



securika
Moscow

**29TH INTERNATIONAL EXHIBITION OF SECURITY AND FIRE
PROTECTION EQUIPMENT AND PRODUCTS**

16–18.04.2024

CROCUS EXPO, MOSCOW

EXHIBITION REPORT



ОРГАНИЗАТОР
ORGANISER



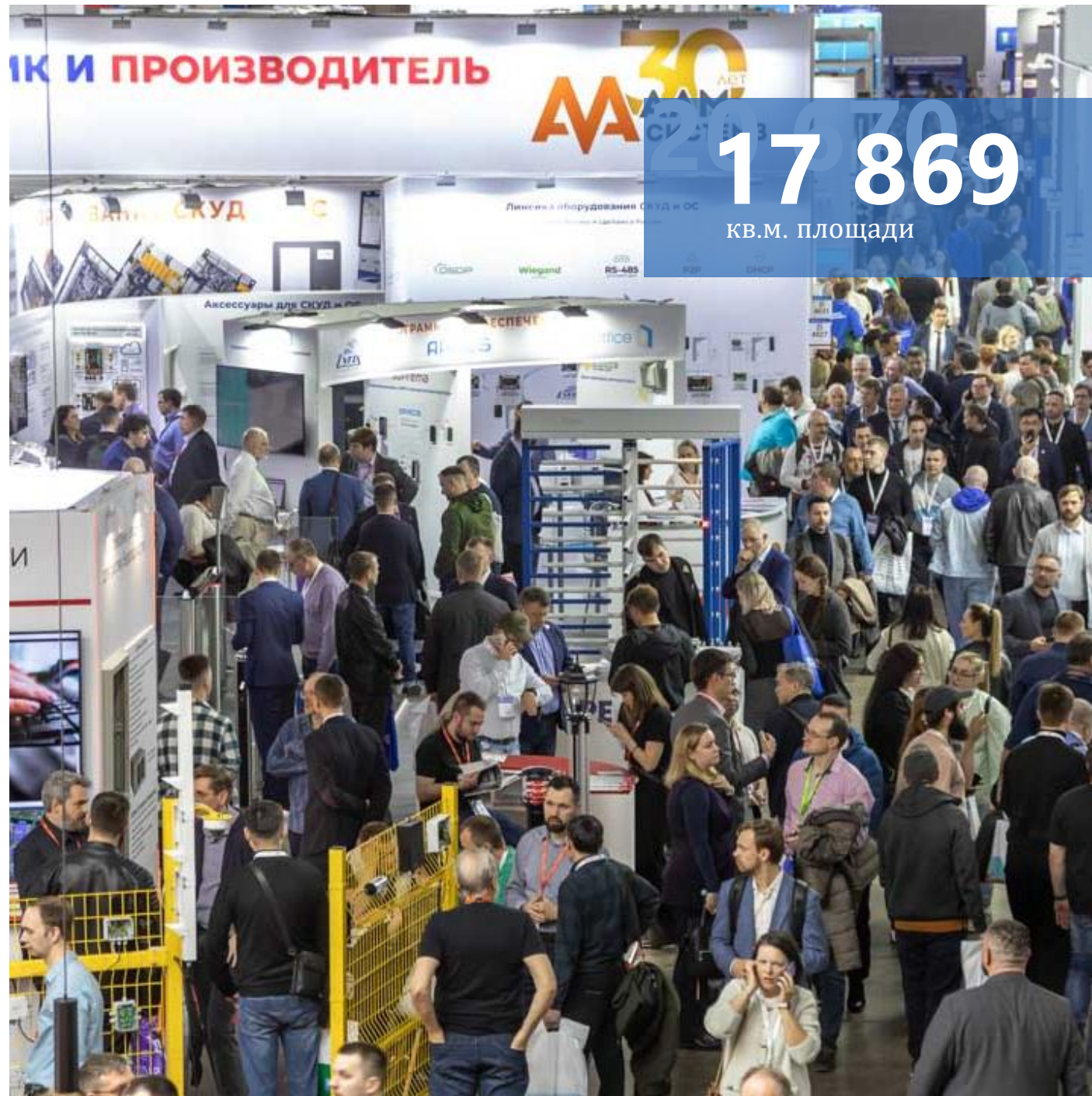
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ABOUT EXHIBITION

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 2024 the largest domestic and foreign companies presented their products in 9 thematic sections.



EXHIBITORS

316

exhibitors from Russia

and **8**

countries

EXHIBITOR'S PROFILE

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

9 THEMATIC SECTIONS

- Video surveillance
- Access Control
- Alarm and warning
- Perimeter Security
- Fire Protection
- Drones and anti-drones systems
- Smart House and building automation
- Labour protection, personal protective equipment
- Information security



AMONG EXHIBITORS:

Russian and foreign manufacturers and suppliers of video surveillance, access control, alarm and warning, fire protection and perimeter security: Beward, DSSL, Rubezh, Luis+, ARGUS-SPECTR, ITV, Satvision, SIGUR, Esmart, ISS, EVS, Hi-Tech Security, Pergam, Karneev Systems, PERCo, RusGuard, BLOCKPOST, TriviTech, Diagnostika-M, AAM-Systems, Modus-N, INFOMATIKA, TVINPRO, New Technologies, Key Guard, Escort Group, NVP Bolid, Rielta, Sokrat, Si-Nord, Unite, Imlight, Ritm, PERGAM, ST-Perimeter, Start-7, Stilsoft and many others.

Many new companies among the participants: ArsenalVideo, Electro Solutions (EKF), Prime Radar Technologies, FSUE Russian Broadcasting and Alerting Networks, Shvabe Holding, MTS, PJSC Device Plant TENZOR, SSS, ISB.A LLC and many others

More than 20 companies are back after a break: Ervist, BAS-IP, Amicom, ISTA-Technica, Relion, GK STA, **Representative offices of the largest manufacturers from** Armenia, China, Belarus, Kazakhstan, Korea, Turkey, Taiwan.



VISITORS STATISTICS

20 379

specialists with 6,600 cross-visitors of
ExpoElectronica

81

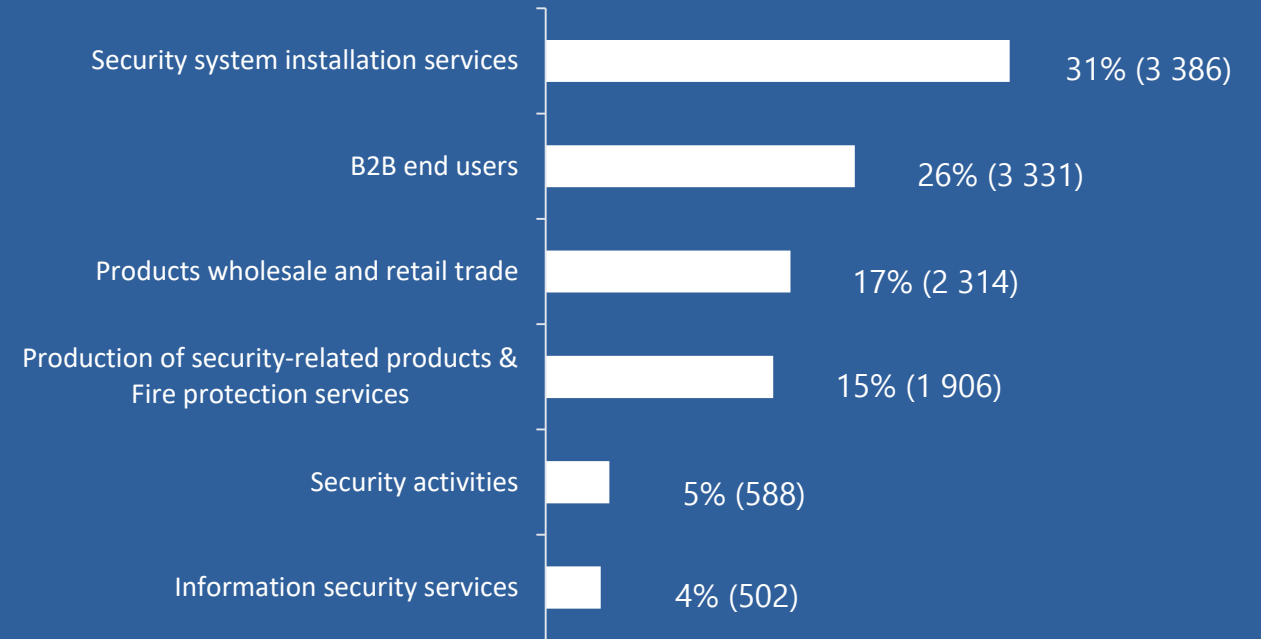
regions of Russia

22

countries

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



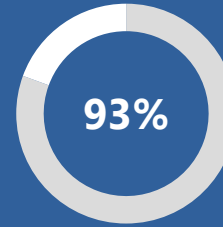
QUALITY OF VISITORS

In total, the exhibition was attended by **20,379** security industry professionals from **81** (79 in 2023) regions of Russia and **22** countries.

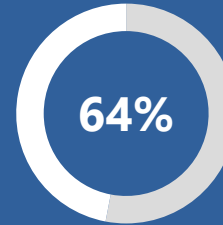
The exhibition enjoyed visits from all countries of the EAEU: Armenia, Belarus, Kazakhstan, and the Kyrgyz Republic. For many exhibitors, this became an important advantage, as this year they were able to demonstrate their products to visitors from all over Russia.

"We are delighted to report that our expectations for this year have been fulfilled. We have welcomed partners and clients from Tomsk, Novosibirsk and Yekaterinburg, which is a significant development. In recent years, we have seen a concentration of activity in nearby regions. This year, we have also welcomed clients from the Far East, and we have seen a great deal of interest in our services from large organisations. For instance, EuroChem is a major private customer with numerous facilities that require extinguishing, just like ours. Furthermore, we have been in contact with "Rostelecom", "Vympelcom", and the "Presidential Administration". We are rebuilding our relationships and have initiated preliminary discussions on potential collaborations»

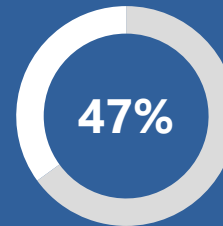
Olga Kucheryavenko,
Chief Specialist of the Client Department at NPO PAS.



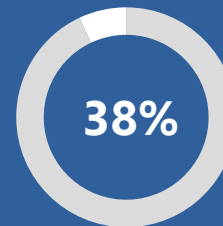
Influence on purchasing decisions



Are the heads and their deputies



New visitors

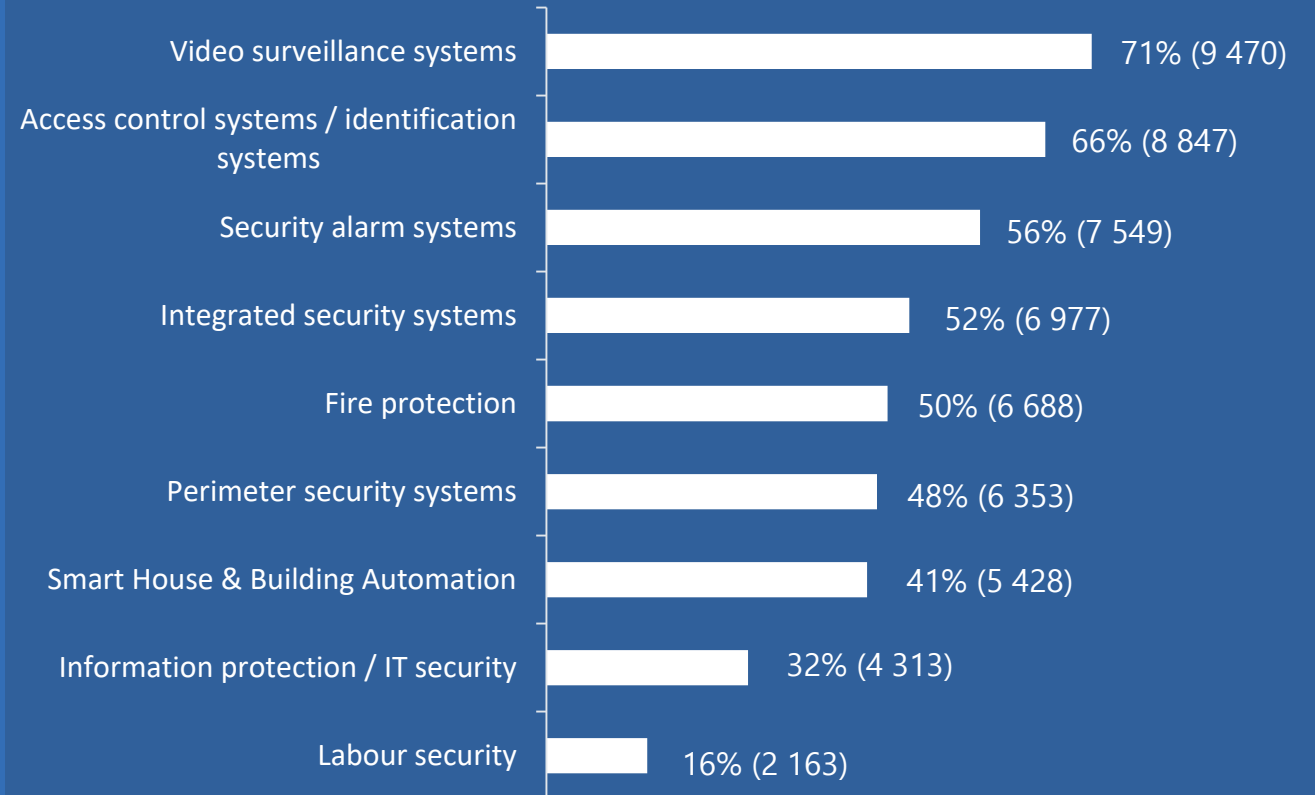


Visitors with a purchase budget of 20 million and more

PRODUCTS OF INTEREST TO VISITORS

The majority of visitors to Securika Moscow 2024 were interested in video surveillance systems **9,470 (71%)**, access control systems / identification systems **8,847 (66%)**, security alarm systems **7,549 (56%)**.

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.

3331

specialists

2802

companies

- **9%** have sole responsibility for purchasing decision in their companies
- **57%** have joint responsibility for purchasing decision
- **32%** of them considered company's annual purchasing budget to be more than 20 ml RUB



END USERS AT SECURIKA MOSCOW *

TELECOM AND IT: TELECOM OPERATORS, INTERNET SERVICE PROVIDERS, SERVICE PROVIDERS

Yandex
Rostelecom
Sibur Digital
Siberian Networks
MGTS
Vimpelcom
Megafon
Russian Railways — Digital Passenger Solutions
And many others;

CONSTRUCTION

Moskovsky Metrostroy
TEK Mosenergo
SAMOLET
Ingrad
Etalon
TECHNONICOL
Don story
Magistral Construction
And many others;

PROPERTY MANAGEMENT

Apollo Contract
Avtodor Group of Companies
Krasnaya Polyana
Luzhniki
Privilege of Comfort
Directorate of DONM
Eco-complex Uralskie Zori
Enigma Group
And many others;

INDUSTRY, MECHANICAL ENGINEERING, OIL AND GAS, ENERGY

TSK Mosenergo
Gazpromneft
Technopromexport

CenterUniproTatneft
Russian Helicopters
Metrovagonmash
Transstroyproject
And many others;

ENGINEERING

Kazansky GIPRONIIAVIAPROM
Gazprojectingengineering"
Russian RAILWAYS
ATOMENERGOPROEKT
ROSATOM
NIPIGAZAPEX Center
National Technologies
And many others;

TRANSPORT/ LOGISTICS

Yandex Logistics
Avtodor
Toll roads
VIP LOGISTICS
VIA-Technologies
KODAK DIGITAL Leader
AVTOELECTRONICS
INTERNET SOLUTIONS
Aerofuels
Ural Airlines
Logistics
Moscow Metro
FRAME
Rosmorport
Sber Logistic
FESCO
Sheremetyevo Airport
And many others;

RETAIL, SHOPPING CENTER, BUSINESS CENTER, HOSPITALITY:

X5 Group (Perekrestok)
Demeter Company
Lenta
Pepsi Co Ltd.

TABAK-INVEST
HYPERGLOBUS
Coral
Vkusville
Grand Trade
KRASNAYA POLYANA
And many others;

FINANCE, BANKING

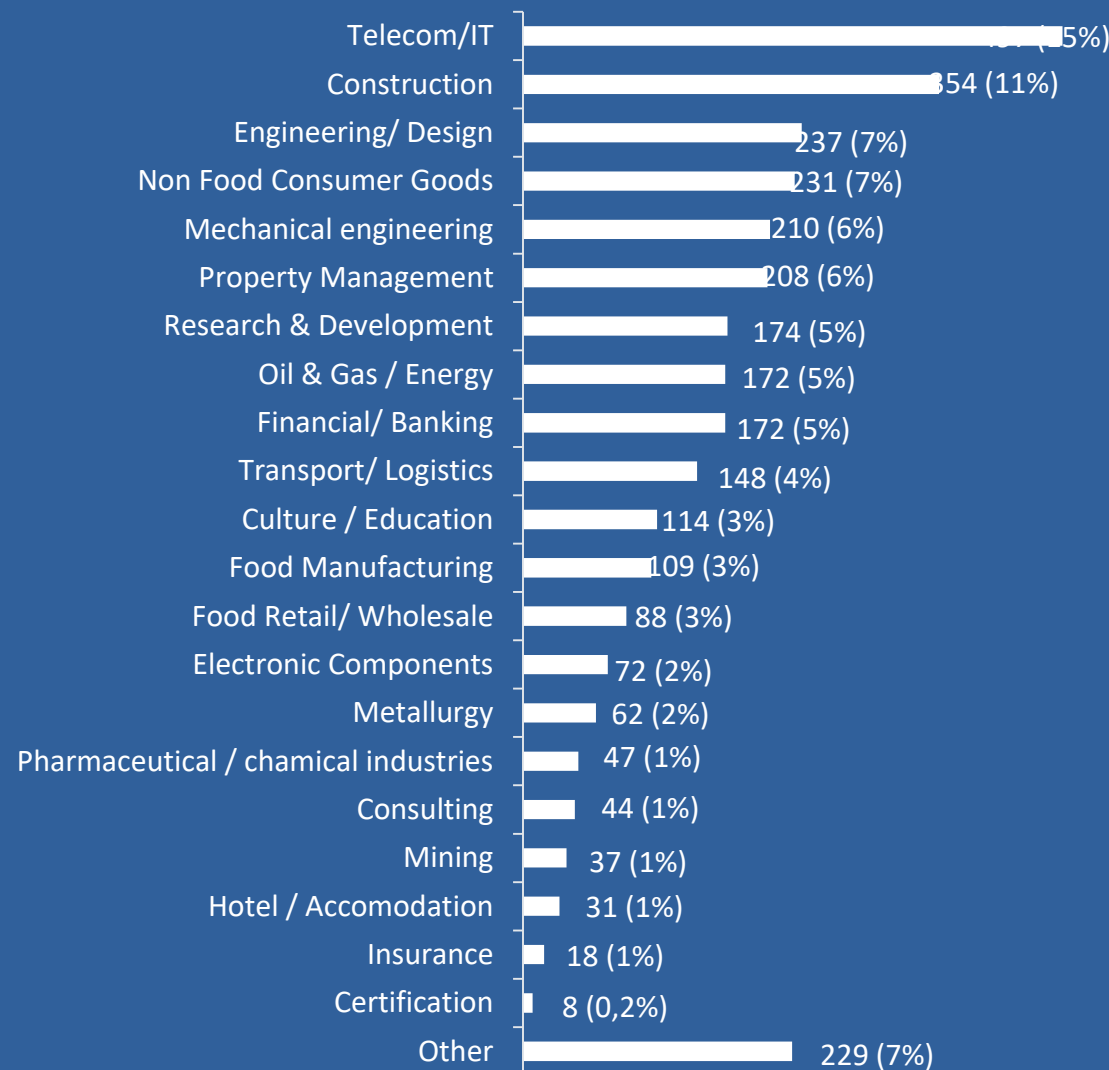
Sberbank
Promsvyazbank
Tinkoff
The Bank of Russia
Alfa-Bank
Credit Bank of Moscow
The Central Bank of the Russian Federation
And many others;

RESEARCH & DEVELOPMENT

ROSTEC
ROSDORNII
Institute of High-Current Electronics
MTS Digital
Kurchatov Institute
IBauman Moscow State Technical University
ENERGOINNOVATION
Ingenium
And many others;

CULTURE, EDUCATION

Pushkin State Museum of Fine Arts
State Institution "Leningrad Zoological Park"
Moscow Academic Satire Theater
The State Hermitage Museum
Island of Dreams
Plesky Museum
Moscow Academic Satire Theatre
And many others.



*companies with purchasing budget more than 220 000 \$

BUSINESS PROGRAM

3 day
17 events
127 speakers
2,423 specialists attending

KEY EVENTS:

- Contest Award Ceremony
- Panel Discussion
- Biometrics Conference
- Access Control Session
- PRO proekt Forum
- Security Directors Forum
- Video surveillance and AI Session
- Equipment Forum
- Complex Security Systems Session
- Antidrone Session
- CyberSecurity Conference



COMPETITION “THE BEST INNOVATIVE PRODUCT”

Traditionally, the Competition “The Best Innovative Product” was held at Securika Moscow. The jury awarded 6 prizes in 5 nominations.

THE WINNERS OF THE 2024 COMPETITION:

- New Technologies LLC (RADARPLUS brand)
- Rubezh Company
- Rubetek Company
- Pozhtekhnika Group of Companies
- Teko Company
- Kamkiper LLC

SPECIAL AWARDS GOES TO:

- Briareos LLC
- Black Rays Company
- ESMART® brand (AT Bureau LLC)
- Tyumen Aerosols LLC



SUPPORT AND PARTNERS

TERREL LO,
Overseas Marketing Manager, Shenzhen Gwelltimes Technology Co., Ltd (China)

«We made marketing research and consider Russian market have quite good potential. Our aim is to offer cost friendly and quality products for Russian customer. We have a good impression about exhibition. It is quite professional, a lot of top of brand players attend this event.»

ROMAN RYSIN,
Head of Sales Department of BEWARD company (Russia)

«Securika Moscow is the central event of the year, the No. 1 specialized exhibition in Russia, which is so necessary especially in our time. This year, the exhibition pleased with a large number of exhibitors and visitors, large squares and a very friendly atmosphere. There are a lot of specialized companies and people interested in the products of manufacturers who are represented here. Our employees are busy every second. There is no such high-quality return as from Securika Moscow at any other event.»

Официальная поддержка



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



Генеральный партнер зала «Форум»
FORUM Hall General Partner



Генеральный партнер зала «Лекторий»
LECTORIUM Hall General Partner



Партнер конференции
«Биометрия: нормативы, внедрение, КБС»
Conference "Biometrics: regulatory standards, implementation, commercial biometrics systems"
Partner



Соорганизатор конференции
«СКУД. Новые технологии, подходы, возможности»
Conference "Access control: new technologies, approaches, opportunities"
Co-organizer



Соорганизатор сессии «Пожарная безопасность: от проектирования к эффективной защите»
Session "Fire protection system: from design to effective protection"
Co-organizer



Соорганизатор сессии
«БПЛА – как обнаружить и как бороться?»
Session "Drones - how to detect and disable?"
Co-organizer



Соорганизаторы сессии
«Требования нормативных документов. Ожидание vs Реальность»
Special Session "Regulatory documents requirements. Expectation vs Reality" Co-organizers



Соорганизатор Форума
Директоров по безопасности
Security Directors Forum
Co-organizer



Соорганизатор сессии
«Видеоаналитика: как увидеть всё»
Session "Video analytics - how to detect everything" Co-organizer



Соорганизатор питч-сессии
стартапов по видеоаналитике
Video analytics start-ups session
Co-organizer





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**30 INTERNATIONAL EXHIBITION OF SECURITY AND FIRE
PROTECTION EQUIPMENT AND PRODUCTS**

15–17.04.2025

CROCUS EXPO, MOSCOW

CO-LOCATED WITH



**EXPO
ELECTRONICA**

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