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**SAFE**



**SECURE**

**Pakistan**

10th International Safety & Security  
Exhibition & Conference

25-27 February 2014  
Pak-China Friendship Centre,  
Islamabad

**POST SHOW REPORT**



# Show Overview

2014 edition was formally inaugurated by Dr. Miftah Ismail, Special Assistant to the Prime Minister / Chairman, Board of Investment and Maj. General M. Saeed Aleem, Chairman, National Disaster Management Authority

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

- Mr. Ammar Jafferi, President of Pakistan Information Security Association
- Mr. Mohsin Hassan Butt, Director, FIA/Cyber Crime

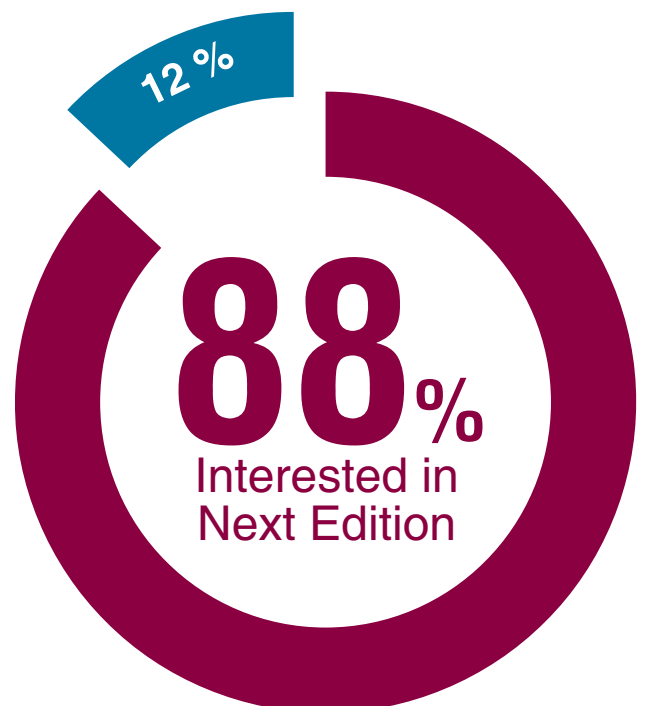
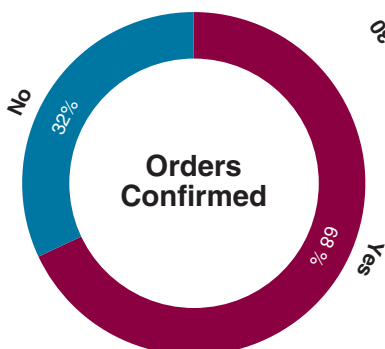
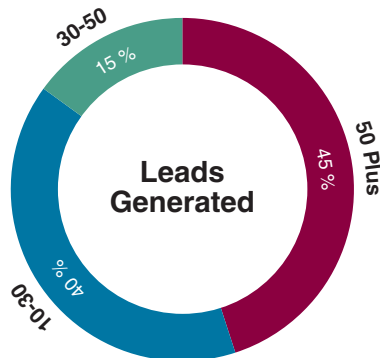
Safe Secure Pakistan 2014 has established itself as a significant business networking event for security, safety & fire protection in Pakistan and successfully concluded its 10<sup>th</sup> edition in February. It played host to over 200 exhibitors from 26 countries, the show was 50% larger than the previous edition and proved again to be the leading exhibition of its kind in this region.

Safe Secure Pakistan welcomed over 5000 visitors from all over the country.

## Exhibitors' Information



### Participating Countries



# Visitors' Information

Over  
**5000**  
Visitors

## Visitors From

- Islamabad
- Rawalpindi
- Lahore
- Karachi
- Faisalabad
- Sialkot
- Wah Cantt.
- Quetta
- Multan
- Raiwand
- Peshawar
- Swabi
- Taxila
- Azad Jammu & Kashmir
- Hasanabdal
- Gilgit Baltistan
- Sargodha
- Gujranwala
- Muzaffargarh
- Haripur
- Nowshera

## 4th International Safe Secure Pakistan Conference | 25-26 February 2014

**THEME:** "National Security for Regional Prosperity"

**FIRST SESSION:** *Broadening the Security Sphere*

### PANEL OF SPEAKERS

- Mr. Rashid Humayun, Pakistan Trade & Entrepreneurship Development Forum, The Federation of Pakistan Chamber of Commerce & Industry, Trade & Entrepreneurship Standing Committee
- Mr. Ahmed Chinoy, Citizens Police Liaison Committee (CPLC)
- Brig. (R) Rashid Ali Malik, Security 2000 Pvt. Ltd.
- Mr. Marcel Verdonk, Motorola Solutions UAE
- Mr. Ammar Jafferri, Pakistan Information Security Association (PISA)
- Mr. Ovais Shahid, Telelogic

**SECOND SESSION:** *Fire and Industrial Safety*

### PANEL OF SPEAKERS

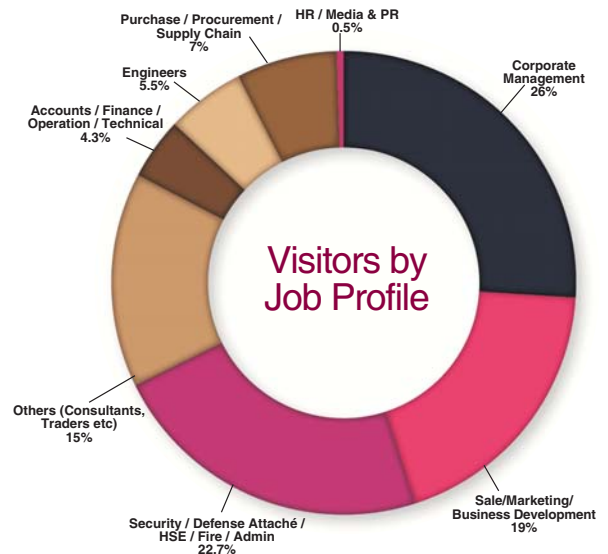
- Dr. Rizwan Naseer, Emergency Services, Punjab
- Dr. Djavid Salehi, Haix-Schuhe Germany
- Mr. Tufail Ahmed Shaikh, USAID PDP
- Mr. Muhammad Imran, Tajs West Coast
- Mr. Tariq Moen, Fire Protection Association of Pakistan (FPAP)

**THIRD SESSION:** *Disaster Management and Mitigation*

by National Disaster Management Authority (NDMA)

### PANEL OF SPEAKERS

- Maj. Gen. M. Saeed Aleem, National Disaster Management Authority (NDMA)
- Dr. Ghulam Rasul, Pak Meteorological Department
- Mr. Muhammad Qaswar Abbas, International Federation of Red Cross and Red Crescent Societies
- Ms. Fauzia Moghees, Network for Human & Social Development (NHSD)
- Mr. Ahmed Kamal, National Disaster Management Authority (NDMA)
- Syed Azmat Hussain, Wah Nobel, Pakistan Ordinance Factories



Over  
**150**  
Attendees

**17**  
Speakers

- Government (Federal, Provincial, Armed Forces, Law Enforcement & Intelligence Agencies, Ministries & Police Departments)
- Fire, Safety & Security
- IT & Telecom
- Oil & Gas, Power & Energy
- Automation, Engineering, Electronics & Home Appliances
- Engineers, Consultants & Traders
- Banks, Insurance & Financial Institutions
- Universities & Educational Institutes
- Foreign Missions
- Media & Magazines
- MNC's
- NGO's
- Shipping, Logistics, Transportation, Cargo & Freight Forwarders
- Food & Beverages
- Hotels & Hospitals
- General & Others

**10th International Safety & Security Exhibition from 25-27 February 2014**

**SAFE Secure Pakistan**  
10th International Safety & Security Exhibition  
25 - 27 February, 2014  
PAK-CHINA FRIENDSHIP CENTRE | ISLAMABAD

**Novative solutions for cyber world threats on display**  
International Safety and Security Exhibition and Conference begins

**'Pakistan spent \$1.85bn on security equipment last year'**  
By our correspondent

**Pakistan unprepared, underfinanced to fight disasters: speakers**  
Natural insecurity

**Trends for natural disasters in the region, risk reduction policy discussed at intl conference**  
OUR CORRESPONDENT

**KARACHI**—The 10th set to bring major investment opportunities for Local and Foreign Exhibitors and Manufacturers, stated a Press Release by the Show Organizers, Being Press Consultancy. The mega event: Being organized for the Second time at the Pak-China Convention Centre in Islamabad from 25-27 February 2014. Safe Secure Pakistan is an international Platform, which addresses the matter of Homeland Safety and Security Equipment and Training. Stakeholders, Industry Manufacturers, Stakeholders interact and exchange valuable

**KARACHI**—The 10th International Safety and Security Expo and conference kicked off with an exhibition of the latest security solutions offered by local and foreign companies featuring exhibitors from 200 companies in 28 different countries.

**Eric Kuan** of Streamax Tech, a vehicle security solution from China, had an interesting suggestion to offer. Kuan said the company's initiative to install CCTV mobile camera and related software in public transport could help prevent the vehicles from being targeted. "This system can help detect and capture videos to address emergencies such as suicide attacks" said Kuan. "It's all a matter of time and effectiveness. Such systems are very popular all over the world"

**regarding the DRR policy, disaster management and mitigation, preparing for disasters, disaster trends in the future.**  
Giving a detailed presentation about the policy, Kamal said its basic objective is to prepare for disastrous situation. He said that the comprehensive and



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BIG RED GUIDE

**HOMELAND SECURITY RESEARCH** Homeland Security NewsWire  
www.hsrc.biz

**A&S** **APSM** ASIA PACIFIC SECURITY MAGAZINE

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**ORGANIZED BY:** ufi Member Pegasus

**FOR MORE DETAILS, PLEASE SCAN:**

**Next Edition**  
**10-12 March 2015**

**SAFE SECURE Pakistan**

**Pak-China Friendship Centre Islamabad**  
11th International Safety & Security Exhibition & Conference