

## PRESS RELEASE

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### The growth trend continues: it-sa 2019 reflects the world of IT security in four exhibition halls

- **Positive response:** larger exhibition area for it-sa 2019
- **Informative:** extensive supporting programme and Congress@it-sa on current IT security questions
- **Innovative:** UP19@it-sa puts the spotlight on start-ups

New payment models, global networking of production chains and e-health ... digitalisation is changing the way we live and work. It also comes with risks: cyber-criminals drain bank accounts, bring conveyor belts to a standstill, and even take control of medical devices. As the world's largest cyber-security trade fair by exhibitor numbers, it-sa – held at the Exhibition Centre Nuremberg from 8 to 10 October 2019 – provides a comprehensive range of products and solutions for improved IT security. The previous event in the series set new records with 698 exhibitors<sup>1</sup> and 14,290 trade visitors and decision-makers. This year, in response to continued growth in interest, it-sa will occupy four halls for the first time. The supporting congress programme, Congress@it-sa, will again start on 7 October, one day before the trade fair, with the annual conference of IT Security officers at state and municipal level. The day before the fair is also the date for UP19@it-sa, the second round of the "CyberEconomy Match-up" at it-sa.

#### Double-digit growth rates take the show to four exhibition halls

For a number of years, now, it-sa has recorded double-digit growth rates for exhibitor and visitor participation, reflecting the huge growth in the IT security industry. In a survey by IT Security Association Germany (TeleTrusT) on the trade fair preferences of its member companies, it-sa once again took first place. "Germany's IT security manufacturers currently rate it-sa in

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<sup>1</sup> The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

Nuremberg and RSA in San Francisco as the most popular events,” TeleTrusT reported in April. The curve showing exhibition space booked by participating companies is also rising steeply. “With five months to go until it-sa 2019, the total stand area booked by exhibitors to date exceeds the overall figure achieved at the previous event,” says Frank Venjakob, Executive Director it-sa at NürnbergMesse. For it-sa 2019, Hall 11.0 will be added to the existing hall layout to provide the necessary stand area.

### **Attractive trade fair, forum and congress programme**

The initial highlights of it-sa 2019 are firmly established: as in previous years, Startup@it-sa provides young companies with a specially designated presentation area on attractive terms. Joint participation by IT security companies from the Basque Country accounts for the first international pavilion confirmed for it-sa 2019. There is an attractive programme for the open forums once again this year, with about 350 presentations expected at it-sa: large numbers of short presentations by exhibitors will be provided in each of the halls, illuminating IT security questions from the perspective of management and technical aspects. The highlights include the programme points identified as “it-sa insights” – product-neutral presentations and expert discussions by professional associations and organisations – and the “International Forum”, an English language-only platform. The focal points of the forum contributions include legal questions and trends in IT security, such as the use of artificial intelligence, as well as IT security for Industrie 4.0 and critical infrastructure. The supporting congress programme will begin on 7 October, and will include numerous events looking at challenges facing IT security officers, and the various aspects of IT security. The annual meeting of IT security chiefs at a State and municipal level will once again make Congress@it-sa the key information platform for experts in official bodies and authorities.

### **Second round of CyberEconomy Match-Up**

The day before it-sa begins, UP19@it-sa will be the venue for speed pitches by twelve start-ups in the IT security area, all seeking to impress potential investors. Participants in the CyberEconomy Match-Up for start-ups, movers and shakers and decision-makers first have to impress the jury of experts. The jury’s task is to review the overall package comprising the products and

services, the company, and its sales and marketing strategy. The winner of the UP19@it-sa award can look forward to individual coaching from the Digital Hub Cybersecurity and the Bavarian IT Security Cluster. Applications can be made at [www.it-sa.de/en/up19](http://www.it-sa.de/en/up19) until 9 August.

For information on the application procedure and the jury of experts at UP19@it-sa: [www.it-sa.de/en/up19](http://www.it-sa.de/en/up19)

### 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 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 – Summit for Drones, Unmanned Technologies & Security, it brings together a total of about 1,600 exhibitors and 41,000 visitors from all over the world.

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

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