



FIERA MILANO

SICUREZZA

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SICUREZZA 2021: SPACE ALLOCATION CONTINUES AT FULL SPEED

The 2021 edition of SICUREZZA is taking shape and will be held at Fiera Milano, from November 22 to 24.

*Milan, 8 June 2021. SICUREZZA, a leading event in Italy and Europe for security and fire is moving towards its next edition, which will be held at **Fiera Milano from 22 to 24 November 2021.***

While the themes, technological innovations and educational offerings at the centre of the event are getting defined, the **allocation of exhibition spaces** is underway.

The choice of an organic layout is confirmed with contiguous pavilions and product spaces as already implemented in the previous edition. **Video surveillance** and **fire** prevention will be hosted in Hall 7, **anti-burglary** will be located in Halls 5 and 7, in well-defined areas, the **Cyber Arena** and the **cyber security** products in Hall 5, while Hall 10 will be dedicated to **passive security**, **access control** and the **Smart Building Expo** with its products focused on technological integration that expands SICUREZZA's wide range of offerings by getting seamlessly sprinkled among the various exhibition spaces.

Thanks to the confirmed participation of leading brands from a variety of sectors, the expo will be representative of the whole market and will focus on the **themes and trends that are driving technological innovation in the sector**: convergence, digitalisation and professional certifications.

Convergence has changed the approach to security, which is increasingly becoming an integral part of more complex systems and requires a holistic and more competent approach from the designers and installers. Knowing an individual technology is no longer sufficient: it is necessary to learn each solution as if it were a tailored suit built around the needs of the customer and the application context in which it fits. The growing **digitalisation**, which sees the spread of new cloud solutions, more and more advanced web interfaces all the way to reaching Artificial Intelligence, requires new skills in Cyber Security, to protect the data that the system manages and collects, but also to protect from liability the professionals who install the products.

This is why skills and knowledge will be at the centre of the project and training offer: the sector has been looking for some time at the value of **certifications** as a reference point for building a reliable market offer and now it seems the right time for it. At SICUREZZA this theme will find space thanks to the many associations and manufacturers committed to ensuring the certified quality not only of the products, but also of the work of the professionals who install them.

Moreover, with the goal of offering practical support to companies - especially SMEs - interested in taking advantage of the unique business and networking opportunities represented by trade fairs, **Fiera Milano has made access to**

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credit easier by supporting the financing of investments and **has signed agreements with various credit institutions.**

DIGITAL TECHNOLOGY TO SUPPORT A SAFE VISIT

In presence yet in full safety: thanks to the collaboration with a team of experts and in synergy with the main companies in the sector, Fiera Milano has drawn up a Protocol for the containment of the spread of the new coronavirus, which illustrates how to hold trade fair events safely, in full compliance with the rules and health protocols issued at the national level.

Cleaning activities will be intensified, visitors and exhibitors will find dispensers of disinfectant gels throughout the district, entry will only take place after checking body temperature and the use of masks will be made compulsory if it is not possible to guarantee interpersonal distance. But, above all, great support will come from technology.

In fact, a series of **digital services** have been enhanced: pre-registration will take place online and tickets with qr-codes will be available directly on smartphones, thus avoiding crowding and exchange of hard copy documents; in the pavilions and in the outdoor areas, new digital signage will guide the visit, marking preferential routes and directing flows, for a better interaction between buyers and exhibitors and ensuring safe distancing.

Finally, the **exhibition App** will not only allow you to build your own personalised visit itinerary based on your interests and flows, but will also allow to remotely manage numerous services, such as booking parking or even lunch, which you can then receive directly at your stand. A way to ensure safety, but also to optimise time and enjoy the experience at the fair even more fully.

Full in innovation, reliable, phygital: the appointment **with SICUREZZA and Smart Building Expo** is at **Fiera Milano from 22 to 24 November 2021.**