

Press

January 2010

Intersec
Trade Fair and Conference,
January 17 – 19, 2010,
Dubai International Convention and Exhibition Centre, Dubai, UAE

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Intersec 2010 Opening PR.doc

HH SHEIKH MANSOOR BIN MOHAMMED BIN RASHID AL MAKTOUM INAUGURATES INTERSEC TRADE FAIR AND CONFERENCE

**Major General, Dr. Mohammed Bin Fahed, Dubai Police Academy
to deliver a keynote address at the conference**

**Major General Rashid Thani Al Matroushi to also present during
conference**

DUBAI (January, 2010) - His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum officially inaugurated Intersec trade fair and conference this morning (17 January). The three day event is taking place at Dubai International Convention and Exhibition Centre from 17 to 19 January.

Dubai Police Academy Director General, Dr. Mohammed Bin Fahad will deliver one of the keynote addresses at this year's Intersec trade fair and conference. Leading international security experts and officials will be presenting on various topics in relation to Homeland Security & Policing, Safety & Health and Fire & Rescue during the two-day conference entitled: *Dealing with Disaster - Readiness, Response, Recovery*.

Mr. Ahmed Pauwels, Chief Executive Officer, EPOC Messe Frankfurt GmbH, organisers of Intersec, said: "Under the patronage of H.H. Sheikh Majid bin Mohammed Bin Rashid Al Maktoum, Intersec 2010 will bring together industry experts who will provide insights into the

EPOC Messe Frankfurt GmbH
P.O. Box 26761, Dubai
United Arab Emirates

latest technologies and best practices in the industry. We are delighted to also welcome the support of Dubai Police General H.Q., the Dubai Police Academy, the Directorate General of Dubai Civil Defence, the Security Industry Association and the Ministry of Homeland Affairs, Singapore at this year's event."

He added: "Security issues are a major concern and priority across the globe. At Intersec we bring together leading companies and service providers with key professionals involved in the security industry. From company security within smaller businesses to Homeland Security, Intersec provides the perfect platform for sourcing the right products and services to suit one's needs."

Intersec trade fair and conference 2010 is the world's largest Commercial Security, Homeland Security & Policing, Fire & Rescue and Safety & Health exhibition outside of Europe. Running for over 10 years, it has established itself as the leading industry event in the MENA region and is the largest and most comprehensive event for security and safety in the Middle East.

Major General Rashid Thani Al Matroushi, Director General, UAE Civil Defence announced the group's strategic support for Intersec 2010. During the conference, Major General Rashid Al Matroushi will speak on "*Strategic Integration between Dubai Civil Defence and Private Companies*".

Intersec provides a diversified industry and exhibitor structure where all relevant areas are grouped together for ease of access. The trade fair and conference is the meeting point for experts with insights into the latest technologies. It hosts world industry knowledge with top-class experts at its international conference.

For the second year running Intersec is hosting live demonstrations in specific live demo areas as platforms to showcase specific products and services to trade visitors. The live demo areas were a huge success in 2009 as they allowed for exhibitors to fully demonstrate the characteristics of their products and services in an interactive and engaging environment.

At Intersec 2010, an elite team of Emirati fire fighters are competing in the first ever "UAE International Firefit Championships". Fire fighters from Canada and all seven Emirates are competing against each other in six categories relating to fire fighting and rescue, in a three day challenge running alongside the trade event.

Participation by key names in the industry is huge and amongst exhibitors not to be missed during the three day event are Honeywell Life Safety, DuPont, NAFFCO, Sperian Protection, MSA, 3M, Lenzing, JAL Group, BATA Industrials, Lakeland, JSP, HAIX, Nebosh, BSI, BM Polyco, Draeger Safety and more.

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Show Profile:

Intersec trade fair and conference has played a major role in the last 11 years in reflecting the security industry worldwide. The exhibition and conference combines a strong international profile, with a huge regional impact.

Intersec 2010 will showcase the latest technologies and apparatus in Commercial Security & IT Security, Homeland Security & Policing, Fire & Rescue and Safety & Health.

The next edition of Intersec will take place from 17 – 19 January 2010, at the Dubai International Convention and Exhibition Centre.

Show website: www.intersecexpo.com

Brand profile:

Intersec in Dubai is the leading event of the global trade fair brand Intersec of Messe Frankfurt. The brand consists of four trade fairs held in China, in Kazakhstan, in Thailand and in the UAE. Messe Frankfurt also holds a leading trade fair on security in Argentina,

named Seguriexpo Buenos Aires. Further information about the individual events can be obtained from:

www.intersec.messefrankfurt.com.

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organizer. With 424 million Euros in sales in 2009 and more than 1,500 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling Middle East, Hardware & Tools Middle East, Garden & Landscaping Middle East, ISH kitchen & bath Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.