



# **HOMELAND** Security and Safety Africa

19-21 June 2012 at Gallagher Convention  
Centre Johannesburg, South Africa

Co-located with:



**IFSEC** South Africa  
COMMERCIAL & GOVERNMENT SECURITY - FIRE



**OSHEXPO** Africa  
OCCUPATIONAL SAFETY & HEALTH



**FACILITIES  
SHOW** Africa  
FACILITIES & ESTATES MANAGEMENT

Organised by:

**UBM MONTGOMERY**

## HOMELAND SECURITY AFRICA – AT THE HEART OF A NATION'S INTERNAL SAFETY AND SECURITY

Homeland Security is a dedicated exhibition which forms part of South Africa's most renowned security and fire expo – IFSEC South Africa. Aimed at delegates representing various government departments in Africa, Homeland Security and Safety Africa provides visitors and delegates with a direct link to those exhibitors showcasing their top products and services for national security. It features companies that assist both government and organisations with national resilience, counter-terrorism, border security, national surveillance and policing issues.

It also provides companies with an unrivalled route to market the most-state-of-art equipment, products and services to those decision-makers directly responsible for purchases that impinge on a country's national safety, security and infrastructure.

Homeland Security Africa 2012 includes a dedicated exhibition area and a world-class conference featuring respected local and international speakers who are all globally recognised experts in Homeland Security.



### WHY EXHIBIT AT HOMELAND?

- Meet your market face-to-face
- Generate high-quality sales leads
- Build relationships with existing customers
- Demonstrate products/services
- Educate the customer market
- Build brand awareness
- Launch new products/services
- Position your company as a market leader identifying & recruiting new distributors or partners gathering competitive intelligence
- Network with industry peers

### EXHIBITOR PROFILE – HOMELAND:

- Border control
- Aviation and transport security
- Maritime security
- Urban security
- Counter terror intelligence
- Critical infrastructure protection
- Cyber security
- Disaster management
- Secure intelligence and communication systems
- Biometrics and RFID
- Law enforcement
- Armoured vehicles
- Perimeter security
- Personal protection and safety equipment
- Technical textiles
- Non-lethal weapons
- Optronics
- Tactical communications
- Personnel tracking solutions
- Survival products
- Keypoint access control

### HOMELAND SECURITY CONFERENCE SPEAKERS INCLUDE:

- Tarique Ghaffur – Former Deputy Commissioner in London's Metropolitan Police – Homeland International Talk
- Special Agent Willie Rattigher (FBI) – Counter intelligence talk and Lessons learnt in 9/11
- John Greyvenstein – International K9 expert (Sniffer dogs, drug detection etc.)
- Annelie Botha – Piracy expert (The African sea ways are riddled with Pirates and this is a serious issue)

### VIP GUESTS AND DELEGATES TO HOMELAND SECURITY AFRICA INCLUDE:

- Senior officials of the South African National Defence Force
- South African Police Service
- South African Customs
- South African Immigration
- Department of Correctional Services
- Metropolitan Police from all of the major South African cities
- Airports Company of South Africa
- Passenger Rail Agency of South Africa
- Transnet
- Armscor
- Major Disaster Management Centres and Emergency Services
- Representatives from Gautrain and South African Airways
- Representatives from the Military, Police and Immigration of Namibia, Botswana, Lesotho, Swaziland, Angola, Zimbabwe, Zambia, Malawi, Mozambique, Nigeria and Kenya

### HOMELAND SECURITY PRODUCT AREAS:

- Counter-terrorism
- Disaster Management
- Emergency Services
- Drug Detection
- Explosives Detection
- Falsified Documentation
- Border Control
- Law Enforcement
- Surveillance



## THE LAUNCH OF HOMELAND SECURITY IN 2011:

IFSEC South Africa proudly launched Homeland Security at its 2011 event with many exhibitors showcasing their top products and services for national security. To coincide with this prestigious launch, local and international government delegates attended a presentation by UK-based international security consultant, Bill Wylie who addressed the importance of Homeland Security, emphasising that it's not just about preparing for a possible terrorist attack; it's about preparing a nation for an unexpected event that may have a direct and disastrous impact on national infrastructure. Planning Protection and Preparedness is key

## DID YOU KNOW FACTS ABOUT IFSEC 2011:

- IFSEC South Africa has been established for over 15 years
- It is the security and fire event for any African security professional looking to stay up-to-date with the latest product developments, industry knowledge and maintain relationships with suppliers and manufacturers
- Provides the platform for international exhibitors to showcase the latest technologies to a highly receptive audience
- Co-located with OSH EXPO Africa that caters to occupational health and safety industry to maximise business opportunities and FACILITIES SHOW Africa which focuses on the facilities management community in South Africa and the rest of Africa, providing a unique route-to-market for local and international suppliers of products and services aimed at FM decision-makers and buyers.
- 6,214 security professionals from 48 countries
- 6.4% visitor increase on 2010
- 75% of international visitors are from Africa
- 94% specifically travelled to SA to attend the event
- 73% attended to seek/buy new products
- 67% wanted to meet new and existing suppliers

- 65% were end users
- 36% of visitors manage the security needs of the company
- 26% of our visitors are Security Manager/Officer/Director
- 11% Chief Executive Officer/Managing Director

## EXHIBITOR PROFILE – IFSEC SOUTH AFRICA:

- 241 companies from over 48 countries
- Developers, manufacturers, distributors, suppliers of commercial/homeland security & fire technology

## SOUTH AFRICAN MARKET:

- RSA security market forecasts growth of 8.7% by 2014 to an estimated \$5.5bn
- RSA has reported the largest increase in crime to be robbery of business premises, which is up by 41.4%
- Increase in investments for the area are due to the commercial sector being seriously affected by violent crimes, armed robberies
- Government's investment in public security is set to grow by 7.8% by 2014
- RSA government's main focus is to secure public areas such as central business districts, airports, schools and healthcare facilities
- Investment in CCTV is set to grow 7.1%, Access Control by 7.2%, Intrusion Detection Systems by 7.1% and Intrusion Detection Systems by 8% by 2014
- Has a pan-African audience as growth in tourism and an improved infrastructure is resulting in high levels of foreign investment across all of Africa
- Opportunity to meet end users to source live projects as well as trade to source new distributors and develop partnerships



**RATES:**

Stand Size	Rate/sqm	Stand Package
9sqm	R 1,695	R450/sqm
9-18sqm	R 1,660	R450/sqm
18-48sqm	R 1,635	Optional
49-79sqm	R 1,610	Optional
80sqm +	R 1,580	Optional

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