



**securika**  
Moscow

**28TH INTERNATIONAL EXHIBITION OF SECURITY AND FIRE  
PROTECTION EQUIPMENT AND PRODUCTS**

**11-14.04.2023**

**CROCUS EXPO, MOSCOW**

# EXHIBITION REPORT



ОРГАНИЗАТОР  
ORGANISER



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## ABOUT EXHIBITION

**Securika Moscow** is the largest exhibition dedicated to security and fire safety equipment and technologies in Russia and a large-scale platform for demonstrating the latest technical security equipment, as well as a space for a fruitful dialogue between professionals - representatives of government authorities, law enforcement agencies, industrial enterprises, businesses, structures of the non-state security sphere.

In 2023 the largest domestic and foreign companies presented their products in 5 thematic sections.



## EXHIBITORS

**222** exhibitors from Russia  
and **7** countries

### EXHIBITOR'S PROFILE

Exhibitors of the Securika Moscow are Russian and foreign manufacturers and suppliers of security and fire protection equipment and products.



## AMONG EXHIBITORS:

**Russian and foreign manufacturers and suppliers of video surveillance, access control, alarm and warning, fire protection and perimeter security:** Beward, DSSL, ITV, Satvision, ISS, EVS, Hi-Tech Security, Pergam, Karneev Systems, SIGUR, ISBC, PERCo, IDIS, Gotschlich, RusGuard, BLOKPOST, 3VTech, AAM-Systems, Modus-N, INFOMATICA, TVINPRO, New Technologies, Key Guard, Escort Group, Rubezh, Bolid, Rielta, Sokrat, Sea-Nord, Unitest, Imlight, Ritm, Okhrannaya Technika, PERGAM, ST-Perimeter, Start-7, Steelsoft, Fensys, Wagner, Gefest, Ognebores, FLAMAX, OSK Group Holding, Pozhtekhnika, Ogneza, Epotos, Kalancha, Plazma-T, Armo-Systems and others.

**Many new companies among the participants:** OKTRON, Avallon, Diagnostica-M, DORREN, Algont, Radar, Avtomaticheskiye Vorota Company, and others.

**More than 20 companies are back after a break:** 3S Group, Argus-Spektr, Rubetek, Elektronika PSTs, TwinPro, Itrium SPB, Bastion, Crosslink, Prosoft-Biometrix, ST-perimeter, Proxima, CCDCAM/Ipeye, Komplektstroy servis, Ask-Resurs, Alkotektor, NAG, and others.

**Representative offices of the largest manufacturers** from countries: China, Belarus, Turkey, Austria, Spain and Hungary.



## VISITORS STATISTICS

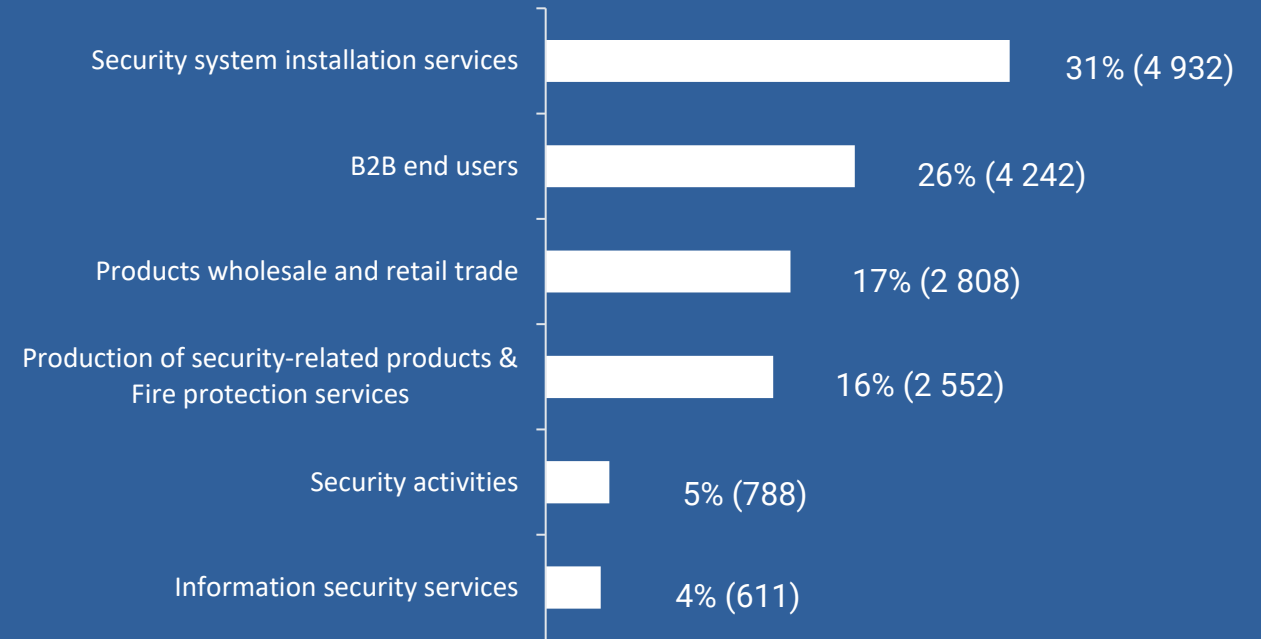
**19 555**  
specialists

**27**  
countries

**79**  
regions of Russia

The majority of visitors-specialists of the Securika Moscow 2023 exhibition are representatives of companies providing services for the installation of security systems (31%) and companies engaged in the sale of security products (17%). 26% of specialists represent companies whose activities are not related to security.

## BREAKDOWN OF VISITORS BY TYPE OF COMPANY



## BREAKDOWN OF VISITORS BY TYPE OF COMPANY COMPARED WITH 2021, 2020

	2021	2022	2023
	Number of visitors	Number of visitors	Number of visitors
Security system installation services	4 756 (34%)	4317 (32%)	4932 (31%)
Security-related products wholesale and retail trade	2 512 (18%)	2313 (17%)	2808 (17%)
Production of security-related products	1 447 (10%)	1403 (11%)	1538 (10%)
Fire protection services	888 (7%)	896 (7%)	1014 (6%)
Security activities, enforcement of law	655 (5%)	593 (4%)	788 (5%)
Information security services	566 (4%)	525 (4%)	611 (4%)
B2B end users	3 173 (22%)	3121 (23%)	4242 (26%)

## QUALITY OF VISITORS

In total, the exhibition was attended by **19,555** security industry professionals from **79** regions of Russia and **27** countries.

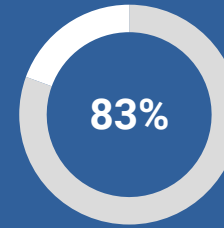
The exhibition enjoyed visits from all countries of the EAEU: Armenia, Belarus, Kazakhstan, and the Kyrgyz Republic. For many exhibitors, this became an important advantage, as this year they were able to demonstrate their products to visitors from all over Russia.

In general, the exhibitors noticed a large number of relevant visitors, among which there were many new potential customers. In 2023, the exhibition was visited by **10,242** new specialists, or **52%** of the total number of visitors. The share of key visitors\* was virtually preserved at **83%** (compared to 82% in 2022), 37% of whom visited the exhibition in order to search for products and services for business .

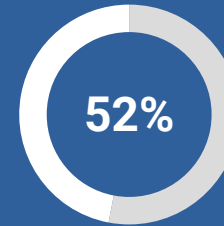
The share of visitors with a purchase budget of 20 million and more than 50 million has increased, amounting to 36% (34% in 2022).

The number of decision-makers was **93%** , top officials of companies and their deputies amounted at **63%** . The density per exhibitor was **81** visitors (77 in 2022, 58 in 2021).

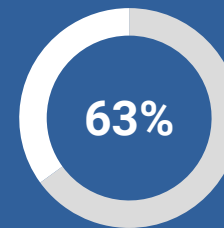
\*Visitors who attended the exhibition to source goods and services for their businesses or general industry information



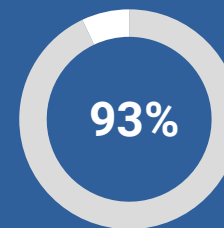
Key visitors \*



New visitors



Are the heads and their deputies



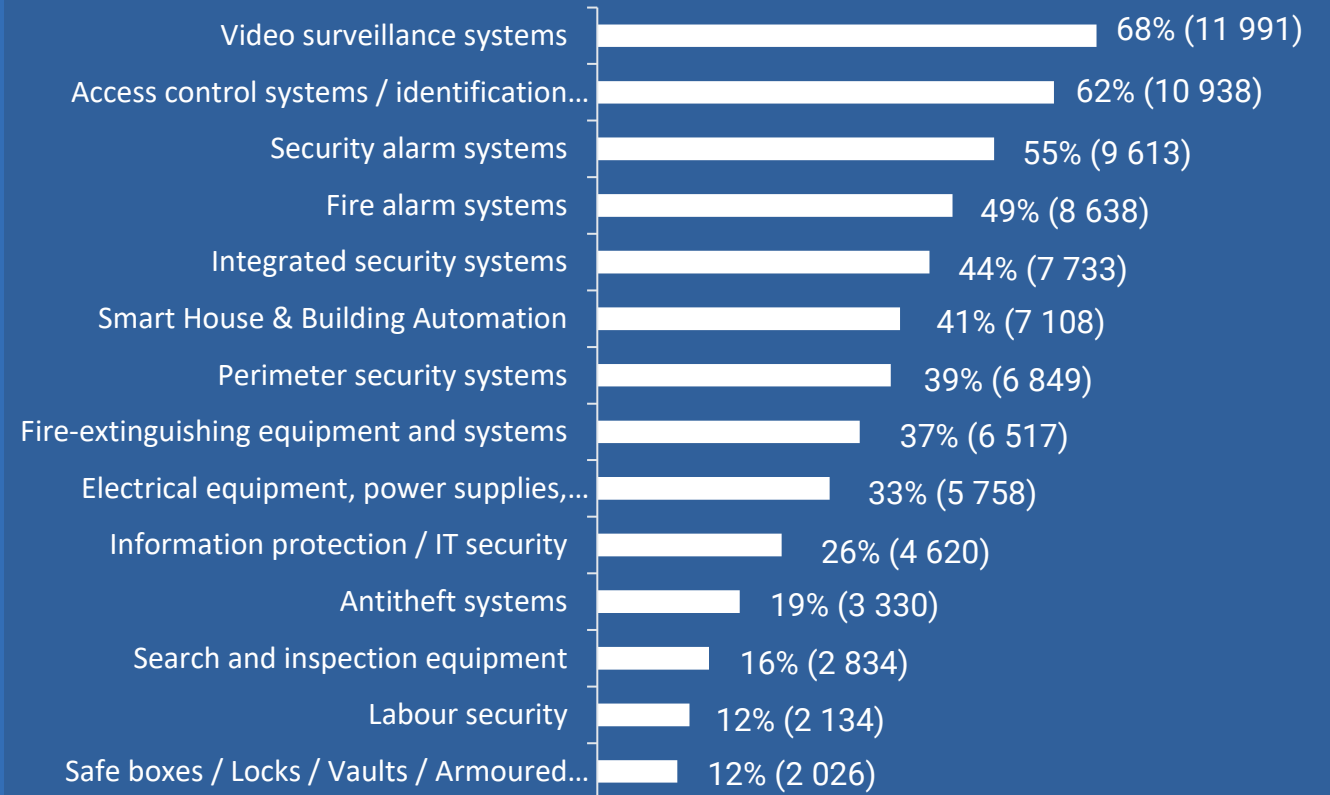
Influence on purchasing decisions



## PRODUCTS OF INTEREST TO VISITORS

The majority of visitors to Securika Moscow 2023 were interested in video surveillance systems **11,991 (68%)**, access control systems / identification systems **10,938 (62%)**, security alarm systems **9,613 (55%)**.

### THE NUMBER OF VISITORS INTERESTED IN CERTAIN TYPES OF PRODUCTS

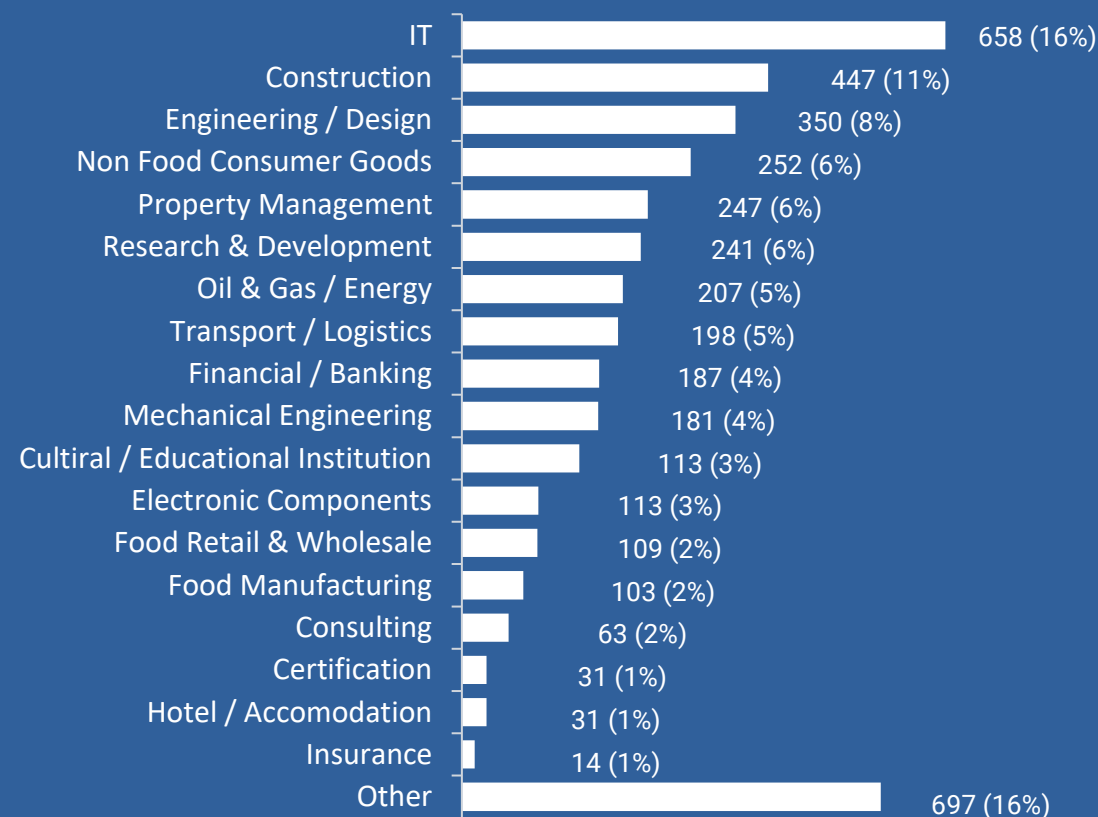


# END USERS AT SECURIKA MOSCOW

Securika Moscow exhibition was attended by end-users of security systems, telecommunications systems, information security, IT infrastructure and services, installers and integrators of security products and services.

- **9%** have sole responsibility for purchasing decision in their companies
- **55%** have joint responsibility for purchasing decision
- **34%** of them considered company's annual purchasing budget to be more than 20 ml RUB

Among visitors: Moscow Metro (state unitary enterprise), RZD Russian Railways, Airports, Gazprom, Surgutneftegaz, •Norilsk Nickel, ROSTELEKOM, KROK, MegaFon, MGTS, The Central Bank of Russian Federation, Gazprom Bank, Alfa Bank, Sberbank, X-5 Retail Group and many others.



Total: 4 242

## BUSINESS PROGRAM

3

day

15

events

98

speakers

2,057

specialists attending

### KEY EVENTS:

*Contest Award Ceremony*

- CONFERENCE "IMPORT SUBSTITUTION IN 2023. REDESIGN, TRANSITIONS TO RUSSIAN SOLUTIONS".
- PANEL DISCUSSION. ANALYTICS, REVIEW AND ANALYSIS OF THE SECURITY MARKET IN THE RUSSIAN FEDERATION, FORECASTS FOR 2023.
- CONFERENCE "THE FUTURE OF SECURITY SYSTEMS".
- CONFERENCE "OSDP AS A UNIVERSAL MEANS OF INTERACTION IN ACS".
- LECTURES ON THE DESIGN OF VIDEO SURVEILLANCE SYSTEMS.



## COMPETITION “THE BEST INNOVATIVE PRODUCT”

Traditionally, the 27th Competition “The Best Innovative Product” was held at Securika Moscow. The jury awarded 9 prizes in 4 nominations.

### THE WINNERS WERE:

- OSK Group Holding
- Pozhtechnika Group
- BOLID NVP
- Factory Tyumen aerosols
- LLC "Itrium SPb"
- Special Technology Control
- ESMART®
- Siltech Group



## SUPPORT AND PARTNERS

### MICHAIL LEVCHUK, EXECUTIVE DIRECTOR ARGUS SPECTRUM

«Securika exhibition is a reporting event for us. Every year we are happy to take part in this exhibition. We believe that this is the leading exhibition in the field of fire safety in Russia and it is a meeting place with both our colleagues and our customers.»

### NATALIA KHAZOVA, GENERAL DIRECTOR POZHTECHNIKA GROUP

«We consider the exhibition to be a reporting one. This is not only a summing up, it is a demonstration of achievements and new products. We hold meetings with our regular customers, work with engineers who come to make sure of the quality of products. Exhibiting in Securika Moscow – is an important moment in the marketing policy of our company. The exhibition is the place where you can feel the market, understand the requirements of customers and determine your future plans for the next year.»

Официальный Партнер  
Official Partner



Партнер раздела «Противопожарная защита»  
Partner of «Fire protection» section



Партнер конференции  
Импортозамещение в 2023 году  
Conference partner  
Import substitution in 2023

Партнер  
Проектного лектория  
Partner  
of Project Lecture Hall

Партнер сессии  
Информационная безопасность  
InfoSec session partner  
Positive Technologies

Партнер  
Проектного лектория  
Partner  
of Project Lecture Hall

Партнер  
питч-сессии стартапов  
Startup  
pitch session partner



positive technologies



Партнер сессии стартапов  
и Проектного лектория  
Startup pitch session  
and Project Lecture Hall partner

Партнер сессии  
Умный дом  
Smarthome  
Session partner

Партнер сессии  
Охрана труда  
Labor protection  
Session partner

Партнер сессии Новые правила игры  
Будущее лицевой биометрии  
The future of facial biometrics  
Session partner

Партнер Дискуссии директоров  
по безопасности ритейла  
Retail Safety Directors  
discussion partner





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MOSCOW

**16–18.04.2024**

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