

PRESS RELEASE

12 October 2021

## The “Home of IT Security”: it-sa 2021 opens exhibition halls – IT security sector to gather again in Nuremberg

- Europe’s leading IT security trade show to be held again in Nuremberg from 12–14 October
- Extensive parallel programme and accompanying conference
- it-sa 365 integrated as digital extension and all-year platform for the industry

It’s something the IT security sector has been awaiting for a long time – after so many live events were cancelled because of the pandemic, it-sa Expo&Congress will once again bring IT security experts together face to face. As usual, at the Nuremberg Exhibition Center – but for the first time at the new Halls 7 and 7A and in the modern facilities of the adjacent NürnbergConvention Center Ost. With more than 270 exhibitors from 18 countries and an extensive parallel programme on cybersecurity questions, the it-sa trade fair from 12 to 14 October will once again demonstrate its significance as a central platform, in the heart of Europe, for dialogue on the subject. Congress@it-sa will begin earlier, on 11 October, and with it will also bring the annual meeting of IT security officers from Germany’s states and municipalities back to Nuremberg. And with the it-sa 365 dialogue platform introduced last year, it-sa offers a digital bonus in addition to the show itself: selected highlights like the English-language presentations at the International Forum and the Special Keynote speech by IT visionary Chris Boos will be transmitted live at [itsa365.de/en](https://itsa365.de/en).

“With it-sa 2021 we’re offering the IT security sector the trade fair relaunch they’ve so eagerly desired, with its in-depth shop talk and personal networking. And with the it-sa 365 dialogue platform, we’re offering additional information online about preparations for the show, as well as networking opportunities that will continue even after the show itself. We’re thus



12–14 October 2021  
Nürnberg, Germany



Your digital platform

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CEOs**  
Dr. Roland Fleck, Peter Ottmann

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combining on-site and online, to the maximum benefit of both exhibitors and visitors”, explains it-sa Director Frank Venjakob of NürnbergMesse.

### **A positive response: Participation from 18 countries**

Exhibitor companies will be coming to it-sa 2021 from 18 countries, with the USA, Israel and the UK numbering among the top five. “It wasn’t even three months ago that the government gave the green light to hold trade fairs again in Bavaria – and thus offered the chance for our exhibitors to plan reliably. So the extensive international response and participation of more than 270 companies underscores it-sa’s significance all the more. We’re very happy to welcome the IT security world back to Nuremberg!” said Thomas Preutenborbeck, member of NürnbergMesse management.

### **Forum presentations and it-sa insights convey specialty knowledge**

Of course there will also be no shortage of presentations and discussions at the it-sa forum programme. There are over 130 of them this year, including live hacking demos and a great many product-neutral presentations designated as “it-sa insights”. One intriguing exchange of ideas, for instance, is likely to occur at the round table on “The broken investment chain of the European cyber security market”. Here for the first time, representatives of the European Cyber Security Organisation (ECSO) will explore the overall environment for IT security companies in Europe, and the reasons why funding for cybersecurity technologies lags behind Israel or the USA.

The it-sa 2021 forum programme will be held on four different stages, including the English-language International Forum with presentations in English only. These will be broadcast live at: [itsa365.de/en/international-forum](https://itsa365.de/en/international-forum)

### **A focus on start-ups and innovation**

The special innovative strength of the growth market in IT security solutions will be highlighted at the special Startups@it-sa area in Hall 7A and by the presentation of the UP@it-sa Award, the prize for outstanding accomplishments by young companies in the German-speaking countries of Europe. XignSys in particular can look forward to that. This young team won the expert jury’s nod, and also scored with an online pitch for their

authentication solution when they invited viewers to help judge on it-sa 365. The prize will be awarded in the International Forum in Hall 7A at 10 AM on Thursday 14 October. And on Wednesday, three winners will also be showing up for the German-Baltic Business Award for outstanding cybersecurity providers in the Baltic countries.

### **Special Keynote speech by IT entrepreneur and AI expert Chris Boos**

Hans-Christian (“Chris”) Boos is the Special Keynote Speaker at it-sa 2021. At 12 noon on the third day of the event, the entrepreneur and AI expert will speak in the International Forum about the role of artificial intelligence in the digital age. Boos, a member of the German government’s Digital Council, intends to shake things up with his address, “AI will end the Industrial Age”: if that end does indeed come about, it will raise new questions for IT security research and development.

For more information and the live stream see: [itsa365.de/en/special-keynote](https://itsa365.de/en/special-keynote)

### **Reception by Bavarian state government at it-sa**

The evening before the fair starts, Bavarian Minister of Finance and Home Affairs Albert Füracker will host a reception. Here three experts have been invited for a panel discussion: Andreas Könen, head of the Department of Cybersecurity and Information Security at the Federal Ministry of the Interior, Building and Home Affairs; Arne Schönbohm, President of the Federal Office for Information Security; and Udo Littke, Member of the Bitkom Executive Board.

### **Hygiene concept: Personal networking – keep it safe!**

NürnbergMesse has joined forces with the Bavarian government and Bavarian exhibition companies to develop a viable hygiene concept that will make it possible to attend it-sa safely. It’s based on the General Hygiene Concept for Trade Fairs and Exhibitions that applies throughout Bavaria, irrespective of incidence figures. Specific measures to protect attendees include regular air exchange and an ultramodern ventilation design, social distancing through space and capacity management, mandatory masking indoors, hygienic precautions on site, digital registration and access systems, and associated

with these, contract tracing capability. In addition, all attendees must present valid “3G” confirmation that they’re recovered, vaccinated, or recently tested.

Current information about the hygiene concept and protective measures:

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

### **The it-sa 365 digital industry platform: New highlights regularly**

it-sa 365 ties into the it-sa Expo&Congress with an extensive range of information. For one thing, registered users will be able to download videos of forum presentations after the fair ends. Then an attractive programme will be available year-round – the first highlights are already scheduled. On 1 December 2021, the “**Lawyer meets IT**” **After Work Talk** will be all about legal issues. And it-sa organisers will be delving further into the successful concept of exploring important topics from the fair online in further editions of the **IT Security Talks**, scheduled for 15 to 16 March and 17 to 18 May 2022.

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