

Press release

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The security industry gathered again in #IntersecBAConecta

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The digital initiative offered an exchange and contact space for the community of professionals made up around Intersec Buenos Aires.

With great success it finished **#IntersecBAConecta**, the event in which 12 virtual meetings were carried out. These meetings were aimed to professionals of the security industry and 10 companies of the sector took part of them.

The goal of the proposal was to resume contact between companies, professionals and associations, to promote the analysis and to spread the news of the sector while we wait for face to face meetings, with the exhibition that will take place in March, 2021 in La Rural Trade Center.

One of the activities was “Panorama”, in which the economics journalist **Guillermo “Willy” Kohan** analyzed the future of Argentina after the coronavirus and showed his view regarding perspectives and opportunities that the industry has in this new scenario.

The cycle continued with “Entre colegas”, in which Intersec Buenos Aires’ exhibitors showed the latest trends in terms of products and services, most of them aiming at the new needs that have arisen with the pandemics.

Under this premise and with a great audience **#IntersecBAConecta** started with Santiago Lovera from **Big Dipper**, who said: “We will take advantage of this space to tell you the news in terms of electronic security and related technologies, within the new context in which we are living: NO TOUCH technology, which will allow carrying out everyday actions without touching a device or element.”

In line with the abovementioned, from **HID Global** they explained that

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the future lies in simplification and no touch technology and detailed that “migration to new access control systems can be done in stages: in a first phase, readers that read all the frequencies and technologies can be changed, and, in another phase, badges can be changed.”

Drams Technology knows that companies should incorporate new technologies or improvements for after the quarantine scenario and for this reason they presented cameras which have a software that allows face recognition, even in people with face masks, social distancing or capacity, without the need of investing in new equipment.

From **DX Control** they also highlighted the combination of various products in only one, for user simplification.

Along the same lines, from **ZKTeco Argentina** they presented equipment and software which are updated and adapted to the new normality and which allow, for example, face detection with face mask, temperature measuring and people registration.

“They are solutions presented in this context of pandemics, but it is technology that will remain in the future”, stated in their talk from **Siera**.

Exhibitors were not limited by the virtual mode: they answered all the participants’ queries, they carried out live demos of their products, as in the case of **Bioseif** and **Netio**, and they insisted on the importance of service, equipment and software adaptability to customers’ needs and the current context. Likewise, in relation to customized counseling, **Mapa Professional's** speakers stated: “Across the world, the demand of disposable gloves is larger than expected due to the context. Many people do not know reusable certified gloves against virus. Certification shows that certain type of gloves is an effective protection to prevent the virus from passing from one layer to the other.”

In this sense, from **SANTISTA WORKWEAR** they pointed out that “protection is a need that came to stay. In the case of clothes, the manufacturing process can change the durability capacity, ideal for workers who are exposed to risk situations.”

This way, the first session of #IntersecBAConecta came to an end, and it will continue with new virtual proposals and activities up to the exhibition date, which will take place on March 17-19, 2021 in La Rural Trade Center.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.intersecbuenosaires.com.ar

Press information and photographic material:

Intersec Buenos Aires
6° International Trade Fair for
Commercial and Information Security,
Fire Protection and Safety
La Rural Trade Center
Buenos Aires, August 26 - 28, 2020

<https://intersec-buenos-aires.ar.messefrankfurt.com/buenos-aires/en/press.html>

Links to websites:

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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

* preliminary figures 2019

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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos

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Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

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

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