

The Security Event 2019

NEC BIRMINGHAM • 9-11 APRIL 2019



POWERED BY

Western Business Exhibitions Announces License Agreement with Messe Essen for its Newest Offering - The Security Event.

EAST GRINSTEAD, Jun. 14 - Western Business Exhibitions (WBE), host of the industry's newest exhibition - The Security Event, is pleased to announce a game-changing strategic partnership with Messe Essen. The alliance aims to provide the European security industry with the most comprehensive platform for doing business in the UK.

The Security Event - powered by Security Essen is a brand new exhibition for the UK's security industry, taking place on 9-11 April 2019 at the NEC, Birmingham. The core vision of the event is to create a dedicated platform that levels that playing field, enabling exhibitors, installers and end users alike to reconnect. Spearheaded by ten of the industry's major players, The Security Event will host over 100 of the world's leading security brands.

Security Essen is Europe's number one trade show for the commercial security market. With over 1,000 exhibitors and 40,000 visitors, this biennial event is a key fixture in the diary for the global security market. The initial market reaction to The Security Event since its launch in January has been incredible, leading to WBE extending its tenancy to 2020. This flying start coupled with Security Essen's vast knowledge and expertise forms an unrivalled skill set to allow the Security Event to go from strength to strength and create the perfect event for the UK market.

Commenting on the partnership, WBE Director Tim Else said, "The response we have had to the launch of The Security Event has been extraordinary and this new partnership with Security Essen further vindicates our decision to bring a security exhibition back to the NEC. WBE is now supported by the world-class team at Messe Essen as we seek to develop an outstanding proposition for the UK's security and fire installer network and their end users".

Torben Wegner, Head of Corporate Development for Messe Essen added, "Great Britain is a very important market for the international security sector. We are delighted to take part with the Security Essen and we know that with Western Business Exhibitions we have a very strong partner at our side. Together we offer the security sector an excellent platform to present their innovative solutions to a wider audience."

The inaugural edition of The Security Event - powered by Security Essen will be co-located at the NEC in Birmingham alongside three highly successful and established exhibitions from the WBE portfolio: The Health & Safety Event, The Fire Safety Event and The Facilities Event. It will be the first time a major security event has been held at the venue for more than five years. Richard Mann, Market Development Director at the NEC commented, "Over many years, the NEC has developed a strong relationship with Western Business Exhibitions and we are delighted to welcome The Security Event powered by Security Essen to our venue. Furthermore, the combined industry knowledge and experience resulting from WBE's partnership with Messe Essen further supports our own commitment to providing the very best experience for organisers, exhibitors and all our visitors."

-ENDS-

ABOUT WESTERN BUSINESS EXHIBITIONS (WBE)

The Security Event is organised by Western Business Exhibitions Ltd (WBE), the owners of the highly successful and respected Health & Safety, Facilities Management and Fire Safety events.

With our 25 years' of experience, WBE have built an unrivalled reputation for delivering incisive, timely and pertinent content across all these disciplines via a portfolio of market leading exhibitions, events, print magazines and digital publishing.

ABOUT MESSE ESSEN

With roundabout 65 trade fairs and exhibitions, including ten leading trade fairs, the Essen exhibition centre is among the top ten exhibition locations in Germany. An appealing mix of international, national and regional professional and consumer trade fairs attracts around 1.5 million visitors annually. Messe Essen offers exhibitors the ideal environment to present their company and to establish important contacts with experts, key customers and opinion leaders.

www.thesecurityevent.co.uk

CONTACT US

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