



IFSEC SOUTH INDIA

3 - 5 March 2011,

Bangalore International Exhibition Centre,
Bengaluru, India

South India's International
Exhibition for Security and
Fire Technology



www.ifsecsouthindia.com

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One of the challenges of doing business in India is that the geographical spread and the independent nature of the States and Union Territories often demands a similar approach to dealing with separate countries. Therefore, after four highly successful events held in Delhi/Mumbai, IFSEC India is pleased to announce the launch of IFSEC South India which will take place 3 – 5 March 2011 at the Bangalore International Exhibition Centre, Bengaluru.

Located in the second largest region in India for security installation, and India's Silicon Valley, **IFSEC South India** will provide an excellent platform for organisations to capitalise and penetrate into the lucrative South Indian security market.

IFSEC South India will bring together professionals from the security industry with the Indian and international solution providers looking to bring the latest security and fire technology to South India. This event will also offer an ideal platform to network with key security professionals, see the latest innovations in technology from world's leading companies, source business solutions and gather invaluable expert support, all under one roof.

Reasons to exhibit at IFSEC South India 2011

- Offer a platform to security professionals for joint ventures, partnerships/associations, sourcing, dealerships and networks tapping into the growing South Indian market.
- Be an effective launch pad and base to test market new products in this region.
- Generate numerous qualitative enquiries providing your organisation unparalleled opportunities.
- Provide a route to market for the security industry in this area.
- Enable companies to establish relationships with key decision-makers, giving them the opportunity to experience the latest innovations in the security industry.



Exhibitor Profile

Integrators/Manufacturers/Distributors/Suppliers of the following product categories:

- Alarm Centres/Intruder Alarms
- Access Control
- Biometrics
- Building Management Systems
- CCTV
- Computer Security
- Integrated Systems & Networked Security
- IT Security
- Manned Guarding
- Physical Security
- Retail Security
- Screening /Anti – Terrorism
- Secure Communications
- Surveillance
- Traffic Monitoring & Valuables in Transit

The South Indian Market



Major markets:

- Hyderabad
- Bengaluru
- Chennai
- Coimbatore
- Mangalore
- Trivandrum

Rates

Bare Space:

INR 8700 per m² / GBP 115 per m² (Minimum 27m²)

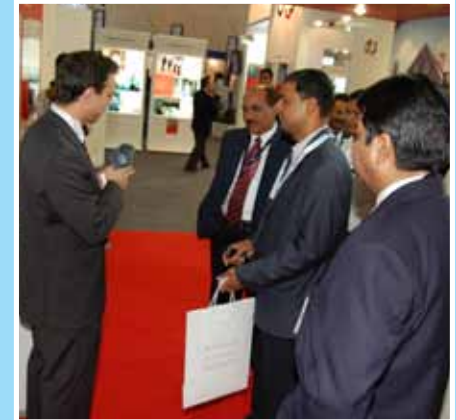
Shell Space:

INR 9950 per m² / GBP 132 per m² (Minimum 9m²)

The South Indian Market

- Karnataka is the manufacturing hub for some of the largest public sector industries in India, including Hindustan Aeronautics Limited, National Aerospace Laboratories, Bharat Heavy Electricals Limited, Indian Telephone Industries, Bharat Earth Movers Limited and Hindustan Machine Tools, which are based in Bangalore.
- Karnataka has emerged as the pan-Indian leader in the field of IT (information technology) with big multinationals like the Microsoft, Accenture, Wipro, Infosys and Yahoo setting up in the State. The government has recently implemented many projects like construction of expressways, flyovers and roads.
- More than 65% of heavy vehicles are produced in Chennai with manufacturing units of BMW, Flextronics, Motorola, Dell, TVS, Mitsubishi, Ford, Hyundai, Nokia and Saint Gobain.
- Andhra Pradesh has witnessed a major jump in software exports. Its capital Hyderabad's IT export revenue was \$ 1.81 Billion an increase of 62%.
- Karnataka is the registered headquarters of 42% of all Central Public Sector Undertakings in South India.
- Tamil Nadu and Karnataka attracted the third and fourth highest total Foreign Direct Investment approvals in India, (US\$ 9.3 billion).

Given this growth, South India remains a global hotspot for building automation, fire safety and security due to the boost given to the economic and business environment.



Visitor Profile

Procurement Managers, Consultants & Specifiers, Electrical Consultants, Fire Consultants, Safety Managers, Security Managers, Floor Managers, Plant Managers, Operation Managers, Estate Managers, Facilities Managers IT Managers, Design & Instrumentation Managers from the following key sectors:

- | | | |
|---|--|------------------------------|
| • Hospitality/ IT/Business Process Outsourcing & Service Industry | • Manufacturing/Industrial | • Training |
| • Banking/Finance/Insurance | • Utility Services & Facilities | • Health/Education |
| • Airport/Logistics | • Police/Law & Enforcement/Prison | • Warehousing & Distribution |
| • Construction/Architecture/Electrical/ Real Estate | • Retail/Jewellery | • IT/Networking/Telecoms |
| | • Government/Customs & Excise | |
| | • System Integrators/Distributors/Installers | |



IFSEC India, the leading trade show for commercial, homeland security and fire technologies, opens its

doors to Mumbai the largest commercial capital of India.

IFSEC India will cater to Mumbai's large end user group for the commercial security industry, from 23 – 25 November 2010, Bombay Exhibition Centre, Goregaon (E), Mumbai / India co-located with Homeland Security India 2010 and Firex India 2010.



Homeland Security India 2010 will be held along with IFSEC India and FIREX India targeting buyers responsible for government security/

procurement, Homeland Security India 2010 will showcase the latest innovations in security technology. It will address the security market and include equipment, management practice and solutions covering all facets of government the private sector.



Co-located with IFSEC India, FIREX India 2010 is a major opportunity for the fire protection industry to meet the leading specifiers and installers operating in one of the fastest

growing economies. FIREX India 08-09 was a huge success wherein it helped exhibitors from the fire protection industry to showcase and expand the reach of their products and services.

About the Organisers

UBM India is a part of United Business Media Limited, a leading global business media company with 6,500 staff in 30 countries. We inform markets and bring the world's buyers and sellers from professional commercial communities together at events, online, and in print, providing them with the information they need to do business successfully. UBM India started operations with the head office in Mumbai in May 2006 and subsequently opened branch offices in Delhi, Bangalore, Chennai and Ahmedabad. The new offices are designed to provide an operational base for all UBM's businesses as they develop their activities across the sub-continent.

UBM India Pvt. Ltd.

Mumbai Head Office

Sagar Tech Plaza A
615-617 6th Floor
Andheri Kurla Road
Saki Naka Junction Andheri East
Mumbai 400 072 India
T : +91 22 6612 2600
F : +91 22 6612 2626/27

Delhi Regional Office

Unit 1604 & 1605
16th Floor Narian Manzil
23 Barakhamba Road
Connaught Place
New Delhi 110 001 India
T : +91 11 23765551
F : +91 11 23765552

UBM Live

Protection & Management Portfolio
Ludgate House
245 Blackfriars Road
London SE1 9UY
United Kingdom
T : +44 (0) 20 7921 8080
F : +44 (0) 20 7921 8059

Contacts

INDIA

Nigel Luke Brown
Project Director
T : +91 11 23765554
E : nigel.brown@ubm.com

Prashant Bahl

Senior Project Manager
T : +91 22 66122674
E : prashant.bahl@ubm.com

Cheryl Fernandes

Project Manager
T : +91 22 66122684
E : cheryl.fernandes@ubm.com

Nivedita Adhikary

Assistant Manager- Project
T : +91 11 23765551
E : nivedita.adhikary@ubm.com

SPONSORSHIP

Nigel Luke Brown
Project Director
T : +91 11 23765554
E : nigel.brown@ubm.com

Cheryl Fernandes

Project Manager
T : +91 22 66122684
E : cheryl.fernandes@ubm.com

UNITED KINGDOM

Peter Poole
Group Sales Manager
T : +44 (0) 20 7921 8284
E : peter.poole@ubm.com

Andy Meyer

Account Manager (UK)
T : +44 (0) 20 7921 8285
E : andy.meyer@ubm.com

MARKETING

Tracy Bebbington
Marketing Manager
T : +44 (0) 20 7921 8065
E : tracy.bebbington@ubm.com

Rob Newton

Senior Marketing Executive
T : +44 (0)20 7921 8177
E : rob.newton@ubm.com

PR

Sarah Tanner
PR Manager
T : +44 (0) 20 7921 8066
E : sarah.tanner@ubm.com

INTERNATIONAL

Alex Nicholl
Business Development Director
T : +44 (0) 7827 238466
E : alex.nicholl@ubm.com

Kristan Johnstone

Account Manager (International)
T : +44 (0) 20 7921 8057
E : kristan.johnstone@ubm.com

AUSTRALIA & NEW ZEALAND

Paul Ronis
Periscope Management Consultants Pty Ltd
T : +61 1300 558 644
E : prronis@periscope-consultants.com

ISRAEL

Eliezer and Dafna Abarbanel
Abarbanel Commercial Company
T : +972 (3) 559 8075
E : abrnel@netvision.net.il

ITALY

Alessandro Franchini
International Show Sales Srl
T : +39 (02) 5740 3340
E : alessandro.franchini@internationalshow.it

Alessandro Biasiotti

International Show Sales Srl
T : +39 (02) 5740 3340
E : alessandro.biasiotti@internationalshow.it

KOREA DS Chai

Dongmyung Communications Inc
T : +82 (2) 391 4254
E : dmcom@unitel.co.kr

MAINLAND CHINA & HoNG KoNG

Nico Zhong
WES Worldwide Expo Services (H.K.) Ltd
T : +86 755 2652 8480
E : nico_zhong@wesexpo.com.cn

Tina Huang

WES Worldwide Expo Services (H.K.) Ltd
T : +86 755 2652 8480
E : tina_huang@wesexpo.com.cn

SINGAPORE

William Yeo
Globewerks International Pte Ltd
T : +65 31252075 / Cell: +65 9850 4203
Email:williamyeo@globewerks.com

TURKEY

Feridun Bayram
Marmara Tanitim Fuarclik Ltd.
T : +90 212 481 04 04
E : fbayram@marmarafuar.com.tr

TAIWAN

Sonya Chaw
WES Worldwide Expo Services Ltd
T : +886 (2) 2552 0880
E : sonya_chaw@wesexpo.com.tw