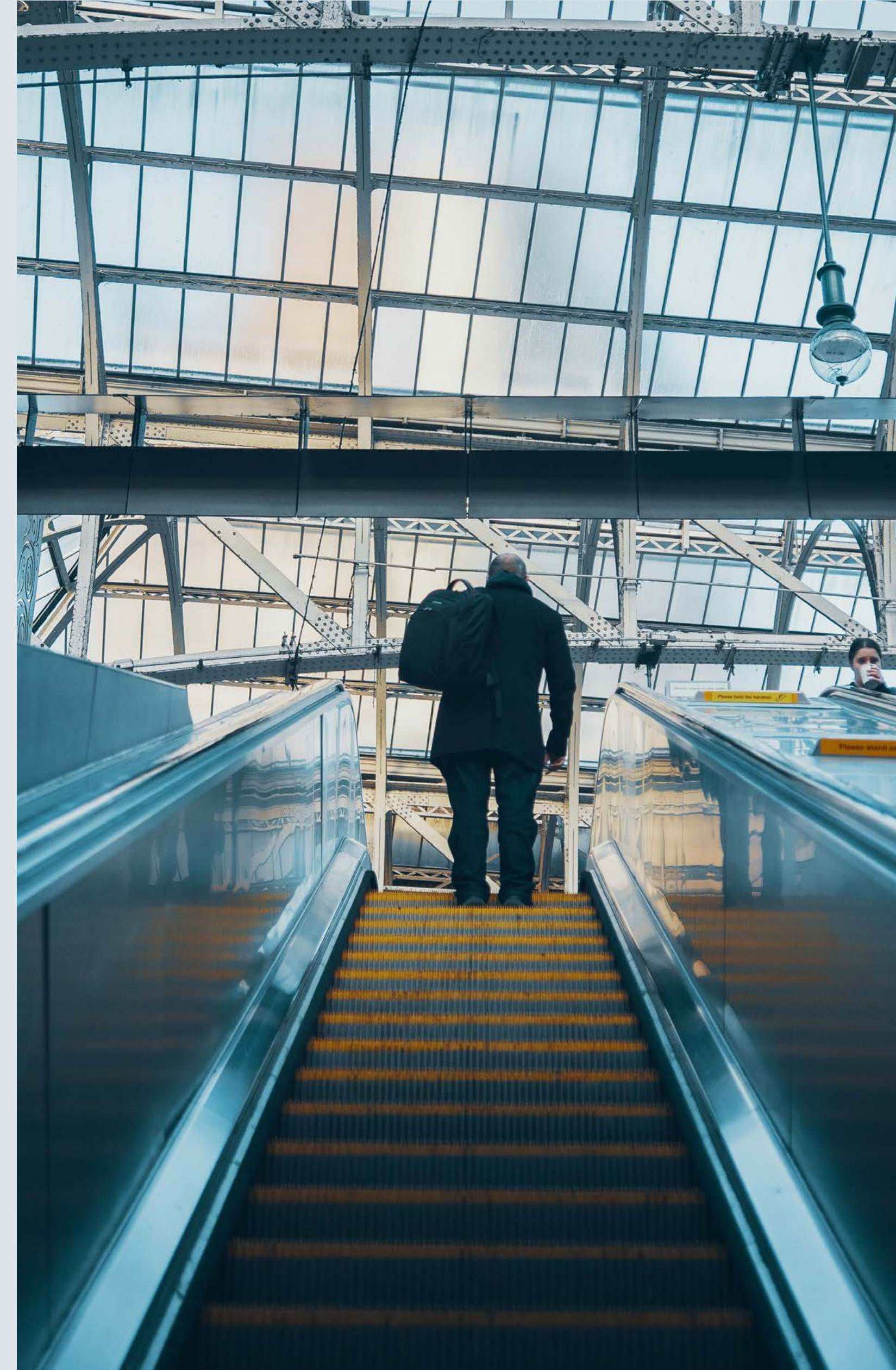
«It is **one of few events in Italy to bring together so many sector components**. A great “shop window” that allows you to see (and perhaps even exchange ideas with) many suppliers who are usually a long way away.»

Source: MPS SURVEY

INCOMING BUYER

Selected for their geographic origin, decisionmaking power and high spending capacity, **Top Buyers benefit from a dedicated hospitality programme** that ensures their visit to the exhibition is a perfectly organised experience.

Supporting exhibition and buyer interaction: **MYMATCHING**, the schedule of **targeted meetings planned prior to the event** to create **business opportunities** during the exhibition.





TOP HOSTED BUYER

59%

Europe

7%

South Africa

14%

Middle East

11%

Mediterranean
Basin

9%

Maghreb

Coming from
31 Countries

WHAT THE BUYERS SAY

«A very well
coordinated event.
The attention paid to
buyers was excellent,
the entire team did a
great job.»

«A vast range of products
and **first-rate professionalism**
in interactions with
exhibitors.»

«A very useful experience that has
opened my eyes to the **range and**
diversity of opportunities in
our sector.»

Source: MPS SURVEY



CORPORATE AGREEMENTS

At SICUREZZA, MiCodmc is at your disposal to help you organise every detail of your visit to Milan, whether travel, hotel bookings, transfers or any other service you may require, thanks to:

- | **Corporate rates with hotels** in Milan and in the immediate vicinity of the exhibition centre.
- | **Partnerships with the main airlines** to guarantee you the best conditions.
- | **Discounts on rail travel.**

Experience in the organisation of exclusive tours and excursions to enjoy the city and its surroundings in a unique and special way, with traditional cultural visits, unusual itineraries and shopping tours.

Support for the organisation of your events during the exhibition. **MiCodmc is at your disposal** if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best possible way, creating ad hoc proposals for any budget and number of guests.

COMMUNICATIONS

Advertising plans, media partnerships and press office activities relating to the main national and European security and building automation publications.

Digital coverage at international level.

A dedicated newsletter, with updates on the market and case histories of exhibitors.

Roadshows and workshops to meet the reference community.



PROMOTIONAL CHANNELS



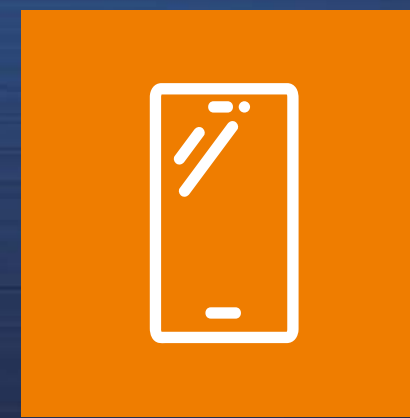
Newsletter



Social
network ads



Website



Interactive
App



Events



International
media plan



Social media
and
community
management

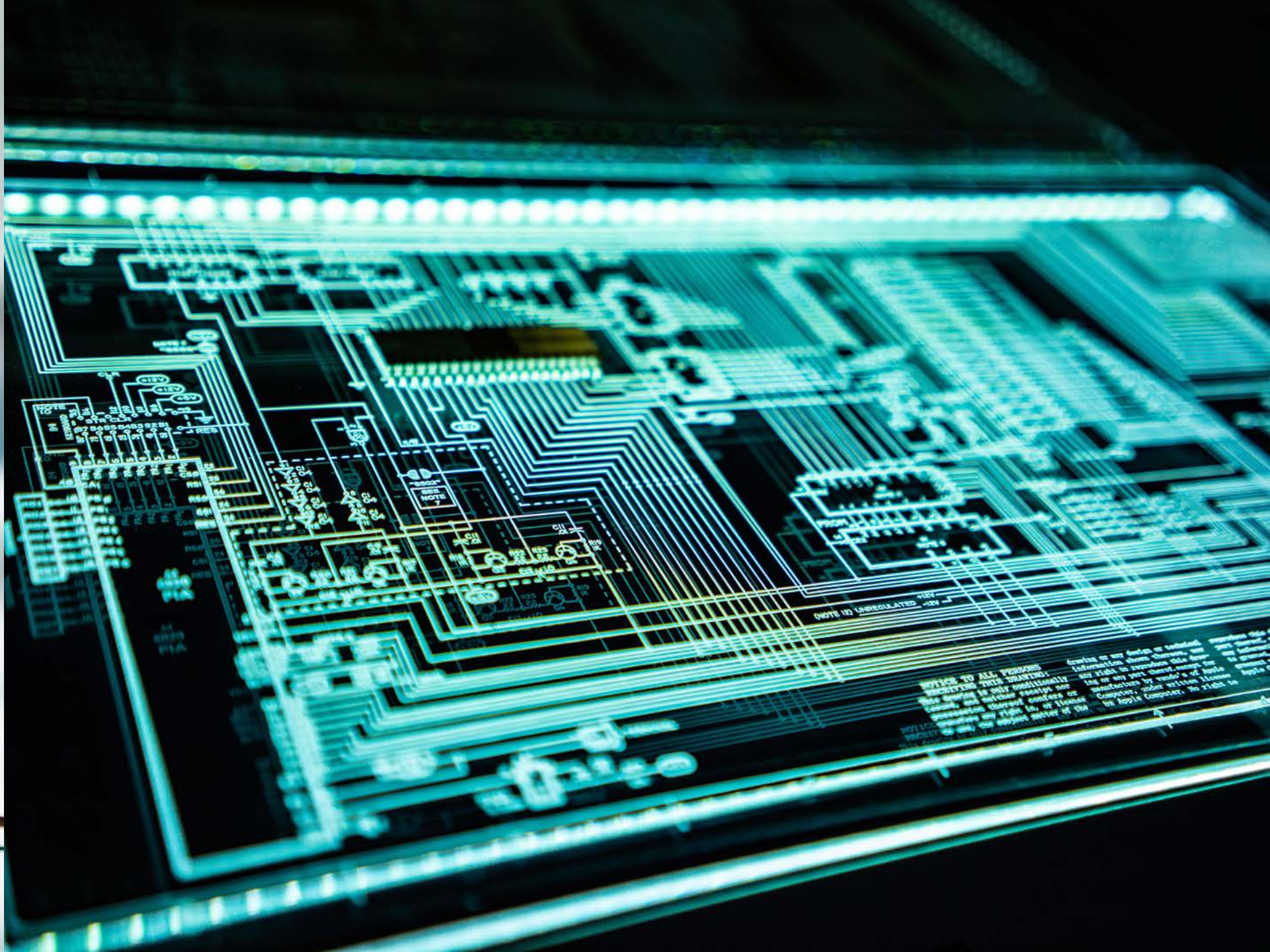
MEDIA PLANNING

Publications

DRONEZINE
STRATEGIE AMMINISTRATIVE
CONTATTO ELETTRICO
II GIORNALE DELL'INSTALLATORE ELETTRICO
ELETTRIFICAZIONE
ATTUALITÀ ELETTROTECNICA
ANTINCENDIO
ETHOS ACADEMY
SECSOLUTION MAGAZINE
SYSTEM INTEGRATOR MAGAZINE
SICUREZZA
ESSECOME paper version
SNEWS

RETEINGEGNERI.IT
A&S INTERNATIONAL
A&S POLSKA MAGAZINE
BEVEILINGING
SECURITY MANAGER
SECURITY BUYER
A&S ADRIA
DETEKTOR INTERNATIONAL
SECURITY WORLD HOTEL
INTERNATIONAL SECURITY JOURNAL
CUADERNOS DE SEGURIDAD
SECURITY &SAFETY MAGAZINE
ZASTITA

PROTEKTOR&WIK
PROTECTION SECURITE MAGAZINE
GIT SICHERIT
GIT SECURITY
GIT - SICHERIT.DE
GIT SECURITY
SMART AUTOMATION MAGAZINE
SECURIFOCUS
DETEKTOR PLUSZ
SECURITY MIDDLE EAST
TOP SECURITY





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