



SICUREZZA

INTERNATIONAL SECURITY & FIRE EXHIBITION

19 – 21 NOVEMBER 2025 | fieramilano

MIBA
MILAN INTERNATIONAL BUILDING ALLIANCE



ONE PLACE. FOUR EXHIBITIONS

INTERNATIONAL NETWORK



www.exposec.com.br



fireshow.com.br



FIERA MILANO

www.sicurezza.it





THE EVENT

SICUREZZA is the leading event in Italy and one of Europe's most important for **Security & Fire prevention**.

Aimed at all professionals involved in security and fire prevention, the exhibition offers a complete overview of video surveillance, access control, anti-intrusion, fire detection and extinguishing, as well as the new frontiers of cyber security and the use of drones.





SICUREZZA 2023 IN FIGURES

388 EXHIBITORS from **32** COUNTRIES **30%** international

TOP 5 foreign countries



France



Germany



Spain



United Kingdom



China

EXHIBITION OFFERING:

CCTV, anti-intrusion, access control, passive security, fire prevention, integrated security systems, crime prevention and intelligence, protection of valuables, documents and information, cyber security and drones



THE RIGHT MARKETPLACE FOR



Expanding **business opportunities**, meeting new customers and retaining longstanding ones



Strengthening your company's **brand identity** before and during the event



Presenting **new products** and solutions against a global backdrop



Training and **information** on market trends



SICUREZZA 2023 OPERATORS

VISITORS

-  Installers
-  Distributors
-  Security managers
-  System integrators
-  Security firms
-  Technical design and architecture studios
-  Wholesalers
-  Security consultancy services
-  Software development/IT/networking companies
-  Telecommunications companies



SICUREZZA EQUALS TRAINING*

MORE THAN **250** EVENTS

OVER **100** HOURS OF TRAINING

An extensive programme of meetings and events brought the 3 days of the exhibition to life, combining opportunities for discussion with professional development dedicated to in-depth insights, new regulations, market trends, the launch of currently available solutions and technologies – a place to meet for all professionals seeking innovative sources of inspiration.

The macro-trends underpinning the events were:

INNOVATION

SUSTAINABILITY

REGULATIONS

*Programme of events integrated into MIBA schedule





ROADMAP TO SICUREZZA

Participation programme at **Security & Fire exhibitions** in Europe and international markets.

LATIN AMERICA

Brazil

EUROPE

France, Germany,
United Kingdom, Spain

MIDDLE EAST

United Arab Emirates

ASIA

China



FOCUS

Plan of activities aimed at the growth and expansion of Security to strengthen the **Security & Fire** community and supply chain.



EXPANSION

across largest and most diversified markets, MIDDLE EAST and ASIA



CONSOLIDATION

of traditional markets



SCOUTING

of high-profile qualified operators and new business



DEVELOPMENT

of partnerships with national and international institutions and associations to create a strong, business-oriented strategic network



COMMUNICATION

broken down by target and country and across MIBA sectors



MEDIA

preferential access to national and international journalists in the sector



OBSERVATORY

on the status of the supply chain: changes, consumption models and new formats



EVENTS

over 20 national and international events to update the market on new trends



PROMOTION

An integrated online and offline communication plan that engages the **Sicurezza** community and allows the sector to learn about major trade news and discover products and solutions. A wide availability of digital channels for ongoing dialogue between operators and innovative tools to make the exhibition experience ever more effective.



ONLINE CATALOGUE



NEWSLETTER



SOCIAL MEDIA ADS



DEM



APP



WEBSITE



EVENTS IN ITALY AND
ABROAD



NATIONAL AND
INTERNATIONAL
MEDIA PLAN



SOCIAL MEDIA
AND COMMUNITY
MANAGEMENT



GOOGLE &
RETARGETING
CAMPAIGNS

COMMUNICATION TOOLS



NEWSLETTER

18 NEWSLETTERS sent monthly and/or fortnightly and planned via an editorial calendar

INTERVIEWS with: companies, stakeholders, influencers and international buyers



PRESS AND COMMUNICATION OFFICE

1 PRESS OFFICE for the general press, national and international radio and TV

1 SPECIALISED PRESS OFFICE dedicated to national and international trade press



SOCIAL MEDIA

A **networking system** that enhances the business of all stakeholders.

An **always-on, all-year-round** platform. Continuous flow of **stimulation for relationships**, ongoing collection of bottom-up information.

Qualifying and qualified filter across the entire sector.

CONTENT AND ACTIONS

- Awareness
- Engagement
- Business and networking
- Conversation
- Influencers and dedicated PR

DIGITAL SOLUTIONS OF SICUREZZA



FIERA ID AND DEDICATED PORTALS

The portals direct exhibitors and fitters towards the information they need to best manage their participation at the exhibition. The portals, through the **Fiera ID**, constitute direct access to the **digital services**.

This makes fitting and managing your **stand agile and fast**, as it also allows you to fill out documentation and complete administrative procedures directly.



INTERACTIVE APP

The event App is designed to allow exhibitors and visitors to personalise and **plan their own exhibition experience**, allowing them to navigate each area, consult the events calendar, stay updated on all the scheduled events and make appointments on-site or remotely.

The App can be integrated with My Matching (dedicated to users who are buyers).



EXHIBITOR CATALOGUE

Get to know the exhibitors, the product showcase and arrange meetings at the exhibition or remotely: the online catalogue is a solution that makes a digital space for presentations and meetings available to visitors and exhibitors.

Each exhibitor can be contacted via the **chat service** and can customise their page, creating **content to share with** visitors (event calendar, documents, information, videos, streaming, etc.).

Services can be expanded with a **premium package**.



DIGITAL SIGNAGE

In addition to traditional analogue signage, Fiera Milano provides over 70 latest generation LED walls that project multimedia content, forming an advanced **digital signage system** that guides visitors along the key routes of Corso Italia and Ponte dei Mari.

Signage can be customised, giving exhibitors the opportunity to highlight their position by advertising their brand to visitors in the best possible way.



MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



SiCUREZZA is part of **MIBA - Milan International Building Alliance**, which brings together the sectors of four events dedicated to the sustainable and smart evolution and innovation of buildings and cities.

MIBA 2023 IN FIGURES

80,000 VISITORS FROM **111** COUNTRIES

Top 10 countries

- | | | | | |
|---|--|--|--|--|
|  Switzerland |  Spain |  France |  Romania |  Greece |
|  Germany |  Turkey |  Poland |  United Kingdom |  China |





MIBA 2023 IN FIGURES

1,350

EXHIBITORS FROM

42

COUNTRIES

Top 5 countries



Italy



Germany



Spain



France



China

In addition to numerous attendees from the USA, Austria, Holland, Poland, United Kingdom, Turkey and Ukraine



HOSTED MIBA BUYERS



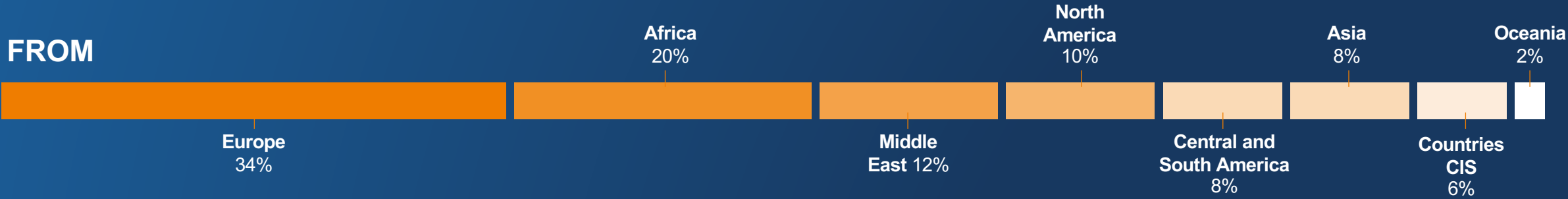
427

FOREIGN BUYERS FROM

72

COUNTRIES

FROM



MY MATCHING

Match-making system that allows exhibitors and buyers to search for operators and producers of interest to them and make appointments before the start of the event, thereby offering tangible business opportunities.



More than **6,182** appointments made at the event

CONTACTS

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