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SICUREZZA 2019: Ready to start! Free Pass with S News



SICUREZZA will be held from **November 13 to 15 at Fiera Milano – Rho** and the event is preparing to welcome Italian and international professional visitors. **If you like to receive a FREE PASS to SICUREZZA with S News, please [click here!](#)**

The outlook of security technologies is increasingly linked to the areas of application. All products or solutions today are designed in relation to a specific context in which they are able to offer the best performance. From everyday life in cities and extraordinary situations, such as major public events, to offices and shops, not to mention the elusive yet increasing presence of data security, application contexts are challenging companies to create advanced and versatile solutions which can be increasingly integrated by



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exploiting the impetus offered by digitalization.

So, **SICUREZZA will focus on the most common reference contexts and also explore interesting, unusual case histories.** Companies will be able to share successful experiences with operators interested in each specific area of intervention and visiting professionals will have the opportunity to better understand the technological evolution in progress, discovering solutions suited to their every need.

According to the most recent data, the building security and automation sector in Italy in 2018 confirmed a growth in total revenue (+6.8% at current values) and **building security and automation technology** exports showed a dynamic profile, growing by +9.2% (Source: ANIE Sicurezza).

"In this context, **SICUREZZA** is once again a key business opportunity for operators and companies that want to seize the positive moment of the market", they underline from Fiera Milano.

As last year's trends suggest, the fire-fighting sector benefited from a growing demand from end users and the dissemination of audio evacuation systems. As the result of **technological innovation** and an increased level of digitalization, integration and convergence between systems continue to be one of the main drivers of growth in the security sector. The **video surveillance** segment was equally dynamic.

For this reason, even **more space will be dedicated to fire-fighting** at **SICUREZZA** with some of the most interesting products in the sector, while the strong attention to innovation in all areas of security, spanning from video surveillance and access control to advanced anti-intrusion systems, passive security and drones used as monitoring and rescue tool, is confirmed.

Another strength of this edition will be **Smart Building Expo**, the event dedicated to digital technologies for networked buildings and smart cities, which will be held on the same days as SICUREZZA and can be visited with a single admission ticket.

All the languages of business will be spoken at SICUREZZA by exhibitors and visitors alike.

Small and medium-sized companies seeking new outlets on foreign markets will find a preferential channel through which to open new business opportunities.

SICUREZZA will host **200 top international buyers** from markets most interested in the offers on display, such as **Europe** and the **Mediterranean basin, North Africa, Russia** and **former-CIS Republics, the Balkans, the Baltic Republics and the Middle East**.

Potential foreign buyers, selected for their origin and high-spending potential, will be able to take advantage of a calendar planned and defined even before the opening of the fair using the **My Matching** program of Fiera Milano, which will allow them to meet the exhibitors, optimise visiting time to the maximum and facilitate the start of business negotiations.

There will be no shortage of interesting names on the international scene for all the sectors present at the event on the supply side as well. The offers on show will be even more numerous and comprehensive and will offer professional visitors a unique opportunity to get in touch with the best of the most advanced solutions worldwide.

So, see you at SICUREZZA 2019, see you in Milan!

And, if you like to receive a FREE PASS to SICUREZZA with S News, please [click here!](#)

by the Editorial Staff

06.11.2019

Tags: Sicurezza, Fiera Milano - Rho, Free Pass, S News, Security, Technological Innovation, Video Surveillance, Smart Building Expo, Events,

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Bassano del Grappa (VI) - P.I 03757700244
Tel. (+39) 0424 383049 - Fax (+39) 0424 391775
info@snewsonline.com