

## PRESS RELEASE

February 2018

### **it-sa 2018: Europe's most important growth platform for the IT security sector**

- **IT security in the spotlight at Munich Security Conference and Munich Cyber Security Conference**
- **Leading IT security trade fair it-sa underscores its relevance: eight months ahead of it-sa 2018, almost the entire display area from the previous year has already been reserved**
- **Supporting programme with international focus and industry-specific expertise**
- **Strong partners are supporting it-sa on its successful trajectory**

**Against the backdrop of digitalisation, cyber security is a pressing challenge that policy-makers and business leaders have to face, whether in the business, administrative or political arenas. This is why at both the issue features prominently on the agenda at both the Munich Security Conference and Munich Cyber Security Conference. The growing relevance of secure IT infrastructures is also reflected by the development of it-sa, the world's largest fair on this issue in terms of exhibitor numbers. Eight months ahead of it-sa 2018, as much as 95 percent of the previous year's exhibition space has already been booked. The who's who of the sector will gather at Exhibition Centre Nuremberg from 9 to 11 October 2018.**

In the course of the digital transformation process, It security and cyber security are becoming more and more important – in the social, economic and political spheres. This development is clearly reflected by the interest in it-sa 2018, Europe's leading IT security fair and the largest of its kind worldwide in respect of exhibitor numbers. "Virtually all renowned vendors from the IT security sector as well as major international concerns with their cyber security divisions have already registered for the event," says a delighted Frank Venjakob, Executive Director it-sa. "Numerous companies have opted for bigger stands at it-sa 2018," he continues. This is further evidence of the event's leading role as a dialogue platform for IT security experts and management.

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### **Preparations under full swing at national and international level**

The organisers of it-sa are already working flat out for the 2018 fair, so as to continue the event's success story. In the process they consult closely with industry players and are in direct contact with associations and organisations. "This is why it-sa always has its finger on the pulse of the industry. Strong impetus is therefore being provided for the further development of the trade fair and the accompanying congress programme," says Venjakob. In future, for example, the focus will be aligned more strongly to specific user scenarios – from Industry 4.0, Fintech, critical infrastructures and public administration to the health service. So this year there will be even more industry-specific offerings and formats in the supporting programme. At international level, it-sa also has a few new features in store: For the first time, there will be a separate English-language lecture track in the new international forum. At the same time, the preparations are under way for the first it-sa India, which will take place in Mumbai from 24 to 25 May 2018. Moreover, NürnbergMesse is exploiting its network in the IT security sector and for years has been organising the German Pavilion at the RSA Conference in San Francisco. And for the first time in 2018, NürnbergMesse 2018 will be organising a Bavarian presence at Infosecurity Europe event in London.

### **Strong partners are supporting it-sa**

Alongside honorary sponsors BSI (German Federal Office for Information Security) and Bitkom, and premium partner TeleTrustT (German IT Security Association), it-sa enjoys the backing of many other prestigious partners. In this context, it-sa is appearing for the first time as a sponsor of the Munich Cyber Security Conference, which takes place a day before the Munich Security Conference. "We would like to thank our loyal customers and partners for their frequently longstanding support. We intend to work with them to continue to pursue our successful path," says Executive Director Frank Venjakob.

### **Security trade fairs at NürnbergMesse**

NürnbergMesse has established and proven expertise in the security field. With events such as Enforce Tac – Trade Fair for Law Enforcement, it-sa, it-sa Brasil and it-sa India – Trade Fairs for IT Security, FeuerTRUTZ – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for Perimeter Protection, FIRE & SECURITY INDIA EXPO and also

U.T.SEC – Unmanned Technologies & Security, it brings together a total of around 1,200 exhibitors and some 30,000 visitors from all over the world.

For more information please visit: [www.nuernbergmesse.de/security](http://www.nuernbergmesse.de/security)

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All press texts and further information, photos and film impressions can be found at: [www.it-sa.de/en/news](http://www.it-sa.de/en/news)



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