

SICUREZZA

INTERNATIONAL SECURITY & FIRE EXHIBITION

15-17 NOVEMBER 2023 fieramilano



IN A WORD, MANY SOLUTIONS.

INTERNATIONAL NETWORK



CO-LOCATED WITH



www.sicurezza.it



FIERA MILANO

SICUREZZA

INTERNATIONAL SECURITY & FIRE EXHIBITION

15-17 NOVEMBER 2023 fieramilano

SICUREZZA is the only trade show for **security and fire operators in Italy** and one of the most important exhibition in Europe.

EVENTS

PROFESSIONAL TRAINING **COMMUNITY** 4 CO-LOCATED EXHIBITIONS

INTERNATIONAL **MILAN** INNOVATION TECHNOLOGIES
GOOD SPENDING POTENTIAL

QUALIFIED PROFESSIONALS

ONE TICKET **INDUSTRY SYNERGIES** NETWORKING
SMART CITY

WHY EXHIBIT?

TO PRESENT YOUR COMPANY
TO AN INTERNATIONAL
AUDIENCE

TO MEET QUALIFIED
PROFESSIONALS WITH GOOD
SPENDING POTENTIAL

TO TAKE ADVANTAGE OF
AN EXHIBITION LOCATED IN
MILAN

TO GET IN TOUCH WITH
THE INDUSTRY COMMUNITY

TO BENEFIT OF INDUSTRY
SYNERGIES THANKS TO THE
4 CO-LOCATED EVENTS



THE EASTERN PART OF THE FIERA MILANO FAIRGROUND WILL BE OCCUPIED BY THE 4 FOLLOWING EXHIBITIONS

SICUREZZA
INTERNATIONAL SECURITY & FIRE EXHIBITION

GEE
GLOBAL ELEVATOR EXHIBITION
MILANO

SMART BUILDING EXPO

MADE EXPO 2023

Only one entry ticket valid for the 4 exhibitions: a **unique opportunity** to discover, at once, the **innovations of the sector** and potential **synergies**.

GEE Global Elevator Exhibition is the **new** exhibition organised by Fiera Milano, with the aim of creating a European hub for the worldwide meeting of the **elevator, escalator, moving walkway and component industries**;

Smart Building Expo completes the offer with a focus on **networked buildings and smart cities**;

ME MADE Expo is the leading event in Italy for innovative and **sustainable solutions** for **construction and the building envelope**.

COMMUNICATION AND BUSINESS TOOLS



MEDIA
PLANNING



SOCIAL
NETWORKS



NEWSLETTERS



PRESS
OFFICE



EXPO PLAZA -
DIGITAL PLATFORM



MY MATCHING



EVENTS



DEDICATED
APP

THE VALUE OF NETWORKING: THE INCOMING BUYER PROJECT

More than **1,700**

BUSINESS MEETINGS*

generated among Exhibitors
and Top hosted buyers
through the My Matching
platform

BUYERS FROM

Maghreb

Balkans

Middle East

South Africa

Europe

380

EXHIBITORS*

20% from abroad

MAIN SECTORS

- Anti intrusion and Burglary systems
- Fire prevention
- Integrated and intelligent buildings
- Cyber security, Software for design and Connectivity
- Service activities
- Professional telecommunications
- Personal protection appliances and products
- Security and automation for high risk business
- Remotely operated vehicles - drones
- Security for valuables, documents and information

TOP 5 COUNTRIES *(Italy excluded)*



20,542

PROFESSIONAL VISITORS*

from 69 countries

OPERATORS PROFILE

- Installers
(electrical equipment, electronics, safety systems, fire-fighting systems)
- Distributors
- Security managers of companies from different sectors
- System integrators
(for industrial automation, for building automation, a / v)
- Supervisory, investigation and surveillance institutes
- Wholesalers
- Technical design and architecture studios
- Security consulting services
- Software / IT / Networking development companies
- Telecommunications companies

TOP 5 COUNTRIES *(Italy excluded)*





CONTACTS

Exhibition Director

Paolo Pizzocarò
paolo.pizzocarò@fieramilano.it

Exhibition Manager

Mara Borsani
Tel. +39 02 4997.6224
Mob. +39 388 9483764
mara.borsani@fieramilano.it

Sales

Emiliana Cappellini
Tel. +39 02 4997.7238
Mob +39 335 7770450
emiliana.cappellini@fieramilano.it



www.sicurezza.it – fierasicurezza@fieramilano.it