



Essen, September 20, 2024

Final report:

## Security Essen Scored Again as the Top Meeting Place for the Security Industry

### More exhibitors, strong increase in visitors and innovative AI trends

Highly satisfied visitors, a significant 25 percent increase in exhibitors and countless successful discussions at the trade fair stands: After four intensive days, the leading trade fair for the security industry, Security Essen, has come to a successful close. With more than 500 exhibitors from 36 nations and over 20,000 trade visitors - an increase of 17 per cent - from 86 nations, the trade fair offered a comprehensive platform for innovations and future trends relating to security solutions for companies, private households and public spaces. "This strong response impressively underscores the importance of Security Essen as an indispensable platform for the international security industry," says Oliver P. Kuhrt, CEO of Messe Essen. "This is particularly evident from the fact that decision-makers were here on site. Three out of four visitors are significantly involved in procurement and purchasing decisions in their company - a high-caliber target group."

The exhibitors – ranging from global market leaders, niche players, hidden champions, associations and institutions to start-ups - reported excellent conversations and high-quality contacts at their exhibition stands. The demand for security solutions is constantly increasing, which was clearly felt in the exhibition halls. This also reflects the sector's growing economic significance. In Germany alone, turnover in the security industry has grown by over nine percent to more than 31 billion euros within a year.

"We clearly noticed this drive at our stand - especially with the Salto world premiere for cloud-based access solutions," says Axel Schmidt, Chairman of the Security Essen Advisory Board, Managing Director of Salto Systems and Chairman of the Board of the BHE Federal Association for Security Technology. "In its 50th anniversary year, Security Essen has once again reaffirmed its position as the



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leading trade fair. Whether it's access control, perimeter protection, video surveillance or burglary protection: all exhibition areas clearly showcased trends in system integration and AI support.”

Stand-alone solutions are evolving into open products with many interfaces for integrating additional technologies such as alarm systems, video or fire alarm systems. AI provides support in data analysis, but also in security - for example during patrols. Robot dogs that can also record images, detect gases or find holes in fences were on display. The focus also extended to personal protection. For example, exhibitors showed personal protective equipment, including discreet sweaters that can withstand knife attacks.

### **Visitors praised the innovations and the supporting programme**

The majority of visitors at Security Essen came from installation companies, security services, industry, but also from the construction industry and public authorities. They were primarily interested in solutions relating to access control, video surveillance, intrusion, security services, access and entry barriers and mechanical security technology.

Trade visitors were highly satisfied with the innovations on display and the supporting programme. With numerous events, the trade fair offered them real added value:

- Drones are becoming increasingly important in the security industry. At the first European Drone Conference, experts discussed innovative applications and safety aspects of drone technology.
- Spectacular explosive attacks on financial institutions have made headlines in the past. The new banks and savings banks day showed how the institutions can protect themselves.
- There were over 400 registrations for the training and further education day organised by the BDSW Federal Association of the Security Industry. Pupils, students, trainees and retrainees came to find out about career opportunities in the security industry.
- The DNS Digital Networking Security Conference focussed on pressing digital security issues. The presentation by intelligence and crime analyst Mark T. Hofmann, who provided insights into the psychology of cybercrime, was particularly well attended.

Exhibitors and their products took centre stage at the security experts forum. The Outstanding Security Performance Awards OSPAs honoured particularly outstanding achievements for the security industry.

## **Already strong interest in Security Essen 2026**

91 per cent of visitors praised their visit to the trade fair and recommend the leading trade fair for the security industry to others. Already, nine out of ten visitors and 86 percent of exhibitors have confirmed their participation in the next Security Essen, which will take place from September 22 to 25, 2026, at Messe Essen. "These figures are a compliment, confirmation and order for us at the same time," says Oliver P. Kuhrt, CEO of Messe Essen. "We are delighted that during the ongoing trade fair, companies such as Hekatron, NSC Sicherheitstechnik, Advancis Software & Services, Deister Electronic, ABI-Sicherheitssysteme, Rohde & Schwarz and Ajax Systems have already confirmed their participation for Security Essen 2026."

### **"The industry needs Security Essen" - that's what the exhibitors say:**

Uli Schunk, Head of Marketing at Advancis: "Our conclusion is very positive, we had many really great conversations and more visitors at our stand than last time. There were many concrete project inquiries - not only from Germany, but also from other European countries. We experienced the fair as consistently well-attended, and the atmosphere was excellent."

Thomas Taferner, Head of Sales and Marketing at Telenot Electronic: "The industry needs Security Essen - both now and in the future. It is the only trade fair where the full range of security technology can be experienced. We are very satisfied with the number of visitors this year and the response to our presence at the fair. Our stand was almost always full and the trade audience was highly qualified. We had many visitors from installation companies, but also from large corporations, authorities and municipalities, including many international representatives. We are looking forward to Security Essen 2026 and have already booked our booth space again."

Andreas Diekmann, CEO of NSC Sicherheitstechnik GmbH: "We are very satisfied with our presence, received great feedback on our booth and had many

## INFORMATION



high-quality conversations. Our booth party was fantastic! We thank all our guests and look forward to Security 2026!”

Further information at: [www.security-essen.de](http://www.security-essen.de)