

IFSEC PHILIPPINES

SECURITY • FIRE • SAFETY
13 - 15 JUNE 2019
SMX CONVENTION CENTER MANILA,
MALL OF ASIA COMPLEX, PASAY CITY,
PHILIPPINES



POST SHOW REPORT

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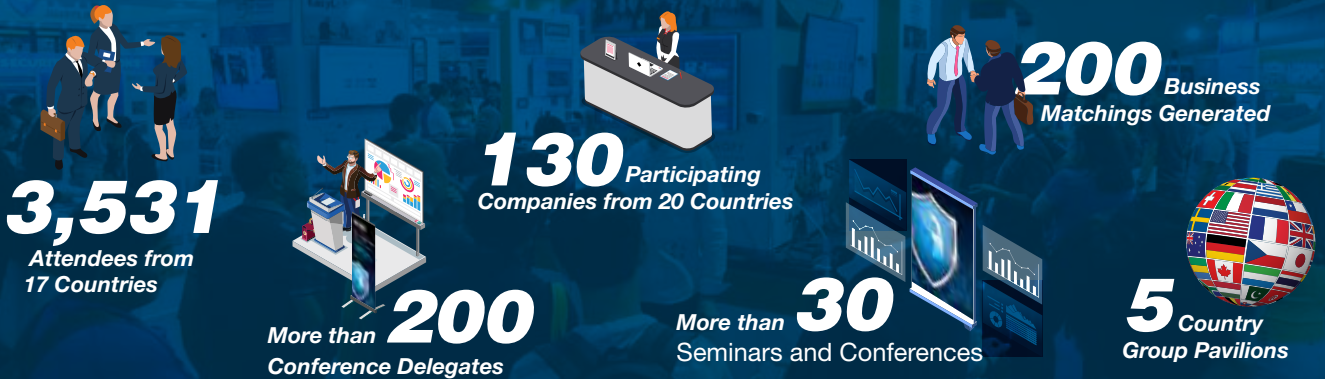
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IFSEC Philippines recently concluded its 3rd edition with a success last 13 - 15 June 2019 at the SMX Convention Center Manila, Mall of Asia Complex, Pasay City, Philippines. The leading security, fire, and safety event in the country was well-received by thousands of quality visitors and attended by various government agencies that play vital roles in the industry. The 3-day event showcased more than a hundred of participating companies that featured world-class products and latest innovations available in the market.

FACTS AND FIGURES



IFSEC PHILIPPINES 2019 HIGHLIGHTS



The 3rd IFSEC Philippines was officiated by the guests of honor – USEC Nestor F. Quinsay, Jr, Undersecretary of Public Safety of Department of Interior and Local Government (DILG), USEC Frisco S. San Juan, Jr, Deputy Chairman of Metropolitan Manila Development Authority (MMDA), Fire Director Leonard R. Bañago, Chief of Bureau of Fire Protection, and PMGen Lurimer B. Detran, Director of Research and Development of Philippine National Police together with Mr. M Gandhi, President of UBM Exhibitions Philippines Inc.

Let me laud the organizer for gathering all the major stakeholders in the industry to take part in today's IFSEC. This is an opportune platform for all key players to showcase their products and services, network with other safety professionals and practitioners, and exchange vital information and innovations on the latest trends and innovations in the global market.

Undersecretary Nestor F. Quinsay, Jr.
Undersecretary of Public Safety,
Department of Interior and Local Government (DILG)

VIP WALKTHROUGH

The guests of honor had a tour in the exhibition hall to see the cutting-edge products and technologies showcased by the exhibitors.



MMDA CONFERENCE

The Metropolitan Manila Development Authority (MMDA) Conference was held on the second day of the event with the theme Manila 2022: A Forum on ITS and Disaster Preparedness Towards a Smart and Resilient Mega-Manila. It was attended by Chairman Danilo Delapuz Lim, speakers Norhafifi Hj Ismail, Deputy Chief Commissioner for Operation Division of Malaysia Civil Defense Force, Mr. Lee Sangho, Director of IFEZ Smart-City Integrated Operation Center from the Incheon Smart City Corporation, and Mr. Kim Sam Myeong, Director of Easy Traffic Technologies, Co., Ltd. Some of the MMDA officials, policemen and members of the media also attended the conference.

“ IFSEC Philippines is going to showcase nothing but the best security, fire, and safety brands and products while enabling companies, experts, and innovators to convene and talk about elevating public safety to a more modern and global scale. ”

Hon. Danilo Delapuz Lim
Chairman, Metropolitan Manila Development Authority



BUSINESS MATCHING

The Business Matching Program gives a different kind of networking experience to the exhibitors and visitors. Pre-meetings were scheduled in the Business Matching Lounge during the 3-day show.

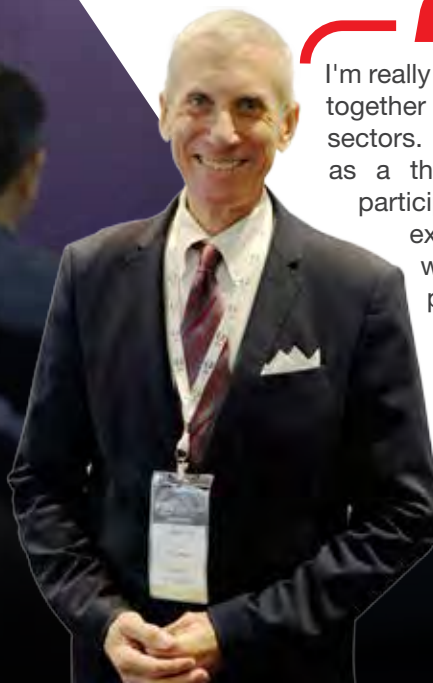


Dr. Steve Cutler
Director, Guide Meridian

“ I’m really excited about the way IFSEC has brought together people from the fire, security, and cyber sectors. Basically everything that may come to us as a threat was addressed at IFSEC. Those participants who visited various booths and met exhibitors or attended seminars at IFSEC will go home vastly better prepared to protect their families, communities, and businesses from the security perspective. I’ve been involved with UBM for the last couple of years and I found them true professionals. I wish everyone much success. UBM is a very good company and I’m proud to be associated with them. ”

SEMINAR AND CONFERENCE

There were 31 in demand and relevant topics that were presented by the industry’s experts both from private and public agencies. The topics ideally covered matters concerning security, fire, and safety sectors.

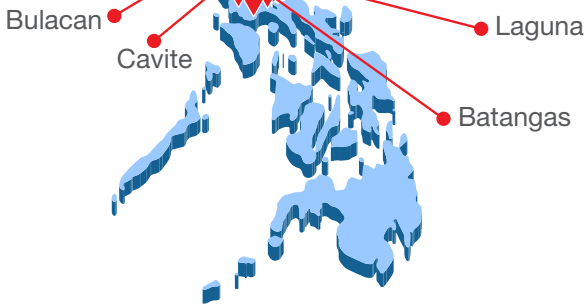


VISITORS' ANALYSIS



Visitors' Demography

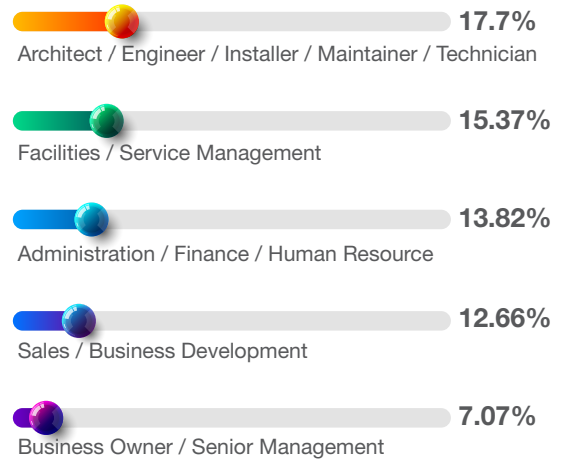
Most of our visitors this year came from Metro Manila and nearby Provinces



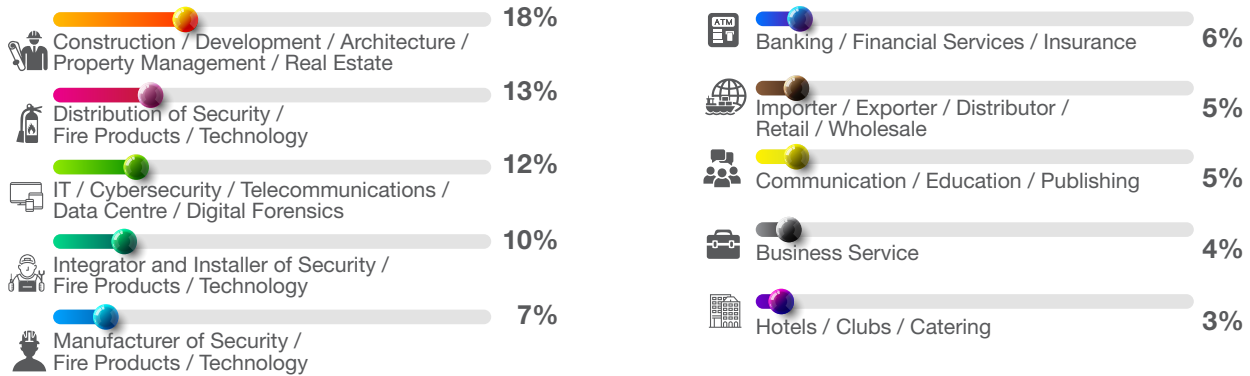
Top 5 Visitor Countries and Regions



TOP 5 Purchasing Authority



TOP 10 Organizations Attended



98% of visitors were satisfied with their experience at IFSEC Philippines 2019

99% of visitors would recommend IFSEC Philippines to their friends / colleagues

92% of visitors were satisfied on the quality of exhibitors

90% of visitors were able to consolidate with suppliers / business partners

88% of visitors were able to collect market information

Visitor's Testimonial

This is my first time to visiting IFSEC Philippines and I must say that the conference was very informative. Security here in the Philippines is the concern for everyone so not only security professionals should attend exhibition like this, but everyone must attend this. IFSEC Philippines is very educational and congratulations to the organizer. I look forward to attend the event next year.

Nathaniel S. Golla
Director, De La Salle University, Dasmariñas



I have attended several security conventions before but this is my first time to attend IFSEC Philippines. I plan to visit the event because I find it worth our time that we're able to connect with providers and we're able to look for other integrated solution providers which is aligned on our plan to enhance our security systems. Definitely this is not the last time that our group would attend IFSEC Philippines. We plan to attend the succeeding events of IFSEC. From ePLDT, we thank the organizer for staging this event. It's very helpful for security professionals in the Philippines like us especially for partnering with what we're looking for in terms of integrated security solutions.

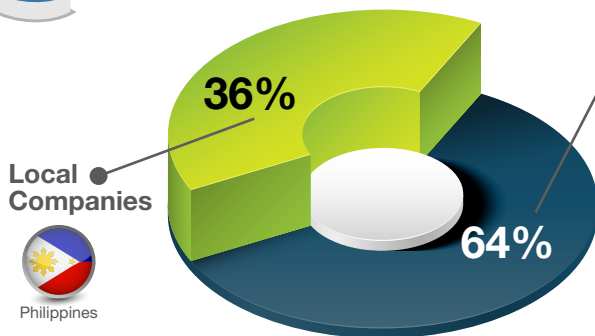
Sergio Diasana
Assistant Vice President and Group Head, ePLDT





EXHIBITORS' ANALYSIS

Exhibitors' Demography



International Companies from 19 Countries and Regions



93% of exhibitors were satisfied with the business opportunities

87% of exhibitors found distributor partners / agents

86% of exhibitors were satisfied with their experience at IFSEC Philippines 2019

83% of exhibitors had brand building

83% of exhibitors were satisfied of the visitor quality

Exhibitor's Testimonial

“ We've been doing security distribution business in the Philippines for the past 5 years and one of our major events is IFSEC for product launching. We normally bring in the latest technological products here like the face recognition using the artificial intelligence. I would say that the quality of clients coming in from both government and private sectors are definitely beneficial for our company. ”



Jonathan Co, Managing Director, Internet of Things Philippines, Inc.

“ Morse Watchmans Inc. is an electronic key control organization. We are the global leader with electronic key control and we are 100% made in the United States. International is something we are keen on growing and Southeast Asia is an area that I'm looking at this year to expand. We did IFSEC Southeast Asia and we're here in the Philippines because we have a great dealer here and we want to support and help them grow with Morse Watchmans products. I must say that the quality of the folks we've been talking to here at IFSEC has been very good. ”



Tim Purpura, VP of Sales & Marketing, Morse Watchmans Inc.

“ We like this exhibition because we met a lot of people from government agencies, from the Bureau of Fire Protection, rescue association, property owners and this is the wide range of people visiting the show. We see there's a lot of interest and a lot of opportunities here in the Philippines. I think the organizer did a good job of bringing in a wide range of people. We see there are a good showcase and many different products. So, people are coming here to visit IFSEC and they will see a lot of different products and meet a lot of both manufacturers and suppliers. That's a good chance to learn many new things. ”



Dirk Bloxham, Managing Director, Pacific and Fire AEC Co Ltd

“ We already participate last year, and we got a new market unlike the exhibition that we had joined before. We saw the opportunity today that we can get another market besides the engineer that we had met before. At here, we can meet the end-users that are looking for our products. I think IFSEC Philippines is growing good and we are continuing to meet another kind of market in this kind of event. The visitors that we met here are not just interested in our products, but they need the products for their use. We are able to meet valid prospects here. ”



Liez Garcia, Marketing Manager, Himmax Electronics Corp

Event Overview

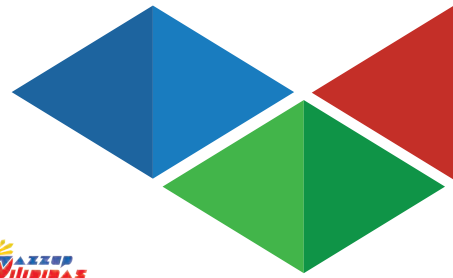
Date : 13 – 15 June 2019
 Venue : Hall 1 and 2, SMX Convention Center
 Manila, Mall of Asia Complex, Pasay
 City, Philippines



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THE ORGANIZER

IFSEC Philippines is organized by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. For more information, please visit www.informamarkets.com.



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IFSEC

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SECURITY • FIRE • SAFETY

22 - 24 JULY 2020

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MALL OF ASIA COMPLEX, PASAY CITY,
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THE LEADING **SECURITY, FIRE**
AND **SAFETY** EVENT IN PHILIPPINES

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