

Press

Press Release

Intersec Buenos Aires 2018
International Trade Fair for Commercial and Information
Security, Fire Protection and Safety
La Rural Trade Center, Buenos Aires, Argentina
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Intersec sets the path in the expansion of international events related to the Safety and Security sectors

In Argentina, the next edition will take place in August in La Rural

The increasing need of Safety and Security is a constant feature worldwide, and the trend in the last years shows that the intelligent interaction among all items related to security is undoubtedly the future of the sector.

In this context, the international exhibitions and shows arise as the ideal spaces in which you can strategically gather offer and demand, thus giving companies the possibility of presenting innovations, starting or promoting relationships with potential partners or customers. Said platforms give a clear competitive advantage, because there are increasingly more users that demand complex solutions.

Connected

Messe Frankfurt is strategically expanding throughout the world to bring the events related to Safety and Security to all places. Only in 2017, almost 100,000 visitors and 2,500 exhibitors went all over the fairs of Bangkok, Buenos Aires, Dubai, Frankfurt, Ho Chi Minh City, Jeddah, Bombay, and Taipei. It is expected that these figures will be exceeded year after year, with the clear example of Buenos Aires, which expects 12,000 visitors and 160 exhibitors in August.

Indexport Messe Frankfurt S.A.
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Cámara Argentina
de Seguridad



messe frankfurt

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In our country, the event is organized jointly by Messe Frankfurt Argentina, the Argentine Chamber of Electronic Security (CASEL) and Argentine Chamber of Safety (CAS). The figures from the previous edition show that most of the exhibitors come with the idea of strengthening or generating new commercial relationships and that 98% achieve their goals. Among visitors, the main goal is to widen technical and technological knowledge, with an equal percentage of satisfaction.

Buenos Aires gathers the whole South American market and has the support of the Safety and Security nine events network that Messe Frankfurt organizes in Europe, Asia and Middle East.

Strategic integration and growth

For the third time, and under the slogan “Security knows intelligent construction”, it will be carried out on March 19-23, 2018 in the city of Frankfurt, Germany, the Intersec, ISH and Light + Building merger event, that has as an aim to interconnect Safety and Security systems in modern constructions, digital access control and cybernetic security, among others.

Besides, this year Messe Frankfurt introduces two new Safety and Security events in China and Croatia:

- Guangzhou Public Safety Technology, which it will be carried out on June 9-12 in co-participation with GPST Association.
- Adria Safety Summit, on September 12-14. It will be the second time that Messe Frankfurt supports the summit in Ljubljana in connection with Intersec.

Meanwhile, **Intersec Buenos Aires 2018**, the International Trade Fair for Commercial and Information Security, Fire Protection and Safety, will be carried out on **August 29-31** in **La Rural Trade Center** Buenos Aires, Argentina.

Further information: www.intersecbuenosaires.com.ar

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With nine events, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Europe, Asia, the Middle East and South America.

Further information at www.safety-security.messefrankfurt.com

Event exclusively planned for businessman, users and professionals of the sector. People under 16 years even attending with an adult will not be admitted.

Background information on CASEL

CASEL, Cámara Argentina de Seguridad Electrónica (i.e.: the Argentinean Chamber of Electronic Security), is the chamber of the security product manufacturers, importers, assemblers and service providers.

For more information, please visit our website at: www.casel.org.ar

Background information on CAS

CAS, Cámara Argentina de Seguridad, (i.e.: the Argentinean Safety Chamber) is a nonprofit focused on promoting the partnering spirit among business people engaged in manufacturing and marketing items or providing services associated to life and goods protection.

For more information, please visit our website at: www.cas-seguridad.org.ar

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million.

Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

*preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader.

The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo, Arminera and Feria COAS de las Naciones, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com