



East and Central Africa's Leading Trade Fair for the Security and Protection Industry

Date 25th – 27th September 2013 (annual)
Opening hours 10:00 am – 6:00 pm daily
Venue Kenyatta International Conference Center (KICC), Nairobi, KENYA,
Exhibitors 170 (expected)
Trade Visitors 11.000 (expected)



Exhibiting Products

Mechanical Security Systems; Hold-up, Intruder and Theft Alarm Equipment; Control and Surveillance Equipment; Access/Entrance Control; Closed-Circuit Television Equipment; Closed-Combat Protection; Personal Protection Equipment; Services Dresses and Protective Clothing; Security Services; Electronic Security Systems; Information, Software & Hardware Protection (Data Security); Internet Security; Installation, Documentation and Maintenance Services; Fire Prevention, Protection & Fighting Equipment; Counter Terrorism and Catastrophe Prevention/Measuring Equipment; Mine & Bomb Detection; Clearance/Disposal; Aviation Security; Organization, Planning, Training; Media; Miscellaneous



Participation Fees

220 €/sq.m plus VAT - full equipped stand (min. 9 sq.m)
 180 €/sq.m plus VAT - for raw space (min. 36 sq.m)
 Corner +10%, Head +20% and Isles Stand +30% (upon availability)

290 € plus VAT - Registration Fee

According to booth size full equipped stands include different equipment of furniture: stand dividing walls, shelves, spots, table, chairs, lockable counter, regular electricity connection, fascia and waste bin

Trade Visitors

Governments, institutions, organizations and private enterprises within the civil security

**Target Markets**

East African Community with a population of 133 Mio. and an average annual economical growth rate of 5,9% covering Kenya, Uganda, Tanzania, Ruanda, Burundi

Other East and Central African countries with a population of 300 Mio. covering Ethiopia, Somalia, South Sudan, Congo, Sudan, Central African Republic, Malawi, Zambia, Madagascar, Mozambique, Eritrea, Djibouti

5 reasons for Kenya & Africa* - 85 Mio. manufacturing jobs will leave Asia within the next ten years. Africa will be ready to takeover

- Africa will be the new demographic powerhouse. All continents will grow older, and many economies will have a shrinking working population. Africa on the other hand is still young and the working age population is rapidly expanding.
- By 2033, half of Kenya's population will be urban, i.e. living in (big) cities. Studies show that doubling city size is associated with a productivity increase of an average of 6 percent.
- Kenya speaks the world's leading language -English- and the business community largely benefits from a good labor force.
- Compared to Europe, Africa's macroeconomic policies look excellent! For example, Kenya's debt level of around 45 percent of GDP would propel it to one of the top performers in the European Union.

About Security Market

East Africa is a great platform with a high growth rate for international manufacturers of security equipment. There is a considerable number of wealthy customers who are willing to pay for their private security. Especially international organizations, embassies, government bodies, NGO's, major enterprises, banks and media as well as middle class and upper class society together with expatriates are potential clients of security companies. E.g. German Ministry of Trade has realized the importance of this industry and supports an initiative called "Civil Security: A Key Future Market".

Nairobi is the hub for international organizations. Important clients of security technology are private firefighting companies including civil protection. Another important business is the protection of cash in transit whose demand has increased in the past. Another potential topic within East and Central Africa is electronic locating of vehicles. Only Kenya consists of about 2.000 registered security oriented companies. Trade visitors from more than 16 countries of East and Central Africa are expected to visit the exhibition.

* W. Fengler, Lead Economist, World Bank, Nairobi



Fringe Program

SecProTec East Africa Special Events
SecProTec East Africa Match Making
Security & Protection Conference

Organizer

planetfair GmbH + Co. KG, Hamburg/Germany
Trade and Fairs East Africa Ltd, Nairobi/Kenya

Strategic Partners



'taking care'

**KENYA SECURITY
INDUSTRY ASSOCIATION**



**EAST AFRICAN
BUSINESS COUNCIL**



**REPUBLIC OF KENYA
MINISTRY OF TRADE**



KENYA INVESTMENT AUTHORITY

The region is looking for international manufacturer of security and protection technology!

Further information soon on: www.secproteceastafrica.com

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