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**SICUREZZA 2023: OFF TO A FLYING START**

*A tried-and-tested format, international strategies and new collaborations. With multiple leading brands having already confirmed their participation, the trade fair proves to be a benchmark for the security and fire prevention sector in Europe.*

*Milan, 22 July 2022.* Building on the success of its previous edition, which came to a close with **20,542 operators from 69 countries** (alongside **SMART BUILDING EXPO**), **SICUREZZA** is ready to set off on its journey toward reopening its doors **from the 15th to the 17th of November 2023 at Fiera Milano**.

**Numerous companies have already confirmed their participation**, and the focus of its 2023 project is being drafted in ongoing discussions with both them and industry associations. **SICUREZZA** is once again gearing up to make space for the many faces of the industry and to delve into current trends: **digitisation, integrated systems and customised solutions** as well as **new skills and professionalism**.

Many leading brands have already registered to take part - 14 months before the event - representing all segments. A clear sign of their confidence in its format which stands out for its focus on **technological innovation** and **integrated and intelligent solutions**, proving to be highly representative of a market that is continuing to experience profound change and evolution today.

**ITALY: A GROWING MARKET**

According to recent reviews published by ANIE Sicurezza, in 2021 the Building Automation and Security sector in Italy will be **back on track for aggregate growth in turnover** after its substantial stability in 2020 when the effects of the pandemic interrupted its trajectory of expansion over previous years (+12.3% annual change in turnover at current values; +13.1% compared with pre-pandemic 2019 figures).

These positive dynamics spanned all segments, although leading the recovery were **fire prevention (+12.8%)** and video surveillance (+18.2%), a sector that also expanded in the year of the pandemic when demand was driven by the need for the support of security technology against Covid-19..

Encouraging figures were seen in both the **Italian domestic market (+13%)**, partly driven by investments in construction, and on the **export front (+11%)**, owing to the recovery of exports to markets in the European Union (+20.4%), North America (+11.3%) and East Asia (+40.8%).

In addition, **ANIE Sicurezza estimates a trend of steady growth in 2022**, albeit at a lower rate than 2021, given the worsening of difficulties in supply markets brought about by current geopolitical tensions.

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In this context of major change, SICUREZZA 2023 will once again prove to be a time for sharing innovations within the sector, offering professionals a unique opportunity to get up to date and compare notes, key to understanding technological progress underway today.

### **INTERNATIONALISATION AIMS**

Meanwhile, with international travel resuming, the **SICUREZZA** Roadshow that talks to European professionals about the project and its key players has already taken off.

After its first stopover in the United Kingdom, SICUREZZA will in fact be heading to Germany, France and Dubai to meet companies and operators at major industry events and continue its internationalisation process, which today sees it increasingly one of the leading events, particularly in Europe and the Mediterranean basin.

The trade fair's international network of companies, buyers, academic institutions and specialist media is an additional asset, and over the coming months dialogue and exchange will be encouraged with the aim of creating a project that meets market demands in line with its current evolution.

### **COLLABORATIONS THAT COUNT**

With the aim of increasing business and networking opportunities for exhibitors and visitors, SICUREZZA 2023 supports and strengthens **collaborations with other events** taking place at the same time and with the same entrance fee. On the same days, Fiera Milano will be hosting **SMART BUILDING EXPO**, the home and building automation and system integration trade fair; **ME-MADE Expo**, Italy's leading exhibition for architecture and construction (taking place over four days, from November 15th to 18th), and **GEE - Global Elevator Exhibition**, a new exhibition centred on horizontal and vertical mobility.

An event that will provide professionals and installers with a comprehensive overview of building evolution, from exteriors to the most innovative technologies.