



## CLOSING REPORT

January 2018

### Perimeter Protection 2018: A specialized exhibition on the path to success

- Big increase in exhibitors, trade visitors and floor space
- Larger international contingent
- Excellent atmosphere in hall and congress

The fifth edition of Perimeter Protection ended on a highly successful note, with 3,639<sup>1</sup> trade visitors, over 31% more than at the previous event in the series (2016: 2,771). During the three-day event, visitors gained new insights into the latest mechanical and electronic solutions for perimeter protection from 135 exhibitors (2016: 100). The proportion of international exhibitors increased to 41% (2016: 30%). The new centre of competence for drone detection and defence at the heart of the exhibition was very popular, and the atmosphere at the stands themselves could hardly have been better. The exhibitors had high praise for the quality of the visitors in particular: 91% of the visitors were in a position to influence purchasing decisions. One in every four had travelled to Nuremberg from outside Germany. The accompanying Perimeter Protection Congress also proved more popular than in 2016, attracting 150 participants (2016: 120) to consider the latest topics of interest in perimeter protection.

“We are overwhelmed by this great result,” says Alexander Stein, director exhibition Perimeter Protection. “I listened to what was happening in the hall and the feedback from almost all the participants was positive. Much higher exhibitor and visitor numbers, much more floor space and a large international contingent show that we are on the right track with this event. The trade visitors were also very interested in the subject of drone detection and defence. We will therefore return to this topic again in 2020. I think that

<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.

Congress partner / Kongresspartner



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Sicherheitstechnik e.V., Hamburg

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Perimeter Protection 2018 could not have been better. We can see further potential for the future, and would like to pick up on the success we had this year. We are very confident we can do it.”

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 five times, Perimeter Protection has established itself in the sector. The atmosphere at the stands was very good without exception. There was particular praise for the fact all the main market players were in attendance. In future, I expect even greater interest in the event, because both private and public security requirements will increase further. Perimeter Protection remains a compact specialized fair in this connection.”

### **Exhibitors: Perimeter Protection 2018 could not have been any better**

Feedback on Perimeter Protection from the exhibitors was also excellent. 95 % rated their participation as successful and are expecting post-show business from the contacts made and initiated during the event. 96 % praised the great extent of their new business contacts. Stein adds: “It comes as no surprise that almost all the exhibitors (98 %) are also planning to take part in the next Perimeter Protection – we are delighted”. A total of 135 companies, 56 of them international, presented mechanical and electronic security technologies for perimeter protection. The products on display ranged from traditional methods of protection, such as fences, gates and entry-blocking systems, to the latest electronic components like monitoring cameras, drone detection, intruder detection and biometric access control systems.

### **A sense of belonging – exhibitors on Perimeter Protection 2018**

It was our first time at Perimeter Protection, and it was a complete success – that is how **Bernhard Schuischel, Consultant for Intrusion at Siemens in Frankfurt**, rates his participation: “We were positively surprised by the overwhelming demand. I handed out all my business cards, which is a good sign. We made many new top-quality contacts, as well as networking extremely well with our existing partners. It was a very enjoyable trade fair



and, based on how things stand at present, we will take part again in 2020.” **Bernd Roth, sales engineer at Magnetic Autocontrol/FAAC Group in Schopfheim**, also draws a positive conclusion: “I am absolutely happy with our participation, and the second day was the best. We made the most of Perimeter Protection to cultivate our networks, and will exhibit again next time around.” For **Matthias Kötter, Country Marketing Manager at Heras in Rhede**, participating again in two years is a foregone conclusion: “We have three very successful days behind us. We had more conversations with potential new customers than in 2016, and with an improvement in quality. From our existing customers, too, there was nothing but positive feedback on the event. We find Perimeter Protection is the right platform, not just to exhibit products, but also to carry our core brand. We were especially pleased with the particularly strong interest from representatives of authorities and municipalities. We expect huge post-show business.” There was also praise for the centre of competence for drone detection and defence from **Markus Trostel, Senior Inside Sales Representative at DEDRONE from Kassel**: “We believe the subject of drone detection and defence fits very well with Perimeter Protection. A lot of education is still needed in this area, and we were able to deal with this aspect very well during the three days of the event. We had many decision-makers from the police, the military, justice, and from major companies at our stand. There was genuine interest and we left feeling very happy with what we had achieved.”

### **Trade visitors: accumulated security skills from Europe**

The results of the visitor survey were also overwhelming. As many as 98 % of the visitors praised the range of products the exhibitors had on show and do not want to miss the next event in 2020. Perimeter Protection has established itself as a meeting place of the industry in Europe, something else that the analysis of the responses reveals. Visitors from Germany totalled 2,725, representing an increase of almost 30 % compared to 2016. From other parts of Europe, however, particularly the Netherlands, Austria, Norway, Belgium, the Czech Republic and France, 914 industry players made the journey to Nuremberg. In terms of the international make-up of the event, that is an impressive increase of 37 % compared to the previous show.



Visitors to Perimeter Protection 2018 included installation companies from the fence and gate manufacturing and metalwork sectors, and also electronics. There were also more security specialists from major industrial firms and in the fields of local and long-distance public transport, airports, energy, fire brigades, penal institutions, police and the military, decision-makers from municipalities and official agencies, as well as planners and architects.

#### **4th Perimeter Protection Congress: top-level topics and more participants**

The fourth Perimeter Protection Congress, organised by the Verband für Sicherheitstechnik (VfS, Association for Security Technology) took place in parallel on the first two days of the event. 150 participants, 30 more than in 2016, attended product presentations on subjects such as the current risk situation in perimeter protection caused by drones, or protecting large-scale events against vehicle attacks by applying standards-compliant access protection. Wilfried Joswig, CEO of VfS, is very happy: “I have had only positive feedback from the congress participants. The visitors appreciated the up-to-date and varied selection of topics. The demand for some of the presentations was so strong that some participants were standing. There was nothing but praise from the speakers, too. They were able to expand their networks on-site to their total satisfaction. I am already looking forward to the next opportunity two years from now.”

#### **Perimeter Protection 2020: save the date!**

The next Perimeter Protection will take place at the exhibition venue in Nuremberg, Germany, from **14 to 16 January 2020**.

#### **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 Brasil – 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.

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