

intersec

SAUDI ARABIA

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Sept 30 – Oct 2 2025
RICEC, KSA

The Kingdom's
leading exhibition
and conference for
the security, safety
and fire protection
industries.

Held in association with
Ministry of Interior,
High Commission for
Industrial Security and
Saudi Civil Defence

Post
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Report

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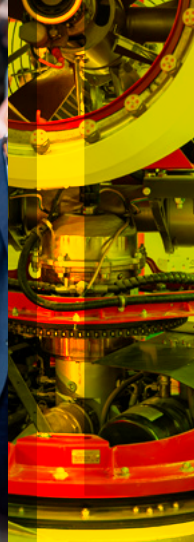


Security & Tech Innovation Partner



Features Partner





Foreword



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As we stand at the brink of a new era, where technological evolution and security challenges are intertwined in unprecedented ways, Intersec Saudi Arabia 2024 has emerged as a vital response to the critical needs of our time. With the Kingdom of Saudi Arabia continuing its journey of modernization and growth, the importance of robust, forward-thinking security solutions has never been more evident. In an era of rapid technological advancements and shifting dynamics, the need for proactive measures to ensure the safety and resilience of our critical infrastructure and communities is paramount.

“Intersec Saudi Arabia is an indispensable event in the Kingdom’s pursuit of advanced security solutions, vital to navigating the complexities of rapid modernization and technological evolution. By uniting government bodies and industry leaders, the event catalyzes the development and implementation of strategic, forward-thinking security measures. As Saudi Arabia’s infrastructure and communities grow, Intersec Saudi Arabia stands at the forefront, ensuring the resilience and protection of the nation’s most critical assets in an increasingly dynamic security landscape.”

In a time when security must evolve with speed and precision, Intersec Saudi Arabia 2024 was not only an exhibition of the latest technologies but a call to action. The discussions that transpired at Intersec Saudi Arabia 2024 were not just theoretical; they were the catalyst for actionable solutions. The advancements on display in industrial security, digital technologies, and emergency preparedness are not optional—they are critical to maintaining the integrity of our nation’s infrastructure and safeguarding our communities.

I extend my deepest appreciation to all participants, exhibitors, and contributors who played a vital role in the success of Intersec Saudi Arabia 2024. Your dedication and expertise are instrumental in advancing the Kingdom’s vision for a safer, more resilient future. Through collaboration and innovation, we are strengthening the foundations of security, ensuring progress, and safeguarding the Kingdom’s development for generations to come.

Eng. Aali bin Mohammed Al-Zahrani
Governor
The High Commission for Industrial Security (HCIS)

Foreword



The true measure of a nation's safety lies in its ability to prevent disasters before they occur and respond with speed and precision when they do. In the Kingdom of Saudi Arabia, where rapid development and ambitious projects are transforming the future, fire safety, emergency response, and rescue operations are more critical than ever. Protecting lives, infrastructure, and vital assets requires continuous innovation, advanced preparedness, and unwavering vigilance.

"Intersec Saudi Arabia serves as a bridge between government authorities and industry leaders, driving the advancement of safety and security technologies in line with the Kingdom's rapid development. As Saudi Arabia continues to expand its infrastructure and enhance emergency response capabilities, the event fosters the exchange of cutting-edge solutions to strengthen resilience and preparedness."

The challenges we face today demand solutions that are proactive, adaptive, and built for the future. From state-of-the-art fire suppression systems to the latest advancements in search and rescue operations, Intersec Saudi Arabia 2024 showcased the critical tools and strategies that will define the next generation of emergency services. It reinforced the Kingdom's dedication to not only meeting international safety standards but setting new benchmarks for excellence in fire protection and crisis management.

Our responsibility is clear—to uphold the highest standards of safety, enhance emergency preparedness, and ensure that every advancement contributes to a more secure Saudi Arabia. I extend my sincere appreciation to all those who participated in Intersec Saudi Arabia 2024, from industry experts to frontline responders and innovators. Your dedication drives progress, strengthens resilience, and reinforces the Kingdom's unwavering commitment to protecting lives and critical assets.

Major General Dr. Hamoud bin Suleiman Al-Faraj
Director General
Saudi Civil Defense



Intersec Saudi Arabia 2024 in Numbers

  **24,000**
Gross SQM
Exhibition Space

 **310**
Exhibitors

 **23,000+**
Trade Visitors

 **30**
Government
Delegations

 **3,000+**
Government
Officials

 **35**
Countries
Represented



VISITOR OVERVIEW

High-Profile Buyers Driving Saudi's Vital Sectors

Intersec Saudi Arabia 2024 convened top-tier C-level executives and decision-makers from government, law enforcement, and key sectors. Industry leaders explored cutting-edge solutions, reinforcing the event's position as the Kingdom's leading platform for security innovation. With high-profile delegations and influential buyers, it continues to drive the region's security future.

Government
Law Enforcement
Emergency Response
Construction
Energy
Aviation and Aerospace
Banking and Financial Services
Transportation and Logistics

Telecommunication
Healthcare
Hospitality
Retail
Education

and many more...

70%

High Value Buyers from
Saudi Arabia

Top Governments and Organizations in Attendance

Ministry of Interior, Saudi Arabia
Civil Defense, Saudi Arabia
Ministry of Defence
Ministry of Foreign Affairs
Ministry of National Guard
Ministry of Justice
Ministry of Health
Ministry of Energy
Aramco
Matarat
Civil Aviation Authority, Saudi Arabia

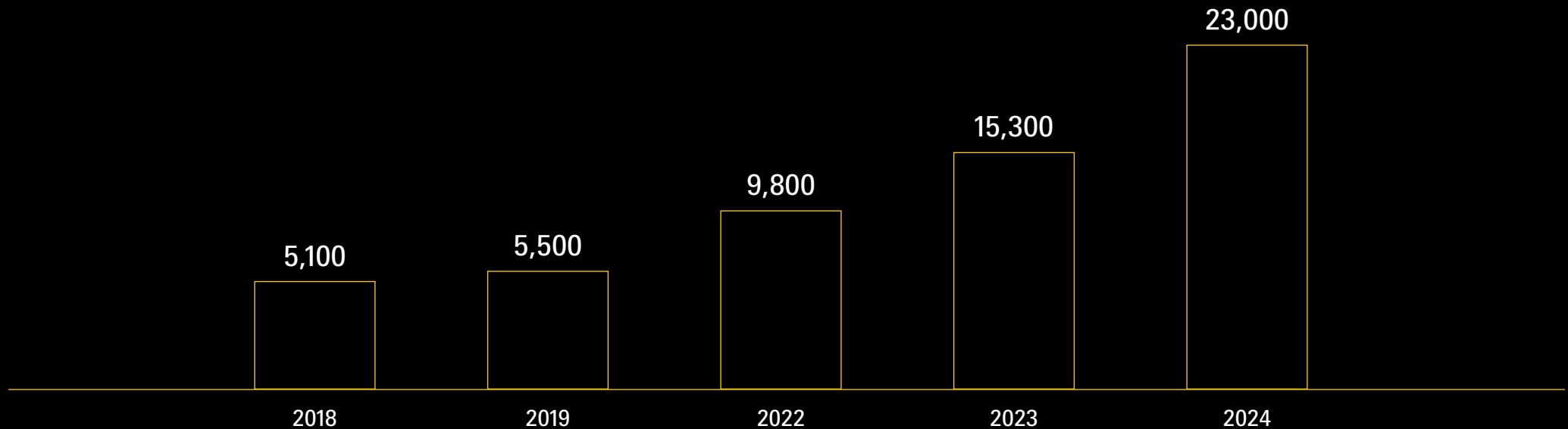
Riyadh Airport
Jeddah Airport
Ministry of Justice
NEOM
Red Sea
UK Home Office
Honeywell
Airbus
Hilton
Radisson Blu
and many more

80%

of attendees are actively
looking for innovative
solutions to transform their
sector's security and safety.

SURGING TRADE VISITOR GROWTH

Intersec Saudi Arabia has seen unstoppable year-on-year growth in trade visitors, with a dominant presence from Saudi Arabia. The event attracts an elite audience of security, safety, and fire pioneers, alongside government leaders and industry disruptors.



EXHIBITION OVERVIEW

Intersec Saudi Arabia 2024 captured the essence of Saudi Arabia's ambitious future, bringing together world-leading innovations in security, safety, and fire protection. The exhibition showcased cutting-edge technologies, groundbreaking solutions, and powerful live demonstrations, aligned with the Kingdom's rapidly evolving landscape.

Addressing the Entire Security, Industrial Safety and Fire Protection Value Chain

- Digital transformation
- Physical security and aerial monitoring integrated security solutions
- Cybersecurity
- Emergency response & training
- Investigation solutions
- Fire safety and rescue solutions
- Fire trucks and armoured vehicles
- National security
- Protective equipment and materials



Intersec Saudi Arabia has been a game-changer for our business. It's not just about reconnecting with existing clients, but also about reaching new customers in a rapidly growing market. With our strong presence at the show over the years, we've seen firsthand how Saudi Arabia's ambitious investments in large-scale projects create boundless opportunities. The exposure and connections we've gained here have been invaluable, fueling our continued growth in this dynamic market.

Stuart Bettle
Regional Product Manager
Johnson Controls

BREAKTHROUGH TECHNOLOGIES PRESENTED BY EXHIBITORS



Industry Engagement

80%

of exhibitors secured new business leads, reinforcing the event's role as a catalyst for industry growth.

High-Value Buyers

70%

Proven Exhibitor Success

90%

of exhibitors return to Intersec Saudi Arabia, underscoring the event's unmatched value in fostering business opportunities and industry connections.





Conference Overview



2
Conferences



110
Conference
Speakers



50+
Conference
Sessions



25+
Hours of
Immersive Content

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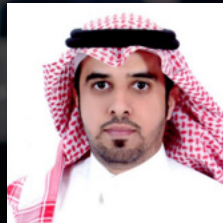


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FUTURE SECURITY & SAFETY SUMMIT

The Future Security & Safety Summit at Intersec Saudi Arabia 2024 united key industry leaders to discuss the evolving landscape of security and safety. Attendees gained valuable insights into emerging trends, innovative technologies, and practical solutions driving change in the sector. The summit sparked dynamic discussions and provided a platform for networking, offering actionable takeaways for those shaping the future of security and safety.



Eng. Ebrahim Al Abueisa
Assistant Governor for Engineering
Affairs & Licensing
**Supreme Authority for
Industrial Security**



Helmut Spahn
Director of Safety,
Security & Access,
FIFA



Saud Alhamoud
Vice President of
Strategy & Performance
**Ministry of National Guard
Development Program
(MNGDP)**



Tawfeeq Alsadoon
Head of Security,
Red Sea Global



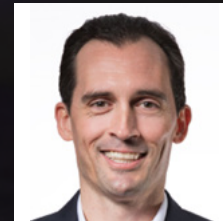
Tofiq Murshudlu
Head of Coordination of
the Border Management,
**United Nations Office on
Drugs and Crime (UNODC)**



Ayman Albarnawi
Head Crisis & Disaster Management
**King Faisal Specialist Hospital
& Research Center**



Abdullah Khalid Al -Shubrumi
Director of Industrial Security
& Crisis Preparedness
Ma'aden



Brett Taylor
Director of Safety & Security
Diriyah Company



Ahmed Tayar
Director of the Cybersecurity
Defense Centre
STC



Nora Alwasel
Senior Advisor
**Ministry of National
Guard Development
Program**

PANEL DISCUSSION: Safeguarding Mega Events: Integrated Security Strategies for Mega Events in Saudi Arabia

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Moderator



Christopher Seryak
Principal, Aerospace,
Defense & Security,
Kearney

Panelist



Helmut Spahn
Director Safety,
Security & Access
CIFA

Panelist



Major Gen. (Ret) Ben Kite
Senior Defense &
Security Advisor
Kearney

KEY TAKEAWAYS

AI, Security Integration, and Future-Ready Solutions

Security & AI: Opportunities and Challenges

Leveraging AI to transform security practices while addressing emerging risks and ethical challenges.

Compatibility between Physical Security and Cybersecurity

Integrating physical and digital security to create a unified defense against evolving threats.

Diversity and Inclusion in Corporate Security

The critical role of diverse teams in strengthening security strategies and driving innovation in the sector.

Safeguarding Mega Events

Advanced strategies and technologies for ensuring the safety of large-scale international events.

Boosting International Security Co-operation

Strengthening global partnerships to tackle cross-border security challenges and enhance collaboration.

Building Safe and Sustainable Future Cities

Innovating urban safety solutions to create resilient, sustainable cities for the future.

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“Intersec Saudi Arabia is a game-changer, showcasing the latest technologies, including AI, alongside the key developments discussed at the conference. It provides a vital platform for global experts to collaborate, sharing innovative strategies in border management and security to shape the future of safety.

Tofiq Murshudlu

Head of Coordination – Border Management Branch,
United Nations Office on Drugs and Crime (UNODC)



FIRE & RESCUE CONFERENCE

The Fire Protection & Technology Summit at Intersec Saudi Arabia 2024 brought together fire safety experts and emergency responders to discuss emerging technologies, best practices, and strategies to enhance safety and response. The conference offered valuable insights and networking, solidifying its role as a key platform for advancing fire and rescue operations in the region.



**Major General Dr. Hamoud
bin Suleiman Al-Faraj**
General Directorate
Saudi Civil Defense



Khalid Almandil
Head of Fire and Rescue
Services Department,
Red Sea Global



Majed Almejmaj
Fire Prevention & Rescue Director
KAFD



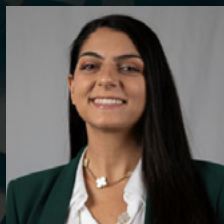
Col. Abdulhadi Ali Al Shahrani
Director of Regulations and Licensing
Saudi Civil Defense



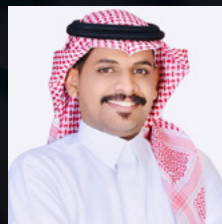
Mark Buckingham
Director of Fire
**King Abdulaziz
International Airport,
Jeddah**



Assistant Commissioner Ryan Ong
Director of
Fire Safety Department,
Singapore Civil Defense Force



Dana Nassif
Senior Consultant
of Fire & Life Safety,
WSP Middle East



Khalid A. Tubaygi
Head of the Fire Safety and
Internal Emergencies Department
King Saud Medical City



Dr. Ahmad Al-Ghamdi
Vice President-QHSSE,
**International Maritime
Industries**



Jamal AlGhamdi
Corporate Process Safety Director
Sadara

KEY TAKEAWAYS

Advancements in Fire Safety, Tech, and Risk Mitigation

Importance of Saudi Building Code

Emphasis on regulations, requirements, and applications for improved fire safety.

Disruptive Technologies in Fire Safety

Integration of AI and advanced tech for enhanced fire detection and prevention.

Cutting-Edge Fire Suppression Equipment

Use of robotics and drones in firefighting to improve efficiency and safety.

Fire Safety Hazards for Electric Vehicles

Addressing unique risks posed by electric vehicles in fire scenarios.

Promoting Fire Safety Awareness

Strategies to raise awareness and ensure better preparedness in communities and industries.

Emergency Response to Critical Incidents

Insights on efficient strategies for responding to large-scale emergencies.

Mitigating Fire Risks Linked to Climate Change

Best practices and innovative approaches to combat fire hazards related to climate shifts.

Prioritizing Occupational Health and Safety

The growing importance of safeguarding the health and safety of firefighters and other personnel.



“Intersec Saudi Arabia’s Fire Protection & Technology Summit is a crucial platform for collaboration. By sharing real-world case studies and insights, it brings together essential data and information, leading to stronger fire safety outcomes. The show showcased advanced technologies designed to tackle fire hazards and support frontline responders in keeping communities safe. An invaluable event for those on the front lines of fire protection.”

Neil Odin
Chief Fire Officer
Hampshire Fire and Rescue Service

MEDIA COVERAGE

Intersec Saudi Arabia 2024 garnered extensive media coverage, with top regional and international outlets highlighting key security innovations, technologies, and discussions. This comprehensive coverage amplified the event's reach, keeping industry leaders and decision-makers informed on the latest breakthroughs shaping regional security and safety.

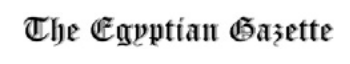
Pieces Of Coverage:

890 

Articles

46 

Media Attendees



MARKETING CAMPAIGN COVERAGE

Intersec Saudi Arabia 2024 executed a targeted marketing campaign across digital, social media, and traditional channels, generating significant awareness and engagement. Strategic partnerships, email campaigns, and impactful ads maximized reach, while on-site activations and real-time social media kept the audience engaged, positioning the event as the must-attend for security, safety, and fire protection professionals in the region.

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20 million+
Ad Impressions



700
Posts



9,206,602
Post Video Views



34,106
Post Link Clicks

♥ Social Media



57,566
Reactions



46 million+
Google Ad Impressions

4.7%
Average Post Engagement



573,414
Sessions



449k
Website Users

867,124
Page Views



3,403,171
Total Emails

MAJLIS

Driving Security and Safety Advancements at The Majlis

The Majlis at Intersec Saudi Arabia 2024 hosted elite government delegations, bringing together top officials and decision-makers. This exclusive platform fostered high-level networking, strategic collaborations, and critical discussions driving the future of security, safety, and fire protection in Saudi Arabia and the region.

Embassies Represented:

-  British Embassy
-  Embassy of Germany
-  Embassy of New Zealand
-  Embassy of France
-  Embassy of Poland

and many more...

1,000+
Government Majlis

30+
VIP delegations



The Premium Club

Intersec Saudi Arabia 2024 brought together key C-level buyers and exhibitors through the exclusive Premium Club, a high-level meeting point designed for strategic connections. This private, business-driven environment facilitated executive networking, high-value discussions, and seamless deal-making, all within a premium setting.

Key Buyer Profiles at Intersec Saudi Arabia 2024

- Security and HSE Leads from Saudi Aramco
- Heads of Security and Fire Safety from NEOM
- Security Operations Heads from Riyadh Airport
- Security PMOs from Red Sea Global
- Project Leads from Airbus
- HSE Heads from Six Flags Qiddiya
- C-level Executives from NAFFCO
- Senior Officials from the Ministry of Interior
- Senior Officials from Civil Defense

And many more..



500+
Elite Members

Contact us

Messe Frankfurt Middle East GmbH

+971 4 389 4500

intersec-ksa@uae.messefrankfurt.com

Riham Sedik

Show Director

+971 50 458 9421

riham.sedik@uae.messefrankfurt.com

Ahmed Atef

Project Manager

+971 4 389 4678

ahmed.atef@uae.messefrankfurt.com



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