

PRESS RELEASE

September 2021

**“Home of IT Security”: it-sa 2021 in Nuremberg once again the key dialogue platform for cybersecurity**

- **Increasing losses due to cybercrime make IT security even more important**
- **With its extensive programme and international participants, the it-sa Expo&Congress offers a wealth of information for experts**
- **Hygiene concept ensures a safe visit**

The German Economic Institute estimates the financial losses from hacker attacks on employees working from home over the past year to be a record-breaking EUR 52.5 billion. Recent surveys by digital association Bitkom also show an increase in the overall losses caused by cybercrime, with German companies incurring losses of EUR 223.5 billion due to data theft, industrial espionage or sabotage. That’s more than twice as much as in the last survey period. As a trade fair for IT security, it-sa will be dedicated to professional solutions to fight cybercrime when it returns to Exhibition Centre Nuremberg from 12 to 14 October.

**Key dialogue platform: Experts gather in Nuremberg again**

“These figures show that IT security is more important than ever. The it-sa event offers experts and decision-makers a premium platform for professional dialogue about the protection of sensitive data, the security of IT infrastructures, and the latest threat scenarios. We are looking forward to welcoming you back on site again at Exhibition Centre Nuremberg,” says it-sa Director Frank Venjakob. TeleTrusT managing director Dr Holger Mühlbauer emphasizes: “After the multiple restrictions in recent times, it-sa now plays a special role as a source of inspiration and facilitator of face-to-face discussions about the status of cybersecurity in Germany and beyond. We are delighted that the industry is gathering in Nuremberg again. The German IT Security Association (TeleTrusT) will once again be supporting it-sa as a premium partner.”

**12 – 14 October 2021**  
Nürnberg, Germany

Your digital platform

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### **New halls and extensive supporting programme**

For the first time, it-sa will take place in halls 7 and 7A, while the accompanying congress programme will be held in the modern facilities of the adjacent Nuremberg Convention Center Ost. The preparations are in full swing. As always, visitors can look forward to a comprehensive supporting programme and forums involving companies and partner organisations. Four open forums will provide information on products, solutions and trends in cybersecurity. These free events feature exhibitor presentations on management and technology, and product-neutral sessions under the banner “it-sa insights”. One of the highlights of it-sa 2021 is the presentation of the UP@it-sa Award on the third day of the fair. For the fourth time, it-sa is presenting this award in partnership with the Digital Hub Cybersecurity and the Bavarian IT Security Cluster to acknowledge outstanding achievements by young IT security companies from the German-speaking region. The it-sa Expo&Congress will also include the “IT Job Kompakt”, a combination of conference and recruiting fair hosted by it-sa event partner heise.

### **International participation and pavilions**

Around 250 companies from 17 countries are currently registered as exhibitors. Pavilions from Austria, North-Rhine Westphalia, Baden-Württemberg and Bavaria have been confirmed, and German and international associations and organisations will also be represented. In the English-language forum, for example, Luigi Rebuffi, Secretary General of the European Cyber Security Organisation (ECSO), will talk about investment potential in the sector. This forum will also include presentations by the three winners of the German-Baltic Business Award, which is conferred on outstanding cyber security vendors from the Baltic states.

### **Hygiene plan allows in-person networking**

NürnbergMesse has been working with the Bavarian regional government and Bavarian trade fair companies to develop a workable hygiene plan to allow it-sa to be visited safely. It is based on the incidence-independent framework hygiene concept for trade fairs and exhibitions currently in force in Bavaria. Specific measures to protect trade fair participants include regular air exchange and an ultra-modern ventilation concept, social distancing by

means of space planning and capacity management, mask mandates indoors, on-site hygiene measures, and digital registration and access systems with associated contact tracing options. Another essential cornerstone is the rule (known as the “3G rule” in German) that allows entry only to visitors who have been vaccinated, have recovered from an infection or have returned a negative test result. For updated information on the hygiene plan and protective measures please go to:

**[www.it-sa.de/protective-measures](http://www.it-sa.de/protective-measures)**

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