

Asian Security Industry Celebrates the Success of IFSEC India

London, 9 November 2007. In its inaugural year IFSEC India 2007 has established itself as Asia's largest security exhibition, with over 8,000 industry professionals from around the world in attendance.

The landmark event, which took place for the first time from 25-27 October 2007 at Pragati Maidan, New Delhi, showcased the world's leading security manufacturers, distributors and suppliers. The show, an extension of IFSEC, the world-renowned exhibition held in the UK every May, also provided visitors with the chance to exchange knowledge and best practice through the comprehensive seminar and conference programmes.

Highlighting the importance of this event to the police and paramilitary sectors, Dr. Kiran Bedi, Head of the Bureau of Police Research & Development (BPRD)



said, "There is an urgent need for a regular event of this kind in India and I ask each state police department to send representatives to the show next year in order to acquaint themselves with the latest technology as laid out in the Defence Research & Development Organisation (DRDO) study".

Market leaders Alba Urmet, GE Security, Group 4 Securicor, HID Corporation, Siemens Building Technologies and Vista Security Technics were the Foundation Partners of IFSEC India 2007, lending their full support to the show. Speaking at the event, Mr. Venkatesh of Vista Security Technics commented: "We are overwhelmed by the response we received from the industry, the high end consumer and also the government agencies".

International security expert and past president of the Association of Chief Police Officers (ACPO), Sir Chris Fox deemed IFSEC India 2007 a "ground-breaking success" and predicted far reaching changes in the overall security scenario in India.

Chairing the Internal Security conference which attracted over 200 senior level police from across India, Fox went on to say that "IFSEC India will go a long way in ensuring security is discussed and implemented at every level in India, leading also to a heightened awareness of crime prevention".

Chairman of the Asian Professional Security Association (APSA), Mr I.S. Jagdeva also commented that the potential for IFSEC India was "immense" in his address at APSA's 14th Annual International Conference held alongside the show.



General Manager of Innovative Energies Matthew Jones at IFSEC India



Innovative Energies stand at IFSEC India

Alberto Bruschi, Sales Director at Cieffe commented: "This is the right time to do an event in this market. The market is requiring technology for security, especially video surveillance and video content analysis. We were not expecting so many people. We have seen a lot of people interested in providing local support here, as well as good system integrators and distributors and several end-users including

government agencies, nuclear power corporations, military and police. I really think the market will grow very fast and even though this is a price sensitive market there is still a need for high technology products. This market is really important for us."

Mr M. Gandhi, Managing Director of CMP Asia supported this statement and further added, "Based on the feedback we have received from the 171 exhibitors that participated in

this event, we believe a foundation has been laid for a bigger event in future years, achievable through the relationships we have forged with all sectors of the community to make this event a success".

Over 50% of exhibitors have already re-booked their stands for 2008, and with plans to cater for the fire and safety industries next year, IFSEC India looks set to become a must-attend event for the entire South Asian region.

New Zealand company Innovative Energies whose product range encompasses No-Break™ DC Uninterruptible Power Supplies, Battery Chargers, Smart Chargers, Inverters, DC-DC converters was also at IFSEC India.

Matthew Jones General Manager of Innovative Energies said that IFSEC India was a "Good snapshot of the international market place" and that he now had a better understanding of how Innovative product's fit into the international security market

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