

Press Release

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New partnership in Morocco: "ASEC EXPO supported by Intersec"

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ASEC EXPO, the African trade fair for security technology, is entering into a partnership with Intersec, the world's leading trade-fair brand for security and fire-safety technology.

The second African Security Exhibition & Conference (ASEC EXPO), which will be taking place in the Moroccan capital of Rabat in April 2020, will be organised in collaboration with Intersec, the world's leading trade-fair brand for security and fire-safety technology, under the umbrella of Messe Frankfurt. The partnership on the continent of Africa aims to bring a new dynamism to ASEC EXPO, both commercially and strategically.

For Messe Frankfurt, which organises a total of 13 trade fairs for safety and security technology world-wide under the Intersec and Secutech brands, it is the first collaboration in this industry sector on the continent of Africa. The aim of the international German company is to establish a regional base in the booming African market and to make a name as a trade-fair organiser in a region with high potential.

Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt GmbH, says: "We are looking forward to a successful collaboration with the organiser of ASEC EXPO. Since we see ourselves as a catalyst, marketplace and multiplier for technology developers in various countries of the world, it is important for us – and we take it for granted – that we should pass on our expertise in this region of the African continent, too."

ASEC EXPO supported by Intersec is a pure technology fair, providing its participants with a wide range of options and technological solutions for the public and private-business sector. At the same time it will be a platform for meetings, conferences and workshops, addressing various different safety and security questions. Internationally noted consultants and experts on electronic security systems, video surveillance, cyber security, access-control systems, fire-safety systems, property protection, perimeter protection and other fields will appear as speakers.

"It is our aim to make the venue in Morocco into a highly professional, dynamic centre for the safety and security technology industry. We expect from the partnership with Intersec that we shall gain even more international manufacturers, but also more visitors from the whole of North Africa for the fair", emphasises the organiser of ASEC EXPO.

Soon to have a population of two billion, and with unique growth opportunities, the continent of Africa offers enormous opportunities to exhibitors at ASEC EXPO supported by Intersec. Participants can use the platform to contact potential partners, to find information about innovative technologies and providers, and to seek exchange of ideas with experts from the industry.

The aim of the event is to bring together government bodies, security experts, industry associations, businesses, manufacturers, service providers, dealers and buyers, and to promote technical development in the industry.

Background information on Intersec

Security is a growing basic need and thus a global growth market. With 13 globally positioned trade fairs, congresses and forums, Messe Frankfurt organises the link between supply and demand world-wide. Progressively connected products, applications and services focus on commercial security and the protection of buildings, outside areas or individuals. The events featuring safety, security and fire safety offer access to dynamic markets on the Arabian peninsula, in Asia, Europe and South America.

Further information at www.safety-security-fire.messefrankfurt.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com