



6-8 MARCH 2018

ADNEC, ABU DHABI, U.A.E

www.isnrabudhabi.com

EXHIBITING IS MORE THAN JUST A STAND

EXPAND YOUR BUSINESS SKYLINE WITH ISNR

Italian Roadshow – 4th & 5th December 2017

Organised by



Strategic Partner



Associate Partner



Co-located



Featured



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- 1. Introduction**
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- 3. ISNR Abu Dhabi 2018 new identity & scope**
- 4. ISNR Abu Dhabi 2018 new benefits & enhanced opportunities**
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- 6. How we stay connected until March 2018**
- 7. Conclusion**

1. INTRODUCTION



12 years working for

THALES

- | | |
|------------------------------------|------------------------------|
| Airport security | Large system integration |
| Critical Infrastructure Protection | Command & Control |
| Public Safety | PSIM |
| Urban Security / Smart Cities | Video Management & Analytics |
| CBRN | Encryption products |
| Cyber security | Managed Security Services |
| | Consulting |

3 years working for



Global security solutions for crowded places (malls, theme parks, universities, office towers, Corporate ...)
Protective services, Technology/Operations/Consulting

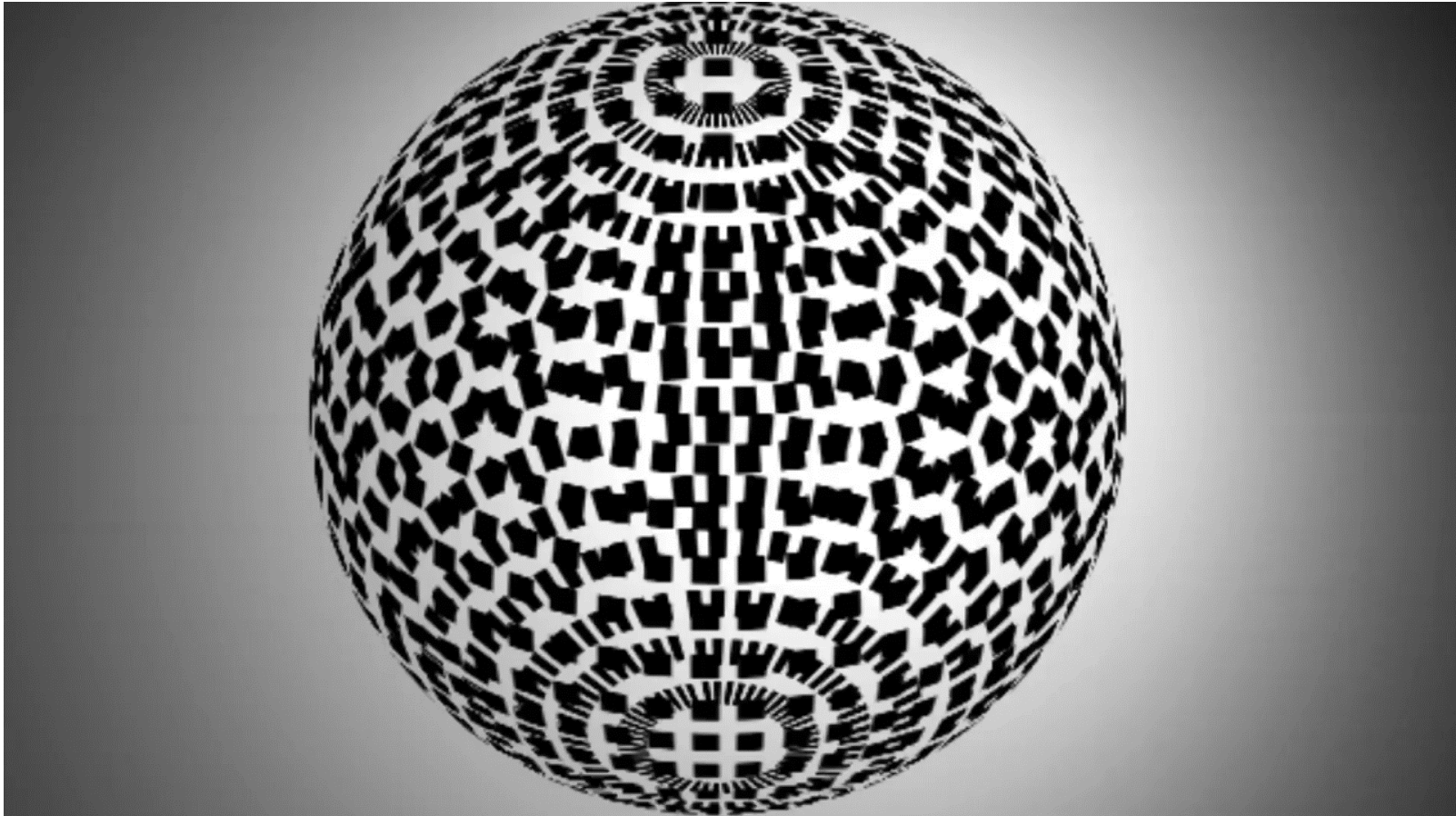
Group Events Director
Safety & Security portfolio



PROFESSIONAL SAFETY AND HEALTH MIDDLE EAST

We develop events focusing on customer value and contributing to the industry progress & new business opportunities development

2. WHAT HAPPEN IN THE LAST EDITION ISNR Abu Dhabi 2016 at a glance





2. WHAT HAPPEN IN THE LAST EDITION

Facts & Figures



THE WORLD'S LARGEST EVENT FOR HOMELAND SECURITY AND NATIONAL RESILIENCE IN 2016



ISNR ABU DHABI 2016 FACTS & FIGURES



THE GULF'S SPECIALIST EVENT FOR SECURING VITAL GOVERNMENT AND BUSINESS DATA AGAINST EVER-GROWING CYBER THREATS



INFOSECURITY MIDDLE EAST 2016 FACTS & FIGURES



FIRST OF ITS KIND "COMMUNITY EXPERIENCE" SUMMIT ADDRESSING SAFETY & SECURITY CHALLENGES FOR MAJOR EVENTS AND IMPLICATIONS FOR ALL CROWDED PLACES



OFFICIAL POST SHOW REPORT



PARTICIPANT & ATTENDEE SATISFACTION



SAVE THE DATE
6-8 MARCH 2018



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2. WHAT HAPPEN IN THE LAST EDITION

Italian participation in 2016

CRISTANINI

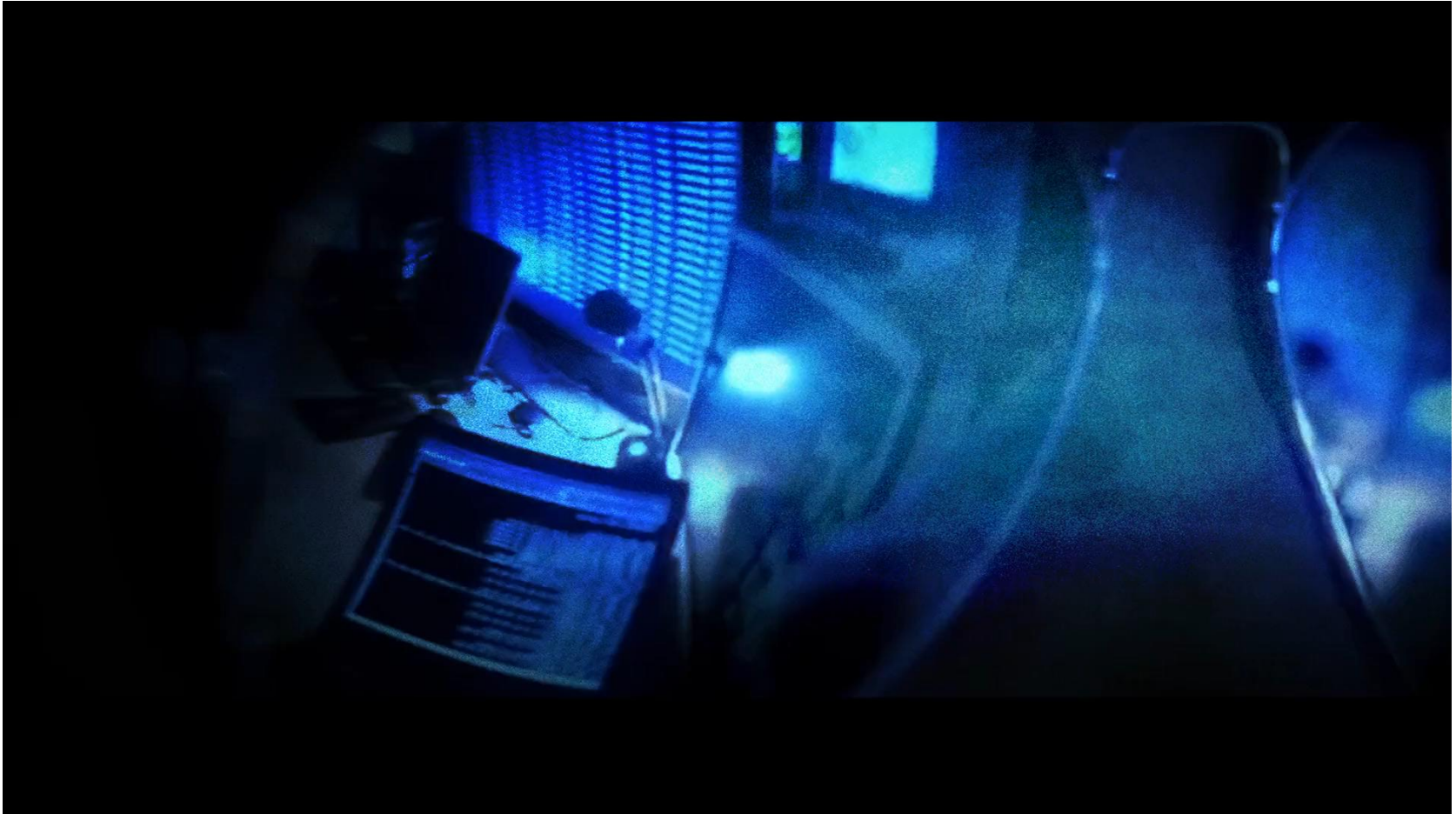


OFFICIAL DELEGATIONS ATTENDING

 AFGHANISTAN	 KUWAIT
 AZERBAIJAN	 RWANDA
 SAUDI ARABIA	 SAUDI ARABIA
 EGYPT	 SUDAN
 ITALY	 TUNISIA
 JORDAN	 TURKMENISTAN
 KOREA	 UNITED KINGDOM



3. ISNR Abu Dhabi 2018 Teaser



3. ISNR Abu Dhabi 2018 Position & Identity/1

- ISNR Abu Dhabi is a biennial event, in its 8th Edition in March 2018, **organised by Reed Exhibitions and co-organized with the UAE Ministry of Interior (MOI)**
- Reached the position of the world's largest Homeland Security & Resilience exhibition for its last edition in 2016
- 3 specialised events co-located at ISNR, each with their own identity, supporting Government partners, programme and dedicated audience & community:



The Gulf's specialist event securing vital government & critical business data against cyber threats



The unique regional “**community experience**” for major events and crowded places security stakeholders



The Gulf's specialist event dedicated to best practice, innovation and effective solutions a in emergency response, disaster prevention and crisis management



3. ISNR Abu Dhabi 2018 Position & Identity/2

A UNIQUE CLUSTER OF EVENTS ADDRESSING THE FULL SCOPE OF HOMELAND SECURITY & RESILIENCE IN THE MIDDLE EAST

ISNR Abu Dhabi 2018 is a global event offering a **networking platform** connecting regional government bodies, **homeland security and law enforcement** officers, professionals and buyers with international security solution providers and manufacturers. Bringing the **security community** together to collaborate and develop **business opportunities** and share **future innovations** for a safer connected world.



3. ISNR Abu Dhabi 2018

Facts & Figures



4 EVENTS



6 CONTENT
PLATFORMS



4 NETWORKING
FEATURES



25,000+

ATTENDEES



600+

EXHIBITING
COMPANIES



200+

HOSTED REGIONAL
GOVERNMENT
BUYERS



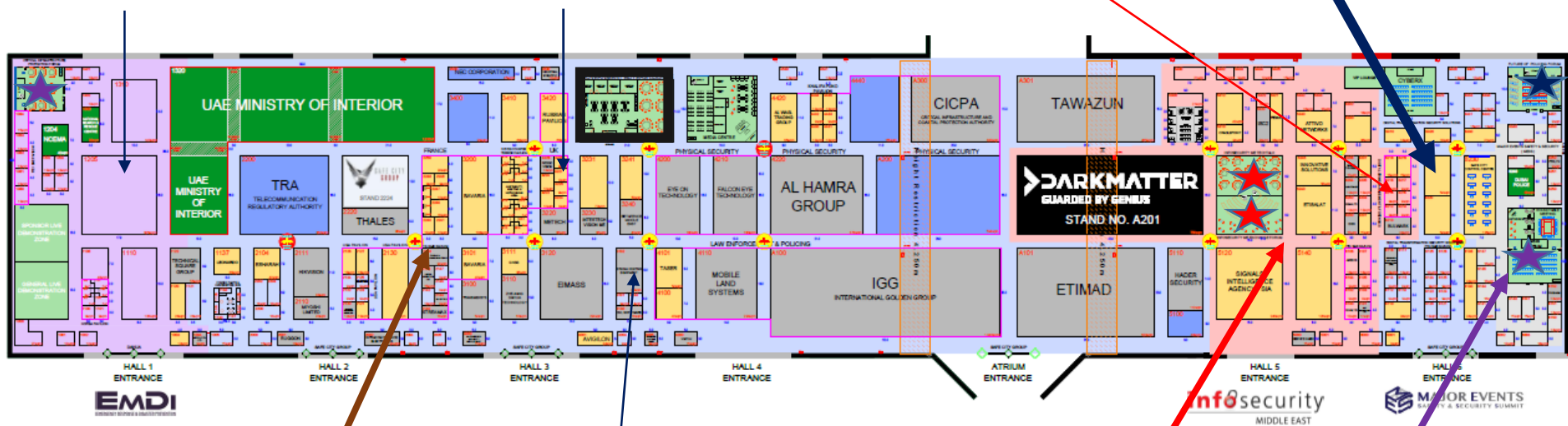
5,000+

BUSINESS
MEETINGS

Disaster Prevention & Emergency Response

Physical Security

Digital Forensics Pavilion



National Pavilions

Policing & Law Enforcement

Information & Cyber Security

Major Events & Crowded places security

Who is exhibiting in 2018?

- **UAE Government partners:** UAE MOI, SIA (ex NESAs), Dubai Police, NCEMA, National Search & Rescue Center, CICPA ...
- **Key local distributors and integrators:** IGG, ETIMAD, Al Hamra, Eye on Technology, Hader Security, METECH, Intertech, Falcon Eye ...
- **International leading companies:** Thales, Leonardo, Morpho (IDEMIA), Airbus, Indigo Vision, HIK Vision ...

**Business matchmaking is also working
between exhibitors**

4. ISNR ABU DHABI 2018 NEW OPPORTUNITIES

Participating complimentary benefits

Position your organisation at the heart of the security community, meet your marketing & business development goals, communicate your expertise and impact your target audience through our tailor-made partnership opportunities, allowing you to benefit from:

- Complimentary speaking and engaging opportunities at one of the five specialized forums
- Complimentary access to Business Connect supported by Government Buyers programme



4. ISNR ABU DHABI 2018 NEW OPPORTUNITIES

ISNR cluster forums

Showcase your expertise, share your experience, engage with the security community, and influence the value-driven platforms developed with government partners through keynotes, panels, workshops or customized sessions (roundtables, trainings ...)

5 SPECIALISED ENGAGING FORUMS

- **Critical Infrastructure Protection**
- **Future of Policing**
- **Major Events & Crowded Places Security**
- **Infosecurity Exchange**
- **Infosecurity Techtalks**



What is the Hosted Government Buyers Programme?

Launched in 2014, **ISNR Government Buyers Programme** serves as the event business platform for buyers to meet existing and new suppliers with the purpose of networking, sourcing solutions, exploring the latest technologies and developing business opportunities.

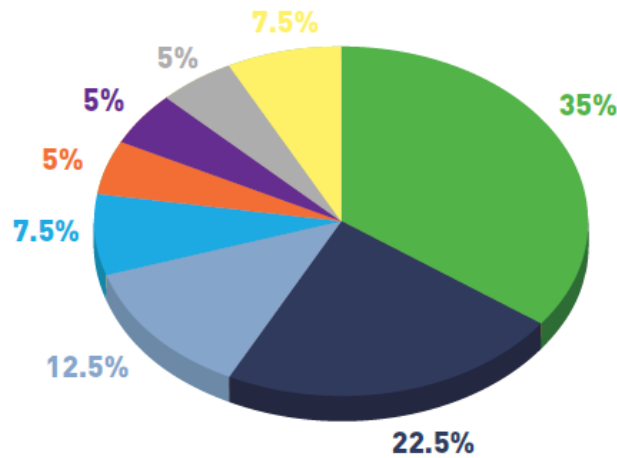
- 200+ regional buyers (vs 156 in 2016) from 10+ countries
- Review the right buying organizations and people profile that fit your business needs
- Receive recommendations and book meetings online before the show
 - Access to Lounge's meeting rooms
 - Dedicated e-concierge support
 - Additional on-site networking opportunities
 - Post event meeting analysis tool



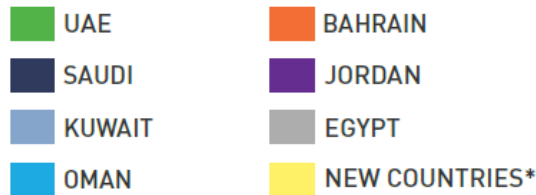


4. ISNR ABU DHABI 2018 NEW OPPORTUNITIES Hosted Government Buyers programme

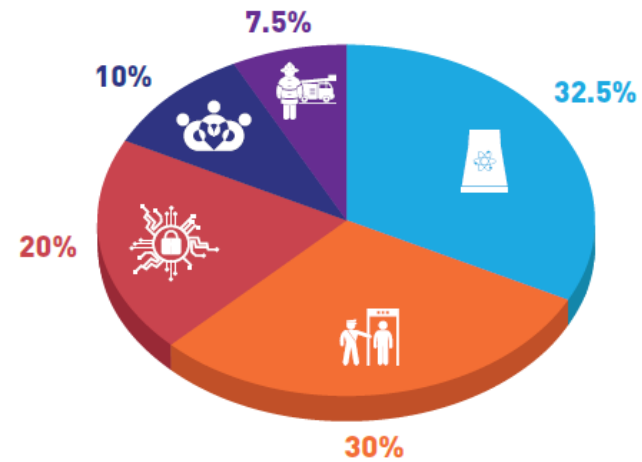
Where are our buyers coming from?



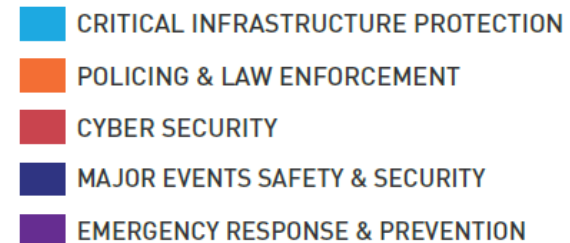
TARGETED COUNTRIES



*FROM NORTH AFRICA, CENTRAL ASIA & EASTERN AFRICA



5 MARKET SEGMENTS



Where are our buyers coming from?

MARKETS

- Policing & Law Enforcement (incl. Crime & Offender Management + Forensics)
- Critical Infrastructure Protection (incl. O&G, Nuclear & Utilities)
- Border Control Protection
- Counter Terrorism & Intelligence
- Safe Cities
- Airports Security
- Mass Public Transportation Security
- Disaster, Emergency & Crisis Management
- National Cyber protection
- Corporate Security & Business Resilience (incl. Financial institutions)
- Major Events & Crowded Places Security

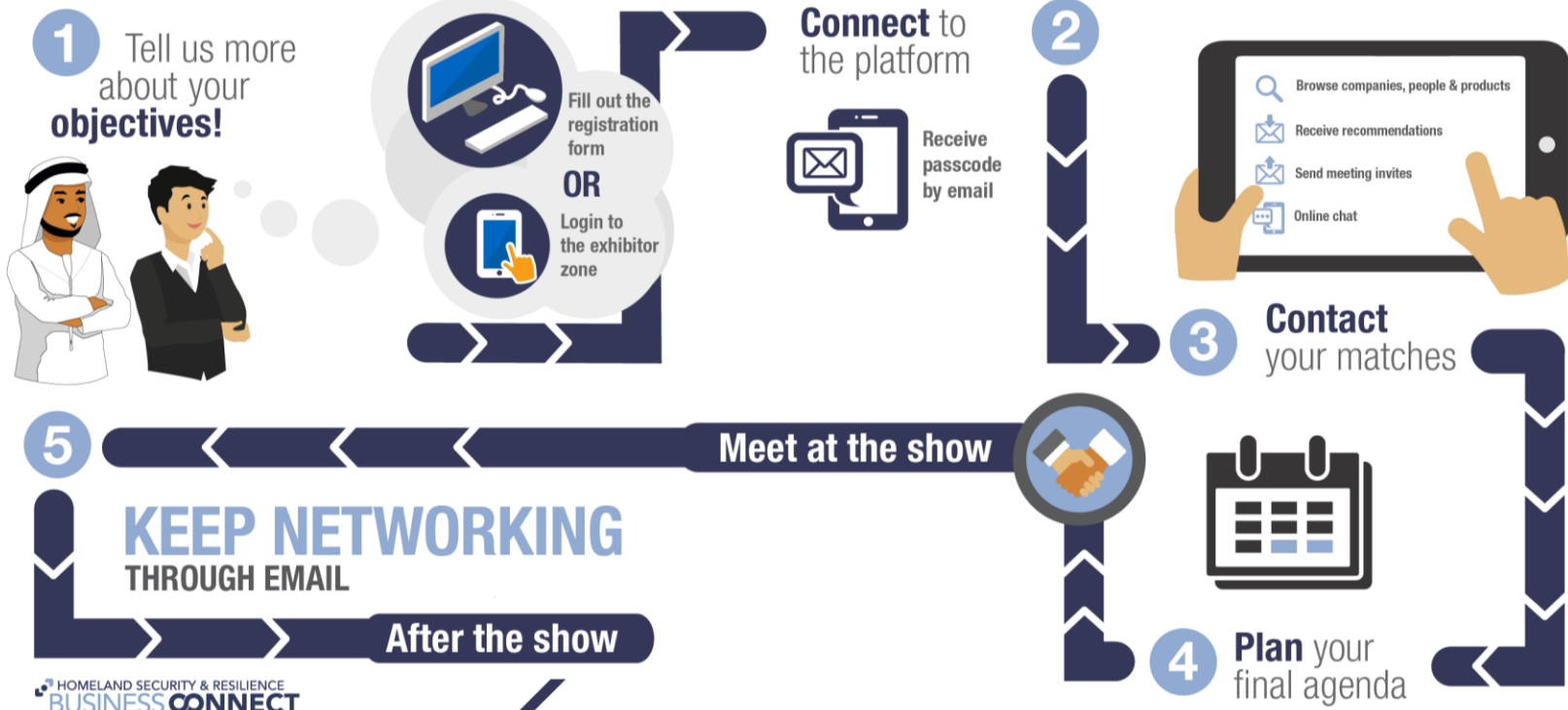
POSITIONS / JOB TITLES

- Government officials
- Directors & Head of departments (Security, Risk Management, ICT, Information Security ...)
- Technical specifiers / Engineers & Consultants
- Operational / End-users / Security professionals
- Purchasing specialists

4. ISNR ABU DHABI 2018 NEW OPPORTUNITIES Business Connect Programme

NEW FOR 2018

Find your **perfect business match** at 



4. ISNR ABU DHABI 2018 NEW OPPORTUNITIES Innovation Awards

What are the Innovation Awards?

- ISNR Innovation awards will help local and international exhibitors participating at ISNR Abu Dhabi 2018 to get an **exclusive platform to highlight and showcase** a unique product, solution or technology which will bring value to the Homeland Security market. **Co-organised with the UAE Government**, the industry innovations will be evaluated by industry category experts and **awarded by the ISNR Committee during the Gala Dinner**.
- Innovation categories will include:
 - Artificial Intelligence
 - Virtual & Augmented reality
 - Drone detection
 - Unmanned systems & Robotics
 - Crime & Offender Management
 - Crowd management
 - Smart & Connected security



5. PARTICIPATION & PARTNERSHIP OPPORTUNITIES

What we can offer to Italian companies

For stand-alone exhibitors

- **Local support from ISG Italy** to advise best stand location based on your sector, expected audience or specific marketing objective
- Various prices and packages based on your budget and marketing requirement
- Partnership opportunities to associate your brand with a special sector, events' feature or field expertise based on engagement & benefits

For Italian National Pavilion (to be confirmed based on number of interested companies) at ISNR Abu Dhabi and/or Infosecurity Middle East

- Premium location with highlighted profile
- Special support to showcase a “Theme-based” pavilion
- Cost-efficient price based on National Pavilions contract
- Special Tours from Delegations and Hosted buyers (based on interest)

6. HOW WE STAY CONNECTED UNTIL MARCH

Social Media, PR and networking events

We consider our role & value not only during the event but in pre-event promotion phase

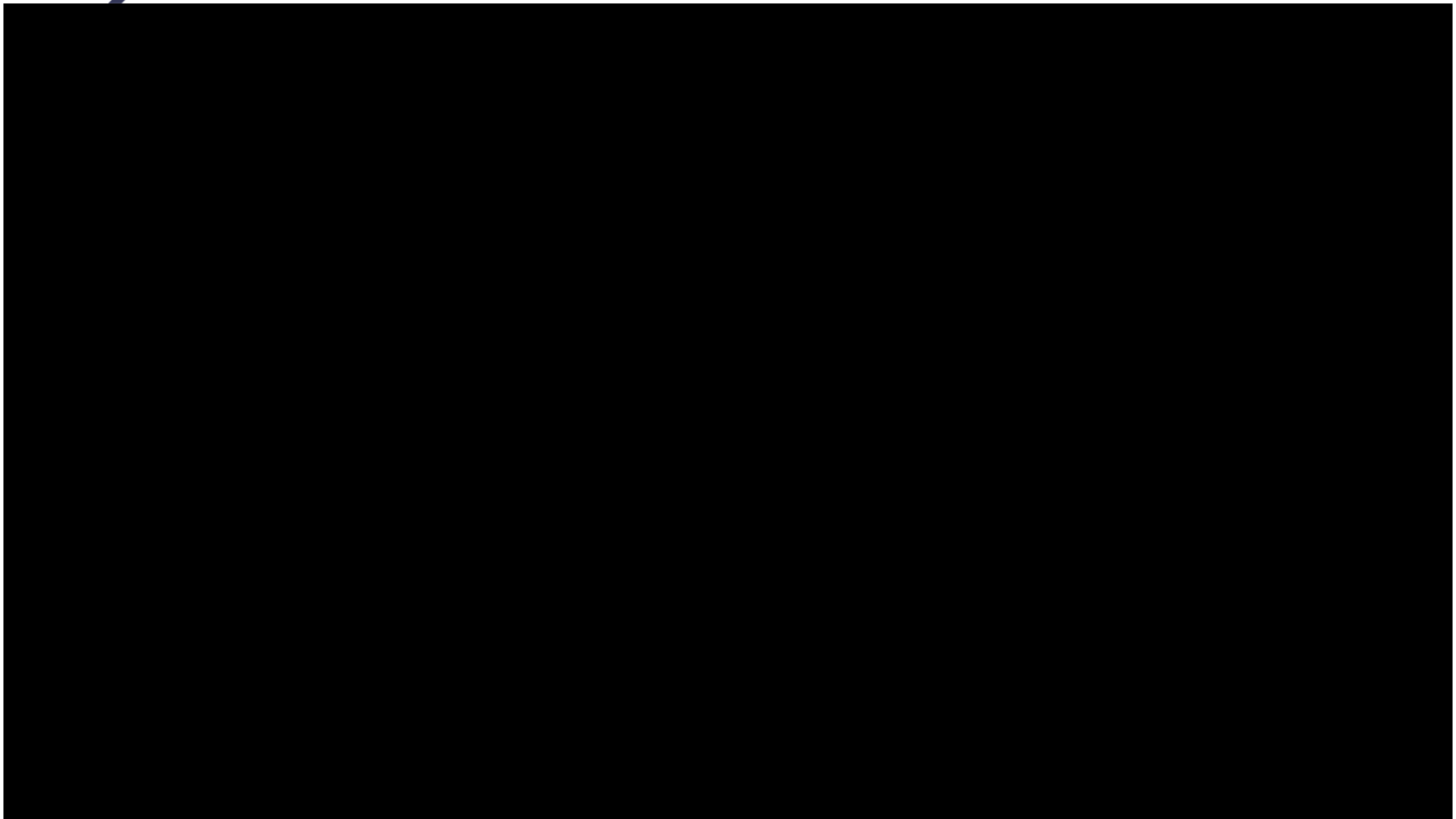
- PR activity engaging our confirmed participants
- Social media activity engaging our partners
- International exhibitions' visits supported by UAE MOI
- Business networking events to engage and prepare together ISNR Abu Dhabi 2018 program
- E-concierge support for digital matchmaking platform 6 weeks prior to the event





8. CONCLUSION

Looking forward to seeing you in 2018



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LOOKING FORWARD TO COLLABORATING IN 2018



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