

SICUREZZA AND SMART BUILDING EXPO CLOSE WITH MORE THAN 28,000 ATTENDEES, CONFIRMING ITS POSITION AS A REFERENCE POINT FOR THE MARKET

Milan, 20 November 2019 - **SICUREZZA**, Europe's leading security and fire exhibition, and **Smart Building Expo**, the trade fair for technological integration, held in Fiera Milano from 13th to 15th November 2019, closed with **28,629 professional operators**.

Numbers up 12% on the previous edition, with **international attendance from 88 countries**, of which the ten most represented were Switzerland, the United Kingdom, Greece, Spain, Tunisia, France, Germany, the Russian Federation, Ukraine and Croatia. An increase that proves how **SICUREZZA** is now recognized as a reference hub for professionals from all over Europe and the Mediterranean area.

The **619 exhibitors** - **+33%** compared to the last edition, **30% from 37 foreign countries** - presented product innovation and numerous previews to attentive and motivated professionals.

The deep evolution that the world of security and building automation is experiencing and the rapidly changing technological scenario have been the background to the three days of the exhibition.

Integration, digitalisation, smart solutions confirmed to be the drivers of the exhibition proposals.

Security sees increasingly digital, wireless (so easy to install) and customized solutions for all areas of application - from home to city, up to industry, transport and entertainment - and expression of the most advanced technological research: biometrics, artificial intelligence, voice recognition, IoT are now widespread in all areas, from building automation to video surveillance, up to the world of access control.

As for **building automation**, the integration process and the potential of 5G have represented the topic linking the offering. Close cooperation between all technologies has eliminated the barriers between verticalizations. Building installations, building automation, audio-video systems, energy savings, digital platforms and telecommunications already work in synergy as parts of a single and dynamic system, based on intelligent management and the use of so-called big data.

Great success has also obtained the rich program dedicated to professional updating with the participation of **over 4000 professionals**.

More than 100 conferences and meetings - many of which have enabled operators to obtain training credits for **various professional figures** (industrial experts, engineers, installers, security operators) – have focused on the value of human resources and the central role of continuous training. The most topical issues for all sectors have been tackled by international experts, associations and academic institutions, with content that is highly appreciated at a time when the market is experiencing a real revolution.

Great interest also for the debuting **Cyber Arena**, the new exhibition, training and information area dedicated to the theme of Cyber Security and designed to help companies best manage IT threats.

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