



intersec

17 – 19 January 2023
Dubai World Trade Centre

POST SHOW REPORT

Integrated Tech for
Global Security:
Protection
Disruption
Sustainability

www.intersecexpo.com



Organised by
messe frankfurt

KEY SUPPORTERS



INNOVATING SECURITY FOR A QUARTER CENTURY

The 24th edition of Intersec took place from 17 – 19 January 2023. It was inaugurated by H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Council for Border Crossing Points Security and staged under the theme 'Integrating tech for global security: protection, disruption and sustainability'.

Intersec 2023 brought together 43,305 security, fire and safety professionals from 131 countries, including CEOs, policymakers, strategists, disruptors and influencers, providing innovative insights across key sectors on the latest advancements in security technology.



***Image from the opening ceremony on 17th January 2023 featuring**

**H.H. Sheikh Mansoor bin
Mohammed bin Rashid Al Maktoum**
Chairman of the Dubai Council
for Border Crossing Points Security

**Major General Expert Rashid
Thani Al Matrooshi**
Director General,
Dubai Civil Defence

Captain Essa Ahmed Al Mutawa
Director of the DCD's Control
and Monitoring Department

Khalid Al-Khatib
CEO of NAFFCO

INTERSEC IN NUMBERS



43,305
TRADE
VISITORS



45,000
GROSS SQM



11
EXHIBITING
COUNTRY
PAVILIONS



150+
SPEAKERS



114
CONFERENCE
SESSIONS



131
COUNTRIES
PARTICIPATING



800+
EXHIBITING
COMPANIES



200+
FIRST-TIME
EXHIBITING
COMPANIES

EXHIBITION OVERVIEW

Intersec 2023 featured over 800 exhibitors including 11 dedicated country pavilions. Spanning over 45,000 sqm, the exhibition provided a **world-class environment** for companies across the entire security value chain to showcase their innovative approaches to the global security industry, exchange valuable insights and collaborate towards the future of a more safe and secure world.



EXHIBITOR FEEDBACK

91%

met or exceeded expectations



84%

rated Intersec as an important platform for their business

91%

met with relevant visitor target group



A TRULY GLOBAL EXHIBITION

9%
THE AMERICAS



37%
EUROPE



26%
ASIA

10%
AFRICA

18%
MENA



55

EXHIBITING
COUNTRIES



800

EXHIBITING
COMPANIES

11 Country Pavilions Represented



Czech Republic



South Korea



Italy



China



Canada



Germany



Singapore



Türkiye



United Kingdom



France

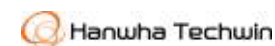


India

5 KEY SECTORS 1 GLOBAL EXHIBIT

Some of the Participating Exhibitors Featured:

Commercial & Perimeter Security



Fire & Rescue



Homeland Security



Safety & Health



Cybersecurity



To view the complete exhibitor list, visit

www.intersecexpo.com/exhibitor

VISITOR OVERVIEW

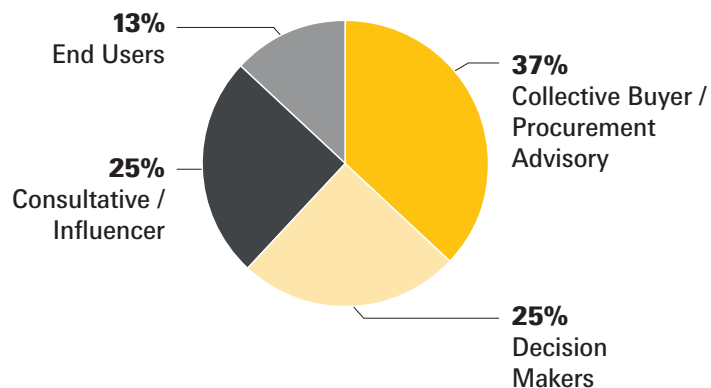
The Leading and Most Important Gathering of Security, Fire & Safety Professionals

Intersec 2023 welcomed more than 43,000 visitors from 131 countries. The event enabled visitors to exchange best practices, collaborate, gain global perspectives, and do business with professionals from around the world, all in one place.

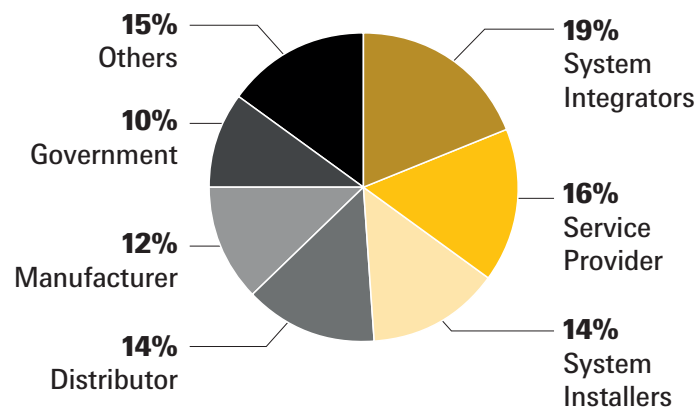


Visitor Profile

By Purchasing Authority



By Nature of Business



VISITOR FEEDBACK

96%

plan to return next year

89%

rated Intersec the most important platform for the global security industry

99%

met their objectives at the show

86%

initiated discussions with new suppliers during the exhibition

CONFERENCE OVERVIEW

Hosted under the theme of 'Integrated tech for global security: protection, disruption, sustainability', Intersec 2023 delivered exclusive educational content focusing on the needs, challenges and latest technologies disrupting the complete ecosystem of emergency services, security and safety. With over 150 international and regional speakers coming together, Intersec conferences have set a benchmark by providing a learning and networking platform to be a step ahead and right where the security and safety industry's future takes shape.

153
SPEAKERS

114
SESSIONS





Security

Leaders' Summit

The two-day high-level strategic summit was designed for the leaders and stakeholders of the security industry to collaborate, innovate and actively seek new technologies to meet the rapidly changing needs of the industry.



Safety & Health

Seminar

These two days of seminars helped one navigate the latest UAE, MENA and global regulatory changes and align with global best practices to deliver a strong health and safety culture suitable for the current environment. Day 2 featured "NEBOSH Day" hosted by NEBOSH – the leading global brand in health, safety and environmental qualifications.



Cybersecurity

Conference

Three days of knowledge-driven sessions supported by the UAE Cybersecurity Council and Dubai Electronic Security Center. These CPD-certified sessions featured the latest trends, drivers, challenges and successful case studies across industries that are playing a substantial role in shaping the cybersecurity industry's growth.



Fire & Rescue

Conference

This three-day conference hosted by Dubai Civil Defense gathered the most prominent fire and emergency service leaders from across the region and globally to talk about the key challenges, opportunities, standards and policies, and technology.

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Security Leaders' Summit

A two-day strategic summit that brought together leaders from the **government and security industry** to discuss the key themes of homeland, policing, commercial & perimeter security, cybersecurity and new technologies. With over **1,000 delegates** attending over two days, this summit helped the leaders and stakeholders of the security industry to collaborate, innovate and actively seek new technologies to meet the rapidly changing needs of the industry.

SUMMIT THEMES:

Security Enablers & Inhibitors – Trends, Challenges & Future Roadmap

Critical National Infrastructure Protection – Threats, Vulnerabilities & Solutions

Intelligence – Led Predictive Strategies to Foster Future-ready Police Forces

Tech & Innovation – in Evolvment of Security

Metaverse – Implications for Security & Intelligence

Staying Ahead of the Hackers – Resilience to Digital Sovereignty

Future-proofing the Safety & Security Initiatives – in Light of GIGA Project Developments in The Kingdom

Accelerate Gender Diversity, Equity & Inclusion – Women in Security



23
SESSIONS



46
SPEAKERS



1,000+
DELEGATES

Security Leaders' Summit Speakers



H.E. Dr. Mohamed Al Kuwaiti
Head of Cybersecurity Council,
UAE Government



Faisal Al Maazmi
Director, Protective Services
Department, Sheikh Shakhboub
Medical City



Abdulaziz Almutairi
Director of Corporate Industrial
Security, Ma'aden



Arif Aljanahi
Security Engineering
Department Director, SIRA



Adrian Whelan
SVP, Head of Global Security,
DHL



Bryan Bachmann
Regional Security Officer



Helmut Spahn
Director Safety, Security and Access,
Fédération Internationale de Football
Association (FIFA)



Dr. Bushra AlBlooshi
Head of Research & Innovation,
Dubai Electronic Security Center
(DESC)



Carla Naude
Regional Security Advisor,
Arab States, UNDP



Dana Haubold
Representative of the
Middle East Members Group,
The Security Institute



Abdulrahman Ahmed Al Tamimi
Deputy Director General,
International Affairs Bureau



Dr. Julian Laufs
Head of Liaison Office,
German Cyber-Innovation Agency



Faisal AlShammari
Senior Vice President, Head of
Risk Strategy & Governance



Dr. Gareth Lee Stubbs
Lecturer, Science in
Policing and Security Program,
Rabdan Academy



**Dr. Lt. Col. Hamad Khalifa
Al Nuaimi**
Head of Telecommunications
Division, Information
Technology Center,
Abu Dhabi Police



Heide Young
Founder, Women in Cyber
Security Middle East
(WiCSME)



Malcolm Smith
President, ASIS



John Cowling
Security Consultant



Dr. John Hatzadony
Program Chair, Homeland
Security, Rabdan Academy



James Thorpe
Editor, International Security
Journal, UK



Mina Maurice
Senior Security Consultant,
Dubai Customs



Paul Slater
Executive Director QHSE,
Saudi Entertainment Ventures



Kate Barker
Chief Future of Work Officer &
Executive Coach, NEOM



Kevin Wynes
Regional Security Officer,
OSAC



Leo Levit
Leo Levit, Chairman,
ONVIF Steering Committee



Nasser Bostan
Chief Data Integrity Officer,
Tonomus



Shaun Hipgrave
Director Protect and Prepare,
Homeland Security Group, UK
Government Home Officer



Mariam Askar AlNaqbi
Deputy Head Security Operation,
Expo 2020 Dubai



Mohammed AlZamanan
Director of Emergency & Crisis
Management, Diriyah Gate
Development Authority



Na'ill Momani
Emergency and Crises
Management Advisor, The
Royal Commission for AlUla



Shafiullah Ismail
VP, Cyber Security & Architecture
& Risk, Mubadala Capital



Colonel (Rtd.) Thafar Maaitah
Security Specialist / Corporate
Security and Control, Roads and
Transport Authority (RTA)



Per Johansson
Vice President of Building
Technologies,
Bosch Middle East and Turkey



Saleh Ali Albalushi
Head of HSE Division,
Drydocks World,
A DP World Company



Saed Marji
Global Director of Security,
Safety and Facilities,
ARAMEX International



Tero Pesonen
Board Vice-chair & Chair of
the Critical Communications
Broadband Group, The Critical
Communications Association



Vashita Mehra
VP, Global Security Manager,
India and SE Asia, Army Woman,
Security Leader, First Woman
ASIS Triple Crown in India, Model,
Marsh McLennan



Sultan Al-Owais
Digital Lead,
Prime Minister's Office



Talal AlOnazi
Executive Director, HSSE,
The Royal Commission of
Alula



Tawfeeq Al-Sadoon
Security Executive Director,
Red Sea Global
General Manager, Red Sea
Security Services



Ben Kite
Senior Executive Leader in
Defence, Intelligence, Cyber,
Security and Resilience,
Kearney



Valentin Gaburov
Senior HSE & Security Lead,
Dubai Healthcare
City Authority



Tony McIntosh
Director Cybersecurity
Solutions, Federal and State &
Local (Public Safety),
Motorola Solutions UK Ltd.



Turki Bin Matooq Al Thonayan
Chief Executive Officer,
The National Security Services
Company (SAFE)



Travis D. Frain
National Chair of the UK
Counter Terrorism Youth
Advisory Group, Counter
Terrorism Police



Yacine Benamane
Yacine Benamane CPP®, Vice
Chair, ASIS Dubai Chapter

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Cybersecurity Conference

Hosted by the UAE Cyber Security Council and officially opened by **H.E Dr. Mohamed Al Kuwaiti**, Head of the UAE Cyber Security Council, the dedicated Cybersecurity Conference featured the latest trends, drivers, challenges and successful case studies across industries. With the dominance of government leaders on the agenda, this three-day conference stimulated intriguing discussions, along with CSOs and CISOs from the oil & gas industry, BFSI, healthcare & hospitality, and energy & utilities.

CYBERSECURITY CONFERENCE THEMES:

Securing Smart Cities – New Realities & New Worries

Threat Hunting – Smarter Way to Defeat the Hackers

Blockchain – Opportunities, Risks & Contradictions

Boosting Cyber Resilience at the National Level

Digitalisation vs. Cybersecurity

Security Battle in a Converging IT/OT World

Demystifying Cloud Security in a Hybrid World

Cybersecurity as a Global Social Responsibility

Improving Cyber Hygiene within your Workforce



FEATURED SPEAKERS



Sultan Altukhaim
General Manager,
Cybersecurity & Data
Governance, Communications,
Space and Technology
Commission (CST),
Saudi Arabia



Yahya Salim Alazri
Consultant, Oman CERT,
Ministry of Transport,
Communications, and
Information Technology
(MTCIT), Oman



Latifah Al Malla
Executive Training &
Development,
Ministry of Health



Amer Sharaf
Director of Compliance
Support and Alliances,
Dubai Electronic
Security Center



Abdullah Al Barwani
GM, Corporate Security,
Omantel, Oman

Safety & Health Seminar

The Safety & Health Seminar at Intersec boasted a two-day program of rigorous knowledge sharing and learning in association with NEBOSH - the leading global brand in health, safety and environmental qualifications. These seminars helped delegates navigate the latest UAE and other MENA regulatory changes and align with global best practices to deliver a strong health and safety culture suitable for the current environment.

SAFETY & HEALTH SEMINAR THEMES:

Digitalisation – A focus on how digitalisation can help create healthier and safer workplaces with a multitude of new technologies, and promote diversity and inclusion while acknowledging the challenges that it brings along

Standards, Regulations and Procedures – What's new, what's important and what's changing in the standards, regulations and procedures from local government authorities? What can we learn from the world?

Data is King – Analysing, reviewing and examining the data (safety information) to build a safety roadmap within organisations

Project Management in HSE – Understating the impact that HSE plays on a project and how the integration of HSE and project management is a necessary step forward

Sustainability & Net-zero – How do HSE leaders understand and navigate the growing role of sustainability in corporate life and contribute to the organisation's net-zero journey?



FEATURED SPEAKERS



Dee Arp
Chief Operating
Officer, NEBOSH



Dr. Hani Hossni
EHS Department
Director, Tadweer



Rob Cooling
Executive Director
of HSEQ, NEOM



**Eng. Mohamed
Abdulla Al Marzooqi**
Head of Accident
Investigations Team,
Health & Safety Department,
Dubai Municipality



**Dr. Waddah S. Ghanem
Al Hashmi**
Hon. Chairman, Energy Institute
Middle East, Chairman, Federal
Occupational Health and Safety
Committee, UAE

Fire & Rescue Conference

Hosted under the patronage of Dubai Civil Defense, this three-day conference gathered the most prominent fire and emergency service leaders from across the region. From case studies, panel discussions, keynotes, and training workshops, this conference provided an opportunity for industry professionals to discuss the key challenges, opportunities, standards and policies, and technology.

FIRE & RESCUE CONFERENCE THEMES:

Standards & Policies – an update on the regional standards and policies and what we can learn from other countries outside the region

New Energy Sources – Assessing the risks associated with new and sustainable energy resources and taking measures to prevent fire breakouts

Innovation & Technology – dealing with changes in the fire environment due to innovative technologies and finding new solutions to existing and emerging challenges before an emergency response is required

Education – identifying the greatest hazards facing communities and using that information to create education and prevention programs to reduce the effect of those hazards

Collaboration – Adopt a collaborative plan for disaster management, working together with other nations



FEATURED SPEAKERS



Ian Moore
Chief Executive
Officer,
Fire Industry
Association



Vinay Deshpande
Technical Director,
Fire & Life Safety,
WSP



Adel Al Ali
Group HSSE&R,
ENOC



Michael James Kelly
Fire Safety Officer,
Savills Property
Management UK



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

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SIRA FORUM

In its second annual edition, the SIRA Forum at Intersec 2023 provided a platform for the global commercial security community to exchange ideas, share knowledge, and collaborate for a sustainable, safer, smarter, and more connected world. With presentations, knowledge sharing on practical implementations, and Q&A sessions with the audience, this one-day forum once again gave an opportunity for open dialogue between the government and security industry stakeholders.



FEATURED SPEAKERS



Arif Aljanahi
Security Engineering
Department Director,
SIRA



Adil Abdel-Hadi
Centre Director,
Aman Security Training



Khalid Alhamadi
Metrology and Controlling
Department Director,
SIRA



Majid Alzarouni
Licensing and Permits
Department Director,
SIRA



Asma Abdelhamid
Customer Happiness
Manager,
SIRA

More than Just an Exhibition...

Show Features at Intersec 2023



Attack Zone

Hosted by
LPCB®
delivered by bre

Expert technicians put products like doorsets, cantilever gates, fencing systems and other reinforced materials through their paces to demonstrate their effectiveness

Some of the participating companies included



ASSA ABLOY



Safety Walk

Sponsored by



Exhibitors showcased safety equipment and demonstrated the latest safety clothing and products

Some of the participating companies included



SENSORZONE



The Premium Club

Connecting the Security Industry Elite

The Premium Club programme at Intersec is an exclusive business lounge providing select buyers and influencers in the purchasing process the opportunity to enjoy complimentary benefits during their visit to the exhibition.

The programme benefits are designed to encourage our key buyers to connect with our exhibitors and have a pleasant, unrushed experience at the show. To participate in this programme, all participants must be qualified by Messe Frankfurt Middle East. As an exhibitor, you can nominate your VIPs to be part of The Premium Club.

In 2023, the Intersec Premium Club welcomed 900 members including dignitaries, government officials, CEOs, procurement and purchasing directors and thought leaders from 31 countries across the globe.



900
BUYERS



462
MEETINGS
SCHEDULED



59%
LOCAL
BUYERS



41%
INTERNATIONAL
BUYERS



The Cyber Zone – 2.0

Hosted by

مجلس الأمن السيبراني

CYBER SECURITY COUNCIL



Cybersecurity at Intersec Continues to Grow with a Record-breaking 2023!

We have experienced exceptional growth since our launch in 2022! Together with the valuable support of the UAE Cybersecurity Council and Dubai Electronic Security Center, we continue to integrate and develop the Cyber Zone at Intersec, and it is now an integral part of the show.

The Cyber Zone at Intersec is a government-led project and a dedicated area for cybersecurity vendors and technology experts, including a dedicated future defenders hack arena, a three-day comprehensive conference and much more.



5,000+

cybersecurity visitors
attending in 2023

5x

more visitors
than 2022

All-new

purpose-built
Future Defenders
Hack Arena

**Cyber
Drills**

**Capture
the Flag Competition**

**Intersec
Cyber Awards**

**Certified Ethical Hacker
& Certified Network
Defender Courses**
by EC Council

Three-day
training and workshop
sessions conducted by
our partners DESC and
Spire Solutions

#beAWARE
Cyber Awareness
Sessions



New Guinness World Record
set with largest in-person
Cyber Drill ever!

Lead Cybersecurity Partner



Knowledge Partners



Tech Stage

After a successful launch last year, the Tech Stage in its second edition gathered tech disruptors, innovators and thought leaders and discussed how technology and innovation is shaping and changing the security and protection industry focusing on four key areas – cyber, fire protection, safety and security.



Featured Speakers



Bashar Alzubaidi
Director of Sales,
Middle East,
Teledyne FLIR



Mohammed Murad
Vice President Global
Business Development
& Sales, Iris ID



Steven Kenny
Manager, Architect &
Engineering Program, EMEA,
AXIS Communications



Wadih Abi Haidar
Director of Sales EMEA,
Astrophysics Inc.



Abdulkadir Vardar
EURASIA General
Manager, Nanodems
Corporation



Rewarding and Celebrating the Exceptional in Security

intersec AWARDS



The Intersec awards recognised and celebrated the individuals, products, and institutions committed to our theme of uniting the world's leading industry specialists for the safety & security of the future.

1,271
AWARD ENTRIES

61
COUNTRIES OF
ENTRY SUBMISSIONS

54
FINALISTS

474
COMPANIES
SUBMITTED ENTRIES

10
JURY MEMBERS

12
AWARD CATEGORIES

2023 Award Winners

Security



Homeland Security Product/Service of the Year

EnforceAir: D-Fend Solutions' Counter – Drone Technology
D-Fend Solutions



Commercial & Perimeter Security Product/Service of the Year

OPTEX REDSCAN Pro LiDAR series
OPTEX Europe LTD



Cybersecurity Product/Service of the Year

Managed Detection and Response Services Powered by AI Platform – Alsaac
Atos



Security Sustainability Product/Service of the Year

Offsetting the Carbon of the Electronic Security Manufacturing Sector
Secure Logiq

Fire & Safety



Fire Product/Service of the Year

Protec Cirrus HYBRID Aspirating Fire and Smoke Detector
Protec Fire Detection



Safety Product/Service of the Year

chnnl
chnnl



Exceptional Community Service & Well-being

Lost and Found
Dubai Police



Fire & Safety Sustainability Product/Service of the Year

Eco Land And Eco Sea
Detectionloop

People



Young Emirati Achiever

Essa Ahmed Al-Mutawa
General Directorate of Civil Defense, Dubai



International Leader

Les Allan
Heriot-Watt University



Regional Leader

Khalid Al Khatib
NAFFCO



Outstanding Commitment to the Industry

Adil Abdel-Hadi
Aman Security Training

A 360-degree Marketing Campaign

Social Media

4.8 Million+
GOOGLE AD IMPRESSIONS

4.1 Million+
SOCIAL MEDIA AD IMPRESSIONS

Website

658,912
USERS

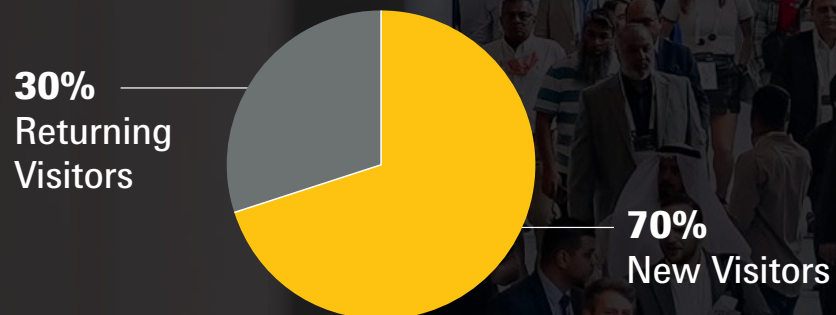
1,763,640
PAGE VIEWS

936,197
SESSIONS

**period of activity 1st February 2022 to 1st January 2023*

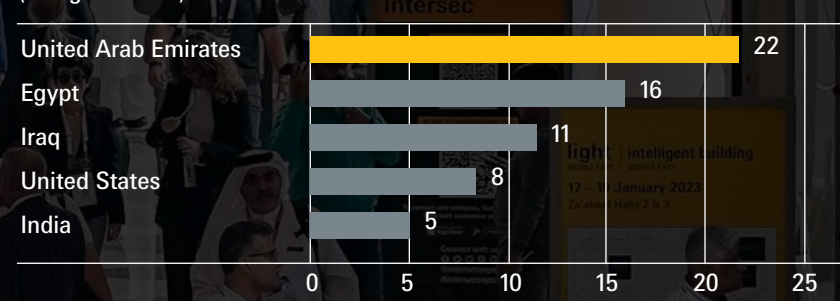


Visitor Breakup



Breakup of Website Sessions

(all figures in %)



Email Marketing
1.9 Million
EMAILS SENT



Database
100,000+
TARGETED PROFESSIONALS



Additional Campaigns
400+

PR Reach



1,300+
PIECES OF COVERAGE



\$6,307,724
TOTAL AD VALUE



\$18,923,171
TOTAL PR VALUE



OVER 700 MN
TOTAL CIRCULATION



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KEY SUPPORTERS



الإدارة العامة للدفاع المدني - دبي
DIRECTORATE GEN. OF DUBAI CIVIL DEFENSE



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CYBER SECURITY COUNCIL



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Saudi Strategic Partner



Platinum Sponsors



Silver Sponsors



Bronze Sponsors



Brand Sponsors



Official Certification Partner



Lead Cybersecurity Partner



Digital Intelligence Partner



Cybersecurity Excellence Partner



Knowledge Partner



Safety Walk Sponsors



Lead Security Association & CPD Accreditor



Supporting Association Partner



Knowledge Partner



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16 – 18 January 2024

Dubai, United Arab Emirates

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FOR THE 25TH EDITION

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