

CLOSING REPORT

January 2016

Perimeter Protection 2016 impresses right across the board

- Clear increase in exhibitors, space and visitors
- Strong rise in internationality
- Excellent mood in the hall

With 2,771* trade visitors, that is 24 % more than at the previous event in 2014 (2, 236* visitors), the fourth Perimeter Protection successfully closed its doors. For three days, the trade visitors obtained information from the total of 100 exhibitors (2014: 78) on the latest mechanical and electronic solutions for access control surveillance security. On the exhibition stands the mood could not have been better. There was particular praise for the high quality of the visitors: 95 % are influential in purchasing and procurement decisions. With regard to internationality too, Perimeter Protection has also increased considerably. In this connection, on the exhibitors' side, 30% were international (2014: 19 %), among the trade visitors 24 % (2014: 18 %) travelled to Nuremberg from abroad. The supporting Perimeter Protection Congress, organized by the Verband für Sicherheitstechnik (VfS, Security Equipment Association), attracted 120 (2014: 96) interested participants

“We are very satisfied with the development and course of Perimeter Protection 2016. The strong increase in exhibitor and visitor figures, coupled with a clear rise in internationality on both sides – we are delighted with this. We would of course like to build on this success with the next Perimeter Protection in January 2018. We are very confident here”, says Alexander Stein, Director Exhibitions Perimeter Protection, in summing up the event. Kai-Uwe Grögor, Managing Director, Fachverband und Gütegemeinschaft Metallzauntechnik (MZT, German Metal Fencing Association and Metal Fence Technology Association), the honorary sponsor of the event, agrees with Stein: “After being staged just four times, Perimeter Protection has established itself in the sector. The mood on the

Congress partner / Kongresspartner



Verband für
Sicherheitstechnik e.V., Hamburg

Honorary sponsors / Ideelle Träger



Fachverband
Metallzauntechnik e.V., Ratingen

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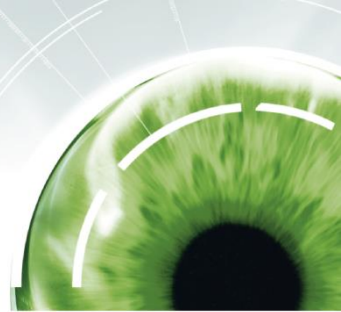
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Registration Number
Registergericht
HRB 761 Nürnberg

* The visitor, exhibitor and exhibition space figures at this fair are determined and certified in accordance with the standard definitions of the FKM – Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen (Society for Voluntary Control of Fair and Exhibition Statistics).



stands was very good and the key market players were present. In future, I expect even greater interest in the event, because both private as well as public security requirements will increase further. In this connection, Perimeter Protection remains a compact special fair for Germany and its neighbouring countries.”

Exhibitors: Perimeter Protection is the sector highlight

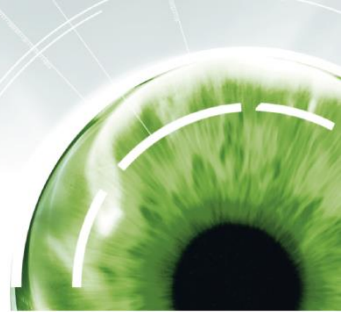
The feedback on Perimeter Protection was also positive on the exhibitors' side. 93 % assessed their participation as successful, and due to the contacts made and initiated during the event, expect post-show business. 95 % praised the extent of new business contacts. Alexander Stein added: “It comes as no surprise that 95 % are also planning to participate at the next Perimeter Protection – we are delighted.”

Trade visitors: bundled specialist expertise from Europe

The results of the visitor survey are also very encouraging. 98 % of the visitors praised the exhibitors' product ranges and 97 % definitely do want to miss the next event in 2018. Perimeter Protection has established itself as a European sector get-together – this is also confirmed by the assessments. In this connection, 2,105 visitors came from Germany and thus 16 % more than in 2014. But in particular they also came from the other neighbouring European countries: 666 sector players made their way to Nuremberg especially from Austria, the Netherlands, Italy and France. In relation to internationality, this corresponds to a considerable increase of 58 % compared to the previous event.

3rd Perimeter Protection Congress impressed

On the first two days of the fair, the 3rd Perimeter Protection Congress organised by the Verband für Sicherheitstechnik (VfS, Security Equipment Association), was held as a parallel event. 120 participants attended specialist lectures and presentations, for example on the current risks and dangers posed in open grounds access control security by drones or on the theme of smart illumination concepts in the area of perimeter protection. Wilfried Joswig, Executive Director of the VfS, is very satisfied: “I've received nothing but positive feedback from the participants: the selection of topics was interesting, the speakers were expert and competent and the Congress is regarded as an important complement to the trade fair. There was also praise for the fact that sufficient time was available for concluding



discussions and meetings along with networking. I'm therefore already looking forward to the continuation of the event in two years' time."

NürnbergMesse: expertise in matters of security

NürnbergMesse possesses established expertise and competence when it comes to the range of security themes. With events such as Enforce Tac – trade fair for law enforcement, it-sa and it-sa Brasil – the trade fairs for IT security, FeuerTRUTZ – the trade fair for preventive fire protection, along with Perimeter Protection – trade fair for access control surveillance, it brings together a total of around 1,000 exhibitors and 20,000 visitors from all over the world.

Perimeter Protection 2018: make a note of the date!

The next Perimeter Protection will be held from **16 to 18 January 2018** at the exhibition centre Nuremberg.

Further information available at: www.perimeter-protection.de

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All press articles along with additional information and photos are available at:
www.perimeter-protection.de/press