



***Stay Abreast of the
Latest and Future
Security Solutions***

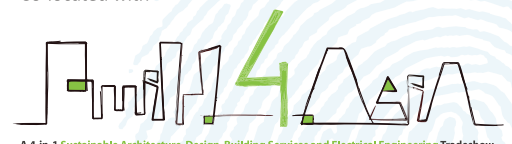
***The 12th Asian International
Security, Safety and Fire
Protection Show & Conference***

4-6 June 2012

Hong Kong Convention & Exhibition Centre

www.asiansecuritex.com

Co-located with





Asian Securitex 2012 –

Stay Abreast of the Latest and Future Security Solutions

With the increasing threats from burglary, arson, theft and terrorism and the ever-changing economic climate, security is of paramount importance for businesses around the globe. Asian Securitex returns from 4-6 June 2012 at the Hong Kong Convention & Exhibition Centre to incorporate an extensive representation of innovative security technologies and equipment, offering the perfect sourcing platform for regional professional buyers.

The co-located Asian Securitex Conference, will present an information exchange opportunity for security professionals to share industry trends and insights relevant to everyday challenges / needs and the successful application of the latest and future security technologies.

Held in conjunction with Build4Asia, A 4-in-1 Sustainable Architecture, Design, Building Services and Electrical Engineering Tradeshow, Asian Securitex is able to attract specifiers from the full spectrum of the construction and infrastructure sectors as well as key security and fire related organisations.



Exhibitor Testimonials

“Asian Securitex represents a wonderful opportunity to introduce UTC Fire & Security’s leading brands Chubb, Lenel, Kidde, Guardforce and state-of-the-art technology to the media and other stakeholders.”

- Mr. Johnny Law, Executive General Manager, Electronic Security of UTC Fire & Security-Hong Kong & Guangdong.

“With the accessible location and professional management, Asian Securitex was an ultimate success for Power Industrial to display our security products and solutions to the customers.”

- Mr. Kevin Cheng, General Manager, Powerful Industrial Limited, Samsung CCTV Sole Distributor Hong Kong and Macau.





Asian Security Industry Growth in the Spotlight

Escalating political tensions and terrorism concerns have forced governments in Asia to face new security demands and challenges. Research has found that the annual security market growth rate in Asia-Pacific countries is 7.5%, reaching over US\$ 3 billion by 2015. Over 85% of the world's security products are made in Asia. Ranging from video surveillance, access control to intrusion alarm, China, Japan, South Korea, Taiwan, Singapore and Malaysia are the major supplying countries and regions for the global security markets. International companies with proven technologies are able to add value to the mix, offering integrated solutions capabilities and service.

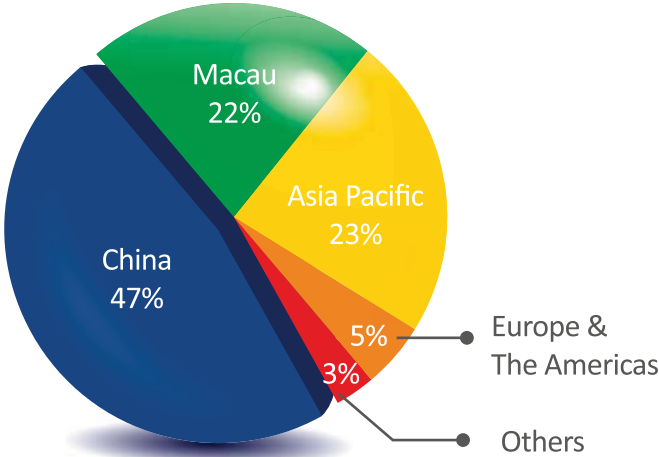
In addition to homeland security, growth areas reflect the dynamics of the Asian economies, including banking, transportation, hospitality, retail and infrastructure development as well as the educational and healthcare sectors.

Much of the demand for the latest security and fire protection industries reflect moves away from people based security hightech solutions. By 2020 it is expected that China's security and safety market will be worth US\$30 billion, combining high definition configurations with the latest CCTV and surveillance technologies.

Overview of Asian Securitex 2010

A total of **10,587** trade buyers and industry professionals thronged the four co-located trade fairs for the building, electrical, and security industry. 20.55% were overseas attendees to reinforce the international standard of this tradeshow.

Overseas Visitor Breakdown



Asia Pacific :
India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan Region, Thailand, Vietnam

Others :
Africa, Australia & Oceania, Middle East

Visitors' Industry Sectors



Visitors' Professions and Job Positions



Visitors' Interests





Exhibit Profile >>

- Access Control
- Biometrics
- Car parking Systems
- Cash Management Solutions
- CCTV & Remote Monitoring Control Systems
- Control Room Monitoring
- Electronic Article Surveillance (EAS)
- Electronic Safety
- Fire Safety Solutions
- Home Automation Security Solutions
- Integrated Security Management Systems
- Intruder Alarm Solutions
- Locks & Safes
- Meter Detectors & X-ray / Screening Equipment
- Rescue & Emergency Equipment
- Safety Clothing
- Security Doors, Gates & Shutters
- Security Guard Services
- Security Solutions
- Smartcard / Card Technology
- Surveillance Solutions
- Traffic Counting Solutions
- Transportation Security
- Videophones

Visitor Profile >>

- Architects
- Border Control Immigration
- Consulate / Embassy
- Contractors / Sub-contractors
- Government Officials
- Facility Managers/Directors
- Manufacturers
- Marketing / Sales Personnel
- Project Managers / Directors
- Consultants
- Engineers
- Heads of Security of Large Venues
- Interior Designers
- IT Managers / Officers
- Developers
- OEM Manufacturers
- Security Managers & Operators
- System Integrators
- Property Managers





Asian Securitex Conference

Jointly staged by five leading professional security bodies, namely ASIS International – Hong Kong Chapter, Asian Professional Security Association (APSA) – Hong Kong Chapter, Hong Kong Police – Crime Prevention Bureau, Hong Kong Security Association (HKSA), International Professional Security Association (IPSA) - Hong Kong Chapter and with support from Shenzhen Security & Protection Industry Association, the Asian Securitex conference will address key industry issues most relevant to the Hong Kong and East Asian Markets.



Supporting organisations

- American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc (ASHRAE) – Hong Kong Chapter
- Asian Professional Security Association (APSA) - Hong Kong Chapter
- ASIS International - Hong Kong Chapter
- Building Owners & Managers Association of the Philippines (BOMAP)
- HK-BEAM Society
- Hong Kong Police - Crime Prevention Bureau (CPB)
- Hong Kong Security Association (HKSA)
- International Professional Security Association (HK) Ltd (IPSA)
- International Security Industry Organization (ISIO)
- Institution of Occupational Safety and Health (IOSH)
- Philippine Association of Detective & Protective Agency Operators, Inc (PADPAO)
- Philippine Society for Industrial Security, Inc (PSIS)
- Shenzhen Property Management Association
- The Chartered Institution of Building Services Engineers (CIBSE) – Hong Kong Branch
- The Hong Kong Chapter of IFMA
- The Hong Kong Institute of Architects (HKIA)
- The Hong Kong Institution of Engineers (HKIE) – Building Services Division
- The Macau Institution of Engineers
- United Architects of the Philippines (UAP)

4-6 June 2012

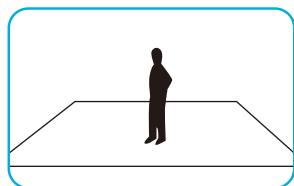
Hong Kong Convention &
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Join
Asian Securitex 2012
*and be part of the solutions
to the booming security demands!*

Special Rate on Stand Packages



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@ US \$360 / m²



Walk-On Package
@ US \$425 / m²



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@ US \$460 / m²



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