



8th International Safety & Security Exhibition  
8 - 10 MAY 2012  
KARACHI EXPO CENTRE

## POST SHOW REPORT



The 8th International Safety & Security Exhibition - Safe Secure Pakistan 2012 proved to be a dynamic event of unparalleled opportunities for the security industry in Pakistan. The event turned out to be a fruitful platform for industry players to build strategic partnerships and collaborations.

Keeping in view the country's security needs, Safe Secure Pakistan 2012 displayed the latest trends in security, safety and the fire industry. The event increased the chances of local entrepreneurs to stay abreast with the most recent and advanced technologies used for protection and security in foreign countries.



## INAUGURAL CEREMONY

The event was formally inaugurated by Dr. Farooq Sattar, Federal Minister for Overseas.

The inaugural ceremony was further graced by the valuable presence of;

- Mr. Miroslav Krenek, Ambassador, Czech Republic
- Mr. Roshan Ali Sheikh, Commissioner, City Government Karachi



# SHOW HIGHLIGHTS



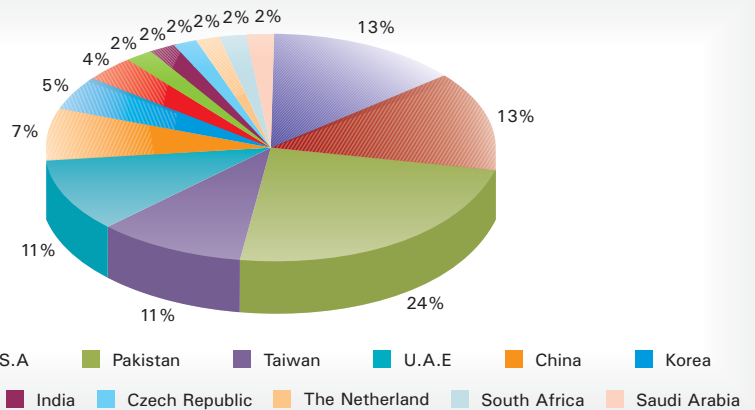
## MEDIA COVERAGE

- Broad coverage by local print & electronic media.
- Over 10 International publications & web portals supported the event.

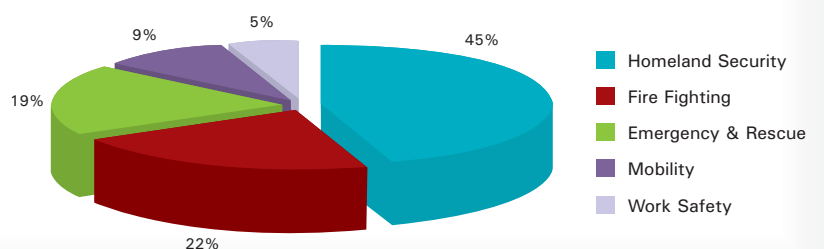


## PARTICIPATION OF EXHIBITORS

### By Countries:



### By Sectors:

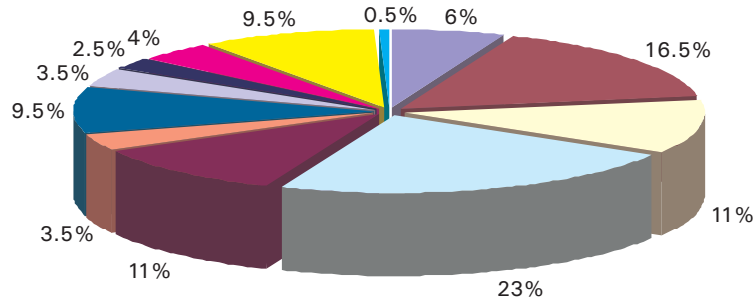


# VISITORS TURNOUT

Participation of leading industry visitors from all over Pakistan including:

Faisalabad | Ferozwatan | Hyderabad | Hub | Islamabad | Jamshoro | Karachi | Lahore | Matiari | Multan  
 Muzzafargarh | Rawalpindi | Sialkot | Tando Adam

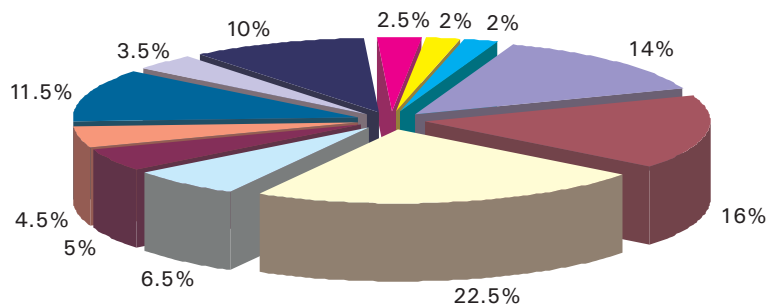
## % of Visitors By Industry Profile



- Fire, Safety & Security
- Oil, Gas & Power
- Transportation & Logistics
- IT & Telecom
- Hotels & Hospitals
- Chemicals, Cement, Fertilizers & Refineries
- Textile & Garments
- Cable Manufacturers/Automation
- Banks, Insurance & Financial Institutions/ MNC's
- Government Organizations, Trade Associations & Chambers
- Foreign Missions
- Generals & Others



## % of Visitors By Job Profile



- Corporate Management (Chairman, MD, CEO, Directors)
- Sales/Marketing/Business Development
- Technical/Production/Planning/QA & QC
- HR/Media & PR
- Purchase/Procurement
- Security/HSE/Fire/Admin
- Material & Logistics/Plant Management/Factory
- Commercial/Export/Import/Freight
- Engineers
- Accounts/Finance/Operation
- Traders/Consultants
- Others

# INDUSTRY OPINIONS

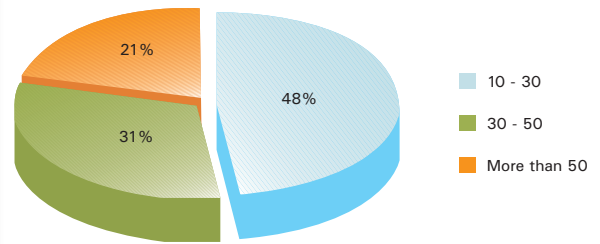
“It’s a lot more than my expectations, and holding three events together is a very good initiative.”

**Mr. Ray Wilsenach** - General Manager  
**Nemtek Electric - Fire Fencing Products**

“I have been able to generate new business leads, and this platform helps us exhibitors to introduce ourselves in the market and also to buyers.”

**Engr. M. Nadeem Siddiqui** - Regional Export Director  
**NAFFCO (National Fire Fighting Manufacturing Company)**

## Leads Generated:



“It is a very useful exhibition to generate business, with a good quality of visitors.”

**M. Shahzad Jawed**  
**Asia Traders**

“This is a very important event, the purpose of this event is actually meeting people and networking and we are getting it!”

**Mr. Altaf A.Afridi** - Regional Marketing Director- MENA  
**DORMA Gulf Door Controls FZE**

## Orders Confirmed:



“The exhibition is fantastic, good people, good atmosphere.”

**Mr. Igor Bogumil** - Sales Executive  
**PROMET Safe FZE**

“Things have improved a lot, technology made this exhibition worth visiting for security purposes.”

**Lt. Col. Muhammad Hadique Retd.** Senior  
Manager Security  
**Gul Ahmad Textile**

“It’s a good platform. It’s a perfect opportunity to come and have a look at all the different technologies.”

**Lt.Col Aamer Rashid**, Senior Executive (Security)  
**Fauji Fertilizers Company Limited**

“It was really a good experience to visit Safe Secure Pakistan Expo arranged by Pegasus. It was well planned and a well executed event which gave me opportunity to interact with the leading brands of the security industry.”

**Lt. Col (R) Ghazanfer Abbas Shah**, Director  
**Shezada Security Services (Pvt) Ltd**

# PICTURE GALLERY



# THANK YOU

On behalf of the Safe Secure Pakistan 2012 team, we would like to take this opportunity extending our sincere appreciation to all the supporting bodies, associations, exhibitors, trade visitors and supporting publications for their full endorsement to Safe Secure Pakistan 2012. Their invaluable assistance and support will be heartily remembered in ensuing years.

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9th International Safety & Security Exhibition  
**26 - 28 February 2013**  
**ISLAMABAD**



We look forward to seeing you at the 9th International Safety & Security Exhibition & Conference - Safe Secure Pakistan 2013, scheduled from 26th - 28th February, 2013 in Islamabad.