SHOW PROFILE

At the largest international exhibition for Security, Safety & Fire Protection, Intersec, innovators, end-users and government agencies came together to collaborate, share knowledge and prepare for future challenges. The 22nd edition featured over 1000 exhibitors from more than 56 countries who presented regional and global opportunities.

Edition : 22nd
Date : 19 – 21 Jan. 2020
Venue : Dubai World Trade Centre
Organiser : Messe Frankfurt Middle East GmbH
Total Gross Sqm. : 51,749
Exhibitors : 1,084
Visitors : 33,872

EXHIBITOR OVERVIEW

1,084 exhibitors
56 countries

VISITOR OVERVIEW

33,872 visitors
136 countries

Regional breakdown of exhibitors
- A 86% International
- B 14% UAE

Regional breakdown of visitors
- A 60% UAE
- B 12% GCC (excl. UAE)
- C 6% Middle East (excl. GCC)
- D 6% Africa
- E 6% Europe
- F 5% Indian Subcontinent
- G 2% Asia
- H 1% Americas

Top 10 countries by exhibitors
1. China 230
2. United Arab Emirates 156
3. United Kingdom 147
4. United States of America 72
5. Germany 61
6. India 54
7. Italy 44
8. Republic of Korea 37
9. Turkey 31
10. France 27

Top 10 countries by visitors
1. United Arab Emirates 12,938
2. Saudi Arabia 1,524
3. India 651
4. Egypt 591
5. Islamic Republic of Iran 452
6. Pakistan 432
7. Kuwait 420
8. Oman 377
9. United Kingdom 341
10. Turkey 283

2020 Venue Map
### Conference Speakers

**Major General Omar Al Bitar**  
Adviser to the Minister of State for Defense Affairs, UAE

**Major Dr. Hamad Khalifa Al Nuaimi**  
Head of Telecom Division, Abu Dhabi Police, UAE

**Major Ahmed Al Shamsi**  
Head of Safe Cities Department, Abu Dhabi Police, UAE

**Eng. Salma Humaid Saeed**  
Head Of Drawing & Projects Section, General Directorate of Dubai Civil Defense, UAE

**Major General Omar Al Bitar**  
Adviser to the Minister of State for Defense Affairs, UAE

**Khalifa Al Salies**  
Chief Executive Officer, Security Industry Regulatory Agency (SIRA), Dubai, UAE

**Eng. Arif Al Janahi**  
Director of Operations and Security Services, Security Industry Regulatory Agency (SIRA), Dubai, UAE

**Lt. Colonel Arif Ali Mohamed Bishoh**  
General Department of Criminal Investigation, Dubai Police, UAE

**Buti Qurwash**  
Vice President – Security, Dubai Airports, UAE

**Khalifa Al Salies**  
Chief Executive Officer, Security Industry Regulatory Agency (SIRA), Dubai, UAE

**Yazad Khandhadia**  
Vice President - Security Architecture & Engineering, Emirates NBD, UAE

**Salah Soliman**  
Deputy Chief Security Officer – Global, GE, UAE

**George Eapen**  
Global CISO and Group Head of Cyber Security, Petrofac, UAE

**Hadi Anwar**  
Head of Smart City Data Privacy & Cyber Security, NEOM, KSA

**Nasser Al-Buhairi**  
Emergency Response and Organization Resilience, Kuwait Oil Company (KOC), Kuwait

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**Middle East Commercial Security market revenues:**

**CAGR 16%**  
2019 – 25F

<table>
<thead>
<tr>
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<th>2020F</th>
<th>2025F</th>
<th>($Billion)</th>
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<tbody>
<tr>
<td>Kingdom of Saudi Arabia</td>
<td>(US$17 billion)</td>
<td>30%</td>
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<tr>
<td>United Arab Emirates</td>
<td>(US$975 million)</td>
<td>25%</td>
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**Middle East Fire Safety System and Equipment market revenues:**

**CAGR 2.6%**  
2019 – 25F

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<tr>
<td>Kingdom of Saudi Arabia</td>
<td>(US$520 million)</td>
<td>17%</td>
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<tr>
<td>United Arab Emirates</td>
<td>(US$340 million)</td>
<td>26%</td>
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**Conference highlights**

- Intersec Arena
- Intersec Future Security Summit
- Intersec Fire Conference
- SIRA Forum

**Demonstrations**

- VR Fire Fighting Experience
- Drone Zone
- Safety demonstrations
- Outdoor demo

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**Middle East Commercial Security**  
Market revenues:

- **2020 show highlights**

  - **Conference Speakers**
  - **Demonstrations**

**Commercial Security**  
272

**Information Security**  
42

**Perimeter & Physical Security**  
108

**Homeland Security**  
77

**Fire & Rescue**  
390

**Safety & Health**  
183

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**Middle East Fire Safety System and Equipment market revenues:**

**CAGR 2.6%**  
2019 – 25F

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<tr>
<td>Fire Fighting Systems &amp; Equipment</td>
<td>(US$1.16 billion)</td>
<td>58%</td>
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<tr>
<td>Fire Detection &amp; Alarm Systems</td>
<td>(US$640 million)</td>
<td>32%</td>
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<tr>
<td>Emergency &amp; Exit Lighting</td>
<td>(US$200 million)</td>
<td>10%</td>
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**Middle East commercial security and fire protection market revenue share, by vertical (2020):**

- **Commercial** 24% (US$1.416 billion)
- **Oil & Gas** 18% (US$851 million)
- **Industrial** 16% (US$994 million)
- **Hospitality** 16% (US$944 million)
- **Retail** 14% (US$826 million)
- **Residential** 12% (US$708 million)

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Source: 6WResearch