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SICUREZZA 2025: OVER 120 COMPANIES ALREADY CONFIRMED MORE THAN A YEAR BEFORE THE EVENT

The industry expresses its confidence in the event, which reaffirms itself as one of the leading European exhibition.

Milan, 1 October 2024. - The organizational machine is in full swing for the next edition of **SICUREZZA**, which will take place **from November 19 to 21, 2025**, at Fiera Milano, and the sector is reaffirming its confidence in the event. Already, **over 120 companies from 16 countries** have formalized their participation, with representation across all product sectors and the presence of major Italian and international manufacturers.

These are significant figures, especially considering that more than a year remains before the inauguration, which highlights the validity of the project and the proactive nature of a market capable of continuous innovation. Despite the global economic challenges, the market continues to grow. According to the latest data from ANIE SICUREZZA, the Italian Association of Security and Building Automation, the **Italian market** in 2023 continued its expansion, which began after the pandemic, with an **annual growth of 11.7%** in aggregate turnover. The Fire Prevention (+12.6%), Intrusion Detection (+13.9%), and Video Surveillance (+15.8%) sectors led the growth. While domestic market growth (+8.5%) benefited from construction investments, **exports provided great satisfaction**, increasing by 20.3%, driven by demand from the United States (+74%), the top foreign market for sales in 2023.

“The security and fire prevention sector has so far demonstrated a solid foundation. - said **Andrea Monteleone**, President of **ANIE SICUREZZA** - However, companies now face a new major challenge: they must swiftly adapt to the mandatory implementation of **NIS2, CER and CRA** regulations, issued by the European Union to strengthen resilience and cybersecurity in member states. This represents a significant change for companies and organizations, requiring them to adopt new protection and risk management measures. The Italian market has all the technological and production capabilities to excel, but it is essential to quickly adapt to these new scenarios and learn to 'work as a system'. In this rapidly changing context, the role of our Association is more important than ever in helping companies overcome potential organizational and systemic challenges that could slow their growth, and in supporting them to fully seize opportunities for innovation and internationalization. Together with an event like SICUREZZA

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– a showcase for industry innovation – we can provide companies with crucial support throughout the process".

"**SICUREZZA 2025**," - comments **Paolo Pizzocarò**, Exhibition Director of **Fiera Milano** - "will be a litmus test for understanding how the market has reacted to these changes a year after the application of the new regulations, and it will showcase the excellence in the security and fire prevention sectors. The event will demonstrate the evolution of a market that has always had research and innovation in its DNA and will support companies in their transformation processes. Not only an updated showcase of the latest solutions but also a business networking opportunity to discuss the challenges and opportunities of the current landscape".

Once again, **SICUREZZA 2025** will give voice to key technologies and issues of the moment. Through the offerings of leading European and global manufacturers, many of whom have already confirmed their presence, attendees will have the opportunity to learn about increasingly customized solutions for every application context, made even more efficient through **artificial intelligence**, which is profoundly transforming how protection and prevention challenges are addressed by improving the effectiveness, speed, and accuracy of systems.

At a time when Europe's focus is on data protection, increasing impacts and responsibilities for manufacturers and installers, the **Cybersecurity Arena** will return, with in-depth discussions on the risks and potential of interconnected digital solutions.

Additionally, **SICUREZZA** will feature a dedicated space for **drones**, which are playing an increasingly central role in **security intelligence** – with 44% of drones worldwide used for inspections and surveys – as well as in **rescue operations and civil protection**, with 20% of drone applications used to monitor critical areas or emergency situations (source: Drone Observatory and Advanced Air Mobility of the School of Management, Politecnico di Milano).

A key part of **SICUREZZA 2025** will be a rich and structured **educational offering**, which during the event will provide a comprehensive overview of the market scenario and offer professionals concrete tools to face the profound changes currently taking place.

SICUREZZA 2025 will also be part of **MIBA**, Milan International Building Alliance, so it will take place concurrently with **GEE – Global Elevator Exhibition**, the exhibition dedicated to horizontal and vertical mobility, **MADE Expo**, Italy's leading construction event, and **SMART BUILDING EXPO**, the show focused on home and building automation and technological integration. Drawing from the success of the previous edition, which attracted over 80,000 professionals from



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111 countries, MIBA will turn Fiera Milano into an international hub for topics related to the evolution of buildings and cities, thanks to the synergies created between the participating events.