**SICUREZZA 2021: THE ADDED VALUE OF SKILL**

*Cyber security, new technological paradigms and professional development: through collaborations with industry organisations, associations and media, SICUREZZA, starting today at Fiera Milano, is gearing up to offer a training programme that cultivates “security culture” and its professionals.*

*Milan, 22 November 2021.*Integration and digitalisation have completely revolutionised the security landscape. Not only do individual products no longer exist, but solutions, increasingly tailored to customer needs and specific contexts, are becoming part of a complex ecosystem that should be managed and considered as a whole. A new landscape that opens up new prospects for security professionals while also confronting them with new challenges, requiring new skills.

That’s why **SICUREZZA,** the industry's leading exhibition in Italy and Europe taking place at **Fiera Milano** **from today to the 24th of November 2021,** is enriching what it has on offer with an extensive training programme for professionals, which will also allow them to obtain professional endorsements in several cases.

Continuous development is key, especially for protecting individual professionals who are increasingly given individual responsibilities, but also to ensure the quality of the products installed, which only perform at their best if they are managed properly, and skilfully.

From anticipating market trends, to technical and regulatory tips, to product updates organised by the exhibiting companies themselves, the training on offer will enhance all three days of the trade fair with all events sharing a common goal: provide sound support to operators and develop specific skills. In short, training to give added value to those working in the sector.

**THE CYBER SECURITY ARENA**

Since the beginning of the pandemic, cyber-attacks have become a part of everyday life and are, naturally, a matter of urgency for the security market too, where solutions are increasingly digital and connected. This is why the **Cyber Security Arena** is returning to SICUREZZA 2021, with a programme of training and information built around the needs of manufacturers, security managers and installers.

**ASSOCIATIONS' EVENTS**

Organisations and associations are key to the industry and aim to offer sound support to producers and operators, providing content and market insights.

Today, November 22nd, **ANIE Sicurezza** and **ASSIV** are holding a conference ***From cycling to cybersecurity. Technological development and new security’s meanings.***Today, a sector as significant as security requires advanced professional, organisational and equipment skills that enable the use of increasingly sophisticated technologies, as well as a hearty appetite for process innovation. This round table aims to reflect on how, and to what extent, new technologies are transforming security, expanding its area of operation, in synergy with operators who, when adequately trained and supported, become powerful key players in security and safety. These new, manifold possibilities raise the question of whether it still makes sense to limit surveillance operations to property defence alone and what the limits of public-private integration are for more efficient and effective citizen protection.

The Italian private security sector can only protect tangible and intagible assets. However, the law has authorized some activities related to personal protection, such as private security services to fight maritime piracy or subsidiary security services. The heavy tax burden would also deserve an overhaul. Starting from these considerations and with the aim to expose some confederal initiatives to the Italian Government representatives,  **ConFederSicurezza e Servizi** (the only representative body of the Italian private security market in Europe within CoESS, Confederation of European Security Services) organizes today the round table ***Private security services, personal defense and tax burden: Italy and Europe to be compared*** to compare the situation in Italy and the one of other European countries.

The ***Return to Business Travel: the new Travel Reality from a Security Perspective*** round table, organised by **SOS International,** in collaboration with **ASIS International Chapter Italy, Maire Tecnimont** and **Tra Consulting**, deals with a highly topical issue. Top-level security experts will share their views and perspectives on the current situation, discussing the most important challenges for a safe travel recovery. The topic of increased security risk exposure for travellers and its consequences on the employer's Duty of Care associated with travel will be explored, along with topics such as Security Standard, DVR (Company Risk Assessment Document) and many others.

There’s a wide variety on offer from associations on the 23rd of November.

Organised by the **Ordine degli Ingegneri Della Provincia di Milano**, the Province of Milan’s professional engineers’ associations, in collaboration with **ANIE Sicurezza** and **UMAN/ANIMA**, the conference ***The new approach in fire prevention: from professional roles to fire safety management***. ***Focusing on new legislation and updates in voluntary regulations*** will take stock of the state of the art in technical regulations in fire prevention, particularly in light of significant new legislative provisions that regulate the new approach to fire prevention, from professionals to managing fire safety.

On the same morning, **A.I.S.S. Italia-FederTerziario** offers two conferences that will explore the topic of private security from different angles. ***Training in Private Security*** and ***Abuse*** ***in*** ***Private Security*** will take stock of the urgent needs of the sector, to ask for attention and to act as spokesperson for the legislator on certain urgent issues, from the legal status to be given to operators to the reflection on the technological tools that could support control service operators.

The ***CEI Anti-intrusion and anti-theft alarm systems Training Course*** will illustrate the principles of alarm system design describing related component subsystems (Detectors, Control Unit and Alarm Devices) and the applicable technical and regulatory framework. More specifically, starting from the initial identification, analysis and risk assessment phase, the course will illustrate the steps and criteria to follow in the design, implementation, verification and maintenance of alarm systems. In the afternoon session, the focus will turn to how to calculate the performance level required to identify the level of security an anti-burglary alarm system achieves. Taking part in the **CEI** course, provided by the Italian Electrotechnical Committee, provides **engineers and Industrial Technicians to 8 professional training credits**.

The ***"Value protection” is not just a matter of resistance*** conference offered by **ANIMA Sicurezza** also focuses on professionalism and the importance of training and leading technical standards in valuables protection and custody. Authoritative industry representatives from the physical security supply chain will present their point of view and their experiences: while the complexities of the world of security are familiar for industry experts, unfortunately this is not always the case on the market. Carelessness and a lack of skill in formulating supply specifications or choosing maintenance services unfortunately undermine the efforts to offer the level of professionalism that is now available on the market.

Also on the 23rd, the **RIFS Association** (Rete Installatori Forum Sicurezza) will address, through the conference ***Creating Network Security Forum***, an important topic for the entire installation sector, a major active party in Italy in the security sector. Never before has the market experienced such profound changes in its structure as it has in recent years, which have destabilised professional installers in particular. RIFS will talk about the input and feedback collected both from consumers (families, businesses), monitoring the security "product" sought after today, and from some of its members, who have recently seen the adoption of a security model abroad whose use has been already widespread for some time, driven by the evolution of products available on the market together with international providers that have entered the Italian market with strength. Most installers were unprepared for the new sales and installation business model and were unable to reorganise themselves adequately in order to create a commercial offer that met the new demands. A scenario that sees "networking” focusing on continuous training as the only way to become protagonists again.

The event ***Professionalism and Qualification of the Security Systems Installer to safeguard the market: the inter-associative path, its achievement and future development*** on the 24th of November will describe the evolution and the state of the art of the inter-associative project promoted by **AIPS** in collaboration with **Aipros, ANIE Sicurezza, Assosicurezza, ICMQ b.u.Cersa, IMQ and TÜV Italia**, created for SICUREZZA 2019 and aimed at unifying the current certification schemes’ contents for the security system designers, installers and maintainers in one Technical Standard. In recent months, a joint UNI-CEI Team has been working on drafting a standard for professional designer, installer and maintenance technician operations by identifying tasks and activities and the knowledge, skills, autonomy and responsibility requirements, aiming to create a “license” for security professionals. The results of the inter-associative process will be set out at SICUREZZA 2021 and any future developments will be discussed.

The issue of security in healthcare facilities is highly topical nowadays and shines a light on the role and skills of personnel in charge of security within facilities that are considered vulnerable targets. On November 24th, this will be the subject of the **ASSIV** conference ***Security in Healthcare: security & safety for operators, users and health structures,*** in which authoritative security and healthcare figures will discuss the issue while moderated by a leading university lecturer in healthcare security, in order to bring out highlights and lowlights of a context whose protection is vital for the entire country.

**WHAT MEDIA PARTNERS ARE OFFERING**

Technical expertise and a knowledge of rules and regulations are key, but these alone are not enough to see your revenue grow. In a new normal that has led us to rediscover the value of human relationships and empathy, a knowledge of sales techniques is the key to gaining credibility and the customer’s trust. In short, interpersonal skills and a knowledge of “effective communication” methods are vital because, before installing and designing, you have to sell. This is the thinking behind **Ethos Media Group's *If you don't sell, you don't install: sell yourself to learn about selling!*** scheduled for today, November 22nd. With an innovative training approach, which overcomes the limits of rationality by stimulating learning through fun and comedy, theatrical speaker Fabrizio Badiali will focus on strategies for improving the security systems sales process in a market that has been redefined by the uncertainty of the last two years.

The pandemic has shown that security is not a cost, it’s a wealth of skills to be nurtured and protected, an asset that must be put in place through a new pact between institutions and operators along the supply chain. This reflection has given rise to the discussion taking place on November 24th, organised by **essecome-securindex**, in two parts. In the first, ***The Security New Deal***, the main associations that represent Italian installers, security managers and security guards will discuss what has emerged over recent months in order to send a united message to institutions in order to gain recognition for their specialist professional skills. This will be followed by ***Unarmed services, a new contract and a different qualification***, centring the debate around the UNI standard for certifying the skills of unarmed operators with the associations of surveillance and users.

Over the exhibition’s three days, Securindex Formazione, alongside INIM, will also offer ***Learning Pills*** aimed at installers that feature Cybersecurity and physical security systems supplier responsibilities; Domotics and IoT, the importance of IP network security; Risk analysis and designing anti-intrusion systems.

SICUREZZA also sees the return of the tried and tested **S News** ***Talkshow***format, which will light up the three-day exhibition with interviews and debates with industry experts, associations and producers. The programme includes the special platform organised in collaboration with Assosicurezza, ***Focus Tour***, a touring fire prevention training event organised in collaboration with Elan, Inim and Paso, focusing on the latest updates in industry regulations and with the participation of Piergiacomo Cancelliere, Director of the National Fire Brigade. Key topics to be discussed over the three days include Cyber Security in light of the recently established National Agency for Cyber Security; insights on geopolitics and the role of the security manager; intrusion detection, access control and video surveillance, in light of the latest technological and market developments.

**APPOINTMENTS WITH COMPANIES**

During the three days of the exhibition there will be **seminars and workshops organised by the exhibiting companies**: in-depth product information, technological previews and excellent case histories will provide an opportunity to learn more about the best the market has to offer today in terms of solutions and potential applications.