



**IFSECINDIA**

23 - 25 November 2010  
BEC, Mumbai, India

India's largest International Exhibition for  
Commercial, Homeland Security & Fire Technology



[www.ifsecindia.com](http://www.ifsecindia.com)

Organised by



# The security industry comes together at IFSEC India to highlight new products, objectives and technologies

IFSEC India, the leading trade show for commercial & homeland security and fire technologies will take place in Mumbai, the commercial capital of India in 2010. The 4th edition of this event will be held from 23-25 November at the Bombay Exhibition Centre, Goregaon (E), Mumbai, India.

IFSEC India brings together under one roof professionals from a variety of industries including financial services, retail, realty and hospitality – all searching for the latest products and services in the security market. Whether it's a comprehensive end-to-end solution or a customized technology that's being sought, IFSEC India will provide the answer.

IFSEC India will once more emphasize the indispensable importance of security to the public and private sectors and will help in setting the agenda for the future.

IFSEC India 2009 proved its role as a market leader with over 220 exhibitors from 21 countries. 11,447 trade visitors arrived from 20 countries – an increase of nearly 25% from last year's figure.

## Why IFSEC India?

IFSEC India has been an ideal platform to introduce new developments, products and technologies to global security industry buyers for the last three years. Since its launch in 2007, this event has successfully attracted:

- Buyers and procurement managers from the major security brands
- Small system integrators and specifiers
- Consultants of multinational buying groups, and
- The key decision makers looking to source new products and solutions for the coming year.

Free promotion of your company and products through IFSEC India's extensive marketing programme including:

- Constant press conferences and press releases in industry magazines, journals and newspapers
- Print and electronic media advertising world wide
- Free promotion in IFSEC India and co-located events' websites
- Telemarketing in major cities of India
- Direct and constant mailing to major potential buyers

Due to IFSEC India's active promotion, the show has been growing in terms of both number of exhibitors and high quality visitors.

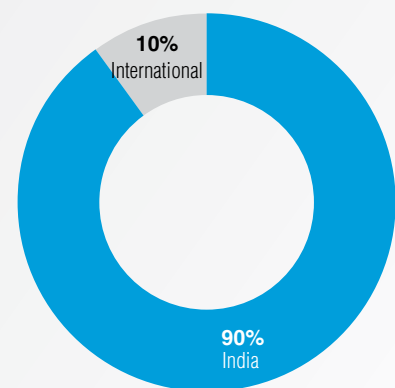
## Highlights of IFSEC India 2009

- 11,447 security professionals – 25% increase on 2008 attendees
- 220 exhibitors from more than 20 countries
- Counter Terror India 2009 – 1 day conference emphasizing practical advice and solutions in the battle against terrorism throughout India.
- Separate US pavilion showcasing leading companies including 3M, Cross Match Technologies, Digित्रonics, Raytheon, Boeing, Infinova, CISCO, Group Espada and Honeywell.
- Separate pavilions from China and Taiwan.
- Certified by US Commercial Services, US Embassy and supported by APSA India Chapter.

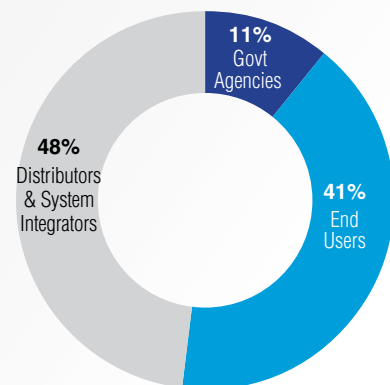
*"IFSEC India is a great leap forward in demonstrating the event management excellence. The Counter Terror India Conference was excellent and I am looking forward to IFSEC India 2010, and will definitely come and see and source new and emerging technology."*

**Ramesh Baswal**, Regional Compliance Manager, HyperCITY Retail India Ltd.

### Visitor Geographical Breakdown



### Visitor Breakdown



*"G4S has been exhibiting at IFSEC India since its first edition and it has always been a good decision to be a part of it. IFSEC India is a perfect platform giving opportunities to the exhibitors and visitors to meet, discuss and do business better."*

**Rehana Qureshi**, Regional Marketing Director (North Africa, Middle East and Southern Asia) G4S

"IFSEC India over the time has grown to a much higher level. The number of visitors are good and enquiries are also up to the standard. We were able to meet new customers and are very happy to join IFSEC India."

**Prasanjeet Bhattacharya**, Business Head (Security Products), Panasonic India Pvt. Ltd

## Visitor Profile – IFSEC India 2010

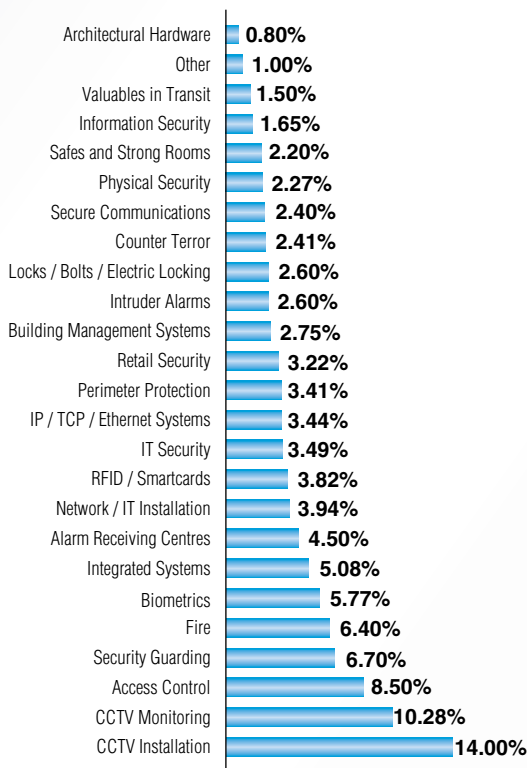
Procurement Managers, Consultants & Specifiers, Electrical Consultants, Fire Consultants, Safety Managers, Security Managers, Floor Managers, Plant Managers, Operation Managers, Design Managers, Instrumentation Managers from the following key sectors: Construction/ Architecture/Electrical/Real Estate, Manufacturing/ Industrial, Police/Law & Enforcement/Prison, Banking/ Finance/Insurance, Retail/Jewelry etc.

## Exhibitor Profile – IFSEC India

**Developers/manufacturers/distributors/suppliers of the following product categories:**

- Alarm Centers/Intruder Alarms
- Audio & Video
- Access Control
- Biometrics
- Building Management Systems
- CCTV
- Communications
- Computer Security
- Distributor of Security Products
- Integrated Systems IT & Networked Security
- Manned Guarding
- Retail Security
- Screening /Anti – Terrorism
- Traffic Monitoring & Valuables in Transit
- Management System Surveillance
- System Integrators
- Fire Detection Systems
- Fire Hydrant Systems and Sprinkler Systems
- Glazed Screens
- Fire Doors and Shutters
- Fire Extinguishing Systems
- Built in Fire Protection Solutions
- Gas Detectors

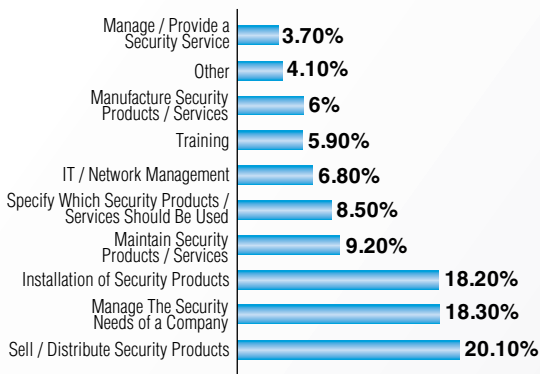
### Main Area of Interest



"This was the first time Canon India participated at IFSEC India – it was an impressive turn out and we feel it's a profitable medium for our business."

**Kensaku Konishi**, President and CEO, Canon India Pvt Ltd.

### Main Area of Responsibility



"IFSEC India was our launch pad to enter into the security industry. This year in IFSEC India we have seen a very good quality of visitors and have found a lot of new channel partners. This show has played a very important role in expanding our reach in various parts of the countries and we are very much happy in the way IFSEC India has been supporting us. We are looking forward to participating in IFSEC India 2010."

**Aditya Khemka**, CEO & Director, Aditya InfoTech Ltd

## RATES

Bare Space:  
Rs. 11, 550/  
GBP 154 Per m<sup>2</sup>  
(Minimum  
27 m<sup>2</sup>)

Shell Space:  
Rs. 13, 283/  
GBP 176 Per m<sup>2</sup>  
(Minimum 9 m<sup>2</sup>)



## FIREXINDIA

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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.



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.

## About the Organisers

UBM India is a part of United Business Media Limited (www.unitedbusinessmedia.com) which is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, and in print, providing them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists, around the world. Our 6,500 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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.



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