

PRESS RELEASE

8 October 2019

it-sa, the world's largest IT security expo: Experts make Nuremberg the "Home of IT Security"

- **Record participation and expansion: 750 exhibitors in four halls**
- **International participation: 25 countries and four pavilions**
- **Extensive forum programme: 350 presentations and it-sa insights**
- **Congress@it-sa: larger than ever, with 30 events**
- **Start-up pitches: UP19@it-sa CyberEconomy Match-Up**

International IT security experts and decision-makers are gathering at the Exhibition Centre Nuremberg from 8 to 10 October to share ideas on challenges and trends in cyber security. With 750¹ exhibitors (2018: 698) from 25 countries (27) expanding into four halls for the first time, the scale of the venue is just right for the leading platform for industry dialogue. Pavilions from the Basque Country, the Netherlands, Austria and the Czech Republic emphasise the international importance of it-sa. In addition to the expo, with around 350 forum presentations, specialist knowledge will also be on offer in the congress programme, now comprising 30 events. Professional associations, organizations and IT security providers will provide information on the benefits of artificial intelligence, data protection and data security, and IT security for SMEs and industrial production. This year, too, the IT Baseline Protection Day organized by Germany's Federal Office for Information Security (Bundesamt für Sicherheit in der Informationstechnik, BSI) and the annual conference of State and municipal IT security officers will be held as part of Congress@it-sa. Just yesterday, the pitching session for the UP19@it-sa Award gave twelve start-ups an opportunity to draw investor attention.

it-sa has been taking place as a standalone event at the Nuremberg venue since 2009. In the past three years its exhibitor numbers have grown by more than 50 percent. In the same period, visitor attendance grew by about 60 percent to 14,290 at the last event in the series.

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¹ 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.

it-sa 2019 has not only achieved a new record level of participation, but has also grown in area: this year, the exhibitors will occupy four halls, with Hall 11.0 joining the existing Halls 9, 10.0 and 10.1. According to Frank Venjakob, Director it-sa, NürnbergMesse, many companies have increased the size of their stands and have taken on additional staff for their attendance. “it-sa is the ‘Home of IT Security’. Together with the accompanying congress, it-sa is the key information platform for all IT security officers at all decision-making levels.”

Exhibitors from 25 countries and four international pavilions

Companies from 25 countries in Europe, Asia and the Americas will be exhibiting in Nuremberg, offering an overview of the international market. The four pavilions deserve particular attention: the Netherlands (Hall 10.0), Austria (11.0), the Czech Republic (10.1) and the Basque Country (9) represent IT security hot spots at it-sa. “IT security knows no boundaries,” says Venjakob. “it-sa reflects the dynamics of the international IT security industry, illustrating innovative solutions from many different countries.” The German states of Baden-Württemberg (Hall 10.0), Bavaria (9) and Saarland (9) are also on hand to demonstrate their focus on IT security.

Up-to-date forum programme with 350 presentations and it-sa insights

Around 350 presentations, including discussion rounds designated as “it-sa insights” and product-independent contributions, make up the programme for this year’s five open forums. The management and technology themes include the use of artificial intelligence, cyber-resilience and humans as a risk factor. In the open forums, high-level representatives of the authorities and various organizations will discuss the current situation of IT security. The panel discussion “German IT Security Law 2.0 loading and connecting to European cybersecurity legal framework” (Tuesday, 10:00 a.m., International Forum 10.1), for example, will bring together Andreas Könen, Head of the Cyber and Information Security Department of Germany’s Federal Ministry of the Interior, Building and Homeland; Luigi Rebuffi, Secretary-General of the European Cyber Security Organization; and Gerd Müller, of secunet. Tobias Hans, Prime Minister of Saarland, participated in the start of the expo with a presentation on “Cyber security as a location parameter” (Tuesday, 09:15 a.m., Forum 10.0).

Special Keynote Misha Glenny

The stages for the open lectures are spread between the four halls, with special mention for the English-language International Forum, where British investigative journalist and best-selling author Misha Glenny will give the special keynote on the third day of the expo (Thursday, 12:00, International Forum). In his presentation, “The Vitruvian Paradox: The Changing Face of the Human in Cyber Security”, Glenny will provide an impressive and yet entertaining illustration of the fight against organized cyber crime. His thesis is that the weakest link in the IT security chain is not humans, but rather the increasing complexity of digital systems.

Congress@it-sa: 30 events at NCC West and NCC Mitte

With 30 events (2018: 20), some running for more than one day, Congress@it-sa offers plenty of opportunities for participants to take their IT security expertise to a new level. “The number of companies and organizations participating this year has really taken off,” comments Venjakob. “As a result, Congress@it-sa covers the theme of IT security with more variety than ever, and is offering even more perfectly tailored, industry-specific professional knowledge.” The accompanying Congress programme began yesterday, offering information on subjects such as cyber insurance, IT forensics, data protection for Big Data applications, and IT security in rail transport. The annual conference of State and municipal IT security officers will be held as part of it-sa once again this year, as will the IT Baseline Protection Day organized by Germany’s Federal Office for Information Security (Bundesamt für Sicherheit in der Informationstechnik, BSI). This year is the first time that the Congress is occupying rooms in the NürnbergConvention Center Mitte and West simultaneously.

More information on the supporting programme and Congress@it-sa:

www.it-sa.de/en/events

UP19@it-sa: Competition for IT security start-ups

The CyberEconomy Match-up, UP19@it-sa, was held the day before the actual expo. Twelve companies selected by a jury of experts presented their business ideas and products to a professional audience, in which the start-ups had the chance to meet industry representatives and potential investors in a “speed pitching” session. From today, 12 young IT security companies will be appearing at the Startup@it-sa special exhibition area (Hall 10.1) and giving presentations in the open forums.

Further information about the winner of the UP19@it-sa Award in the Newsroom:
www.it-sa.de/en/it-sa-news

Reception by the Bavarian State Government at it-sa

Also on Monday, Bavaria's State Minister of Finance and Home Affairs, Albert Füracker, hosted an evening reception at the Ministry's Nuremberg office. The speakers were Ministerial Director Dr. Alexander Voithl, Head of the Headquarters, Professor Günter Krings, Parliamentary Secretary of State in the Federal Ministry of the Interior, Building and Homeland; NürnbergMesse CEO Dr Roland Fleck; BSI President Arne Schönbohm; and deputy national spokesperson for Bitkom Christin Eisenschmid.

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 around 1,600 exhibitors and some 41,000 visitors from all over the world.

For more information please visit: **www.nuernbergmesse.de/security**

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