

Security Asia

INTERNATIONAL EXHIBITION & CONFERENCE

www.securityasia.com.pk



2 - 4 DATE
November 2021
VENUE
Convention Halls,
Pearl Continental Hotel,
Karachi-Pakistan

THE BIGGEST REGIONAL SECURITY EVENT

Owner & Organizer



Ecommerce Gateway
Pakistan (Pvt) Ltd

Member
Ufi



Government of
Pakistan



Trade Development
Authority of Pakistan



Prime Minister's Office
Board of Investment



Pakistan
Telecommunication
Authority



Pakistan Software
Export Board



Ministry of Industries
Govt. of Sindh



Karachi Chamber of
Commerce & Industry



All Pakistan Security
Agencies Association



Yellow Pages
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Supporters

Security Asia 2021

Security & Safety Sector of Pakistan

Pakistan is a major importer of security & safety products, crossing the import of US Dollar 1 billion in the previous year. The demand for security & safety products is further growing. The Government of Pakistan has planned to invest more than US Dollar 610 million during the year 2012-13 on this sector.

The Government of Pakistan along with private entrepreneurs has an aim to bring in new technologies and latest security & safety equipments in Pakistan to ensure foolproof security and safety in the Country. The import of these products will thus continue to increase in future.

"ASIA"

The manufacturing hub of Security Equipments

Asia is the manufacturing hub for the safety & security industry, producing around 80% of the world's security products. At Security Asia, 90% of key Asian manufacturers from China, Japan, Korea, Malaysia, Singapore and Taiwan will display their new product innovations which would be interesting for companies looking for an OEM / ODM partnership.

Security Asia - serving the international security markets. Our commitment is to provide end users, installers, systems integrators, specifiers and industry professionals with a platform to:

- Gain latest market information
- Create new businesses, network with key people in the industry
- See latest innovations in technology, receive educational content
- Raise awareness about exhibiting companies' products and services.

Security Asia will provide the perfect platform for exhibitors to introduce their latest developments for both commercial and domestic use to decision-makers within the industry.

Security Asia will set the agenda for the future of the Global Security Industry in Pakistan. It will bring together professionals from a variety of industries including financial services, retail, realty and hospitality, all searching for the latest products and services in the security market. Whether it's a comprehensive end-to-end solution or a customized technology that's being sought, Security Asia will provide the answer. Security Asia will provide a definitive route to market for the buyers, specifiers and practitioners. A targeted promotional campaign will be implemented to attract quality visitors with purchasing authority via association partnerships, media support, email campaigns, direct mail and dedicated website.

Security Asia will be the regional leading security trade fair offering a complete security supply chain that ranges from components to total solutions. It is poised to be acknowledged by industry players as the major security business platform connecting key manufacturers and buyers.



Why Security Asia

Security Asia would be an ideal platform to introduce new developments, products and technologies to global security industry buyers. This event is specially designed to attract:

- Buyers and procurement managers from the major security brands
- Small system integrators and specifiers.
- Consultants of multinational buying groups
- Key decision makers looking to source new products and solutions

Complimentary promotion of your company and products through Security Asia's extensive marketing program including:

- Constant press conferences and press releases in industry magazines, journals and newspapers
- Print and electronic media advertising world wide
- Promotion in Security Asia and co-located events' websites
- Telemarketing in major cities of Asia.
- Direct and constant mailing to major potential buyers

Exhibitors' Profile:

- Access Control
- Air Defence/Supply Chain
- Air Space Surveillance
- Airfield Vehicles
- Airport Control
- Airport Surveillance
- Alarm Centers
- Alarms
- Ambulances
- Audio & Video
- Avionics
- Batteries and Chargers
- Biometrics
- Border Control Systems
- Breathing Apparatus
- Building Management Systems
- Building Safety Management
- Built-in Fire Protection Solutions
- Cameras
- CCTV
- Coastal Security
- Combat Clothing
- Command Control Systems
- Communication & Telemetry Equipment
- Communication Security

- Computer Security
- Confined-Space Rescue Equipment
- Crowd Control Vehicles
- Detectors and Sensors
- Door Control Hardware
- Encryption Devices
- Equipment/Accessories for Ambulance & Specialty Vehicles Evacuation Systems
- Extrication Equipment and Tools
- Fire Detection Systems
- Fire Doors and Shutters
- Fire Extinguishing Systems
- Fire Hydrant Systems
- Fire-ground Suits
- Generators
- Glazed Screens
- Gloves / Gauntlets
- Guard Devices
- Hardware and Data Security
- Heat / Gas Detectors
- Heat/Gas Detection Equipment
- Helmets/Caps
- Home Automations
- Image Processing
- Industrial Security Devices

- Infrastructure Security
- Integrated Access Control System
- Integrated Systems IT
- Internet Security
- Intruder & Burglar Alarms
- Land Systems/Supply Chain
- Lifebelts/ Lifejackets
- Location and Tracking Equipment
- Logistics Vehicles
- Management Systems
- Manned Guarding
- Maritime Surveillance
- Mechanical Security Systems & Devices
- Mine Detectors
- Mobile Security
- Monitoring Systems
- Narcotics Detection
- Naval Platforms/Supply Chain
- Networked Security
- Night Vision Equipment
- Non-Physical Access Control
- Optics/ Optronics Equipment & Devices
- Perimeter Protection
- Protective Clothing
- Public Address System

- Radar Systems
- Radiation Detection KBRN/Protection Systems
- Radio Systems
- Rescue Vehicles
- Retail Security
- RFID
- Satellite Systems
- Screening /Anti Terrorism
- Security Products
- Sensors/Shock Sensors
- Shoes and Boots
- Sighting Equipment
- Sprinkler Systems
- Surveillance Equipments
- Surveillance Systems
- System Integrators
- Telecommunication Recording
- Tents & Shelters
- Traffic Monitoring & Surveillance Road
- Uniforms & Accessories
- Valuables in Transit
- Vehicle Tracking
- Video Surveillance



Visitors' Profile:

- Heads of Security
- Heads of Asset Management
- Directors of Commercial Security
- Directors of Safety
- Security Liaison
- Security Consultants
- Electrical Consultants
- Fire Consultants
- Police, Defense & Para-military Forces
- Government Authorities
- Retail Security Managers
- Corporate Security Managers
- Training Managers
- Procurement Managers
- Safety Managers
- Security Managers
- Floor Managers
- Plant Managers
- Operation Managers
- Design Managers
- Instrumentation Managers

Trade Visitors from the following Key sectors:

- Construction/ Architecture Electrical & Mechanical
- Manufacturing / Industrial
- Banking/Finance/Insurance
- Real Estate
- Police/Law & Enforcement/Prison
- Retail / Jewelry etc

PHYSICAL + VIRTUAL BOOTH (HYBRID BOOTH)

US\$ 350 per sqm + 13% Tax



1. Physical Pre Constructed Shell Booth (Size 9sqm) with Video Meeting facility using Zoom Shell booth shall be equipped with following:

- One (1) trained staff at your booth fluent in both English & Local languages
- Arrangement for B2B meetings between buyer and exhibitor using online system
- Brochure Rack
- Floor carpets within the stand area
- Two (2) Chairs
- Three (3) Spot Lights (100 watts each)
- One (1) Information Counter with your company logo
- Fascia board with your company/brand's name on it. (Max 20 Alphabets)

2. We will send the pictures of all the visiting cards of the trade visitors / buyers to you

3. Printing of 200 words profile of the exhibiting company in Event Catalog

4. Guaranteed meetings with 10 relevant buyers during 3 days of exhibition.

5. Exhibitor can courier marketing brochure & samples to display at the booth. All cost for the courier will be paid by the exhibitor.

PHYSICAL BOOTH

Shell Scheme Stalls (min 9 sqm) US\$ 350 per sqm + 13% Tax



1. Shell Scheme (size 3m x 3m) comes complete with basic stand structure with:

- Floor carpets within the stand area
- Two (02) Chairs
- Three (03) Spot Lights (100 watts each)
- One (01) Information Counter
- Fascia board with your company/brand's name on it. (Max 20 Alphabets)
- One (01) 5 ampere / 220 volt Single Phase Power Socket

2. Printing of 200 words profile of the Exhibiting organization in the Exhibition Catalog

Bare Space inside Halls (min 18 sqm) US\$ 300 per sqm + 13% Tax



1. Each Bare space stall covers floor size 3m x 3m
2. Printing of 200 words profile of the Exhibiting organization in the Exhibition Catalog

Owner & Organizer



**FOR BOOKING OF STALLS & PARTICIPATION, CONTACT:
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