**SICUREZZA 2025 STRENGTHENS ITS ROLE IN EUROPE: INCREASED EXHIBITION SPACE AND INTERNATIONAL PRESENCE**

*Over a month before opening, 340 exhibitors from 26 countries are confirmed, with several major returns. Exhibition space is up 18%, and international participation now accounts for 32% of exhibitors. The event reaffirms its status as a European innovation hub for the security & fire sectors.*

*Milan, 15 October 2025* – **SICUREZZA** 2025 is gearing up for an edition marked by significant growth in both size and international reach, confirming its position as a European benchmark for the security & fire industry. Scheduled to take place from **19 to 21 November at Fiera Milano**, the exhibition has already recorded an **18% increase in exhibition space** compared to 2023, alongside a rise in **foreign exhibitors**, who now represent **32% of the total**.

With **340 companies confirmed** from **26 countries**, more than a month before opening, the show welcomes the return of several brands absent in recent editions as well as noteworthy new entries, a clear evidence of growing global interest in an event that continues to strengthen its international standing. Among the most represented countries are leading European manufacturers -France, Germany, the United Kingdom, and Spain - alongside China, one of the world’s top producers in the sector.

Further boosting the show’s international profile is the **incoming project** developed in collaboration with **ITA–Italian Trade Agency**. In addition to the tens of thousands of professional visitors expected, this initiative will enable exhibitors to meet **over 100 top hosted buyers** from **32 countries**, through one-to-one appointments. The largest delegations will come from the Middle East and North Africa, key markets for the technologies on display - particularly from Egypt, Tunisia, the United Arab Emirates, and Qatar.

These figures highlight not only the vitality of the industry but also the exhibition’s ability to capture market trends and bring together the key players driving innovation in an increasingly interconnected and competitive landscape.

Among the main new features of the 2025 edition is **a new exhibition format** **that enhances the content** and introduces an organization structured into three themed days – **Cyber Day, Security Day,** and **Job in Security Day** – designed to guide visitors through a journey focused on the major challenges of security.

This approach aims to make the event not only a showcase of innovation but also a **key platform for discussion and professional development** in a sector that increasingly demands integrated skills, vision, and the ability to interpret change. A concrete tool capable of supporting professionals and businesses in facing transformations with foresight and awareness.

**INNOVATION AT THE CORE: A NEW IMMERSIVE FORMAT**

Thanks to the presence of leading industry players, **SICUREZZA 2025** will showcase innovation across every segment of the **security & fire** sectors.

Among the key focuses will be **digitalization**. The growing use of artificial intelligence, the rise of data-driven approaches, and the pressing need for 360-degree cyber resilience are redefining the boundaries of security. This new perspective will characterize much of the show’s offering: AI-integrated video surveillance and access control systems, predictive monitoring solutions, advancements in video content analytics, and edge-cloud security platforms enabling increasingly precise and distributed control.

Equally strategic is the **integration of technologies**, which allows for the management of complex systems that enhance safety and operational efficiency, while also heightening the need for cybersecurity.

**Fire & safety technologies** will also be in the spotlight, featuring high-sensitivity fire detection systems, wireless smoke and gas detectors, and remote monitoring platforms enabling predictive maintenance. **Drones** will once again play a major role, now established as essential tools for environmental monitoring and fire prevention - no longer mere technological gadgets but fully autonomous platforms capable of collecting, transmitting, and analyzing real-time data.

A further growing trend is the **customization of solutions**: companies are increasingly positioning themselves not only as product suppliers but as consultative partners, capable of listening to clients’ needs and designing tailor-made, scalable systems.

**CYBER DAY, SECURITY DAY, AND JOB IN SECURITY DAY: TRAINING AND PROFESSIONAL DEVELOPMENT AT SECURITY 2025**

The **2025 edition** introduces a new structure centered on **three themed days**, designed to address the specific needs of different market segments.

**19 November – Cyber Day**

The opening day will focus on the growing convergence of physical and digital threats, the strategic and cross-sectoral role of **cybersecurity**, and the operational strategies needed to protect value chains across entire supply networks. Key discussions will include the market impact of the new **European NIS 2 and CER Directives**, fundamental pillars for ensuring the resilience and protection of networks, IT systems, and essential services. Sessions will explore the synergies between European directives, their implications for security companies, and new governance and compliance models to be adopted.

**20 November – Security Day**

The second day will address the application of technologies in high-risk environments such as transport, finance, large-scale events, and cultural heritage, presenting integrated solutions for video surveillance, access control, intrusion prevention, behavioral AI, and system interoperability.

A specific focus will be dedicated to **banking and retail security**, exploring innovative models such as Bank-in-Shop and Cash BAI, which combine physical and digital security in cash management.

Another highlight will be the security model for **major international events**, with a session dedicated to the **Milano-Cortina 2026 project**, an exemplary case of public-private collaboration for the protection of people and places during large-scale gatherings. In the **transport sector**, attention will turn to the Security Manager’s strategic role in protecting critical infrastructure and managing operationalrisks. The program will also address emerging professional roles, such as **Travel Security Managers** and **Cultural Security Managers**, who combine technological, organizational, and regulatory expertise in their respective fields.

**21 November – Job in Security Day**

On November 21, the **Job in Security Day** will take place, a day dedicated to bringing together schools, technical institutes (ITS), and companies in the security sector. In an increasingly competitive market, companies report a shortage of adequately trained professionals, while schools and ITS are tasked with providing students with up-to-date and realistic tools to navigate future careers. This highlights the need for concrete opportunities for dialogue, aimed at bridging the gap between education and the workplace.

The **EDU Project** aims to close this gap with targeted initiatives, including company presentations, short interviews, workshops, and dialogue sessions between students, teachers, and employers. Developed in close collaboration with exhibitors and educational institutions, the program is already gathering input on skill needs and desired profiles. The day will offer a **tangible meeting opportunity** between companies and schools, fostering constructive, realistic dialogue and highlighting the strengths of both sides.

All training and educational activities at SICUREZZA 2025 will take place in the **Cyber & Security Arena**, a multifunctional space hosting talks, case studies, live demos, and panel discussions with experts, leading companies, public institutions, and industry associations. Complementing the program will be the **Security Talks** organized by **AISS**, **AIPS**, **ANIE Sicurezza**, and **ConFederSicurezza**, focusing on **regulations, trends, and future scenarios**, as well as **podcasts by ASSIV** offering insights on technology, training, public-private cooperation, and innovation in private security.

**MIBA: WHERE THE FUTURE OF BUILDINGS AND CITIES IS SHAPED**

SICUREZZA 2025 is once again part of **MIBA – Milan International Building Alliance**, the format that brings together **GEE – Global Elevator Exhibition** (dedicated to vertical and horizontal mobility), **MADE Expo** (Italy’s leading construction trade show), and **SMART BUILDING EXPO** (focused on home & building automation and technological integration). Thanks to the synergies among these four events, MIBA will transform Fiera Milano into an international hub dedicated to exploring the future of buildings and cities.