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*15th International Fire, Safety, Security
& Health Exhibition & Conference*

08 - 10 May 2024
Expo Centre Lahore

Organized by:



PAKISTAN – A GROWING SAFETY & SECURITY MARKET

The safety and security market of Pakistan holds vast potential as there are challenges related to the prevailing security issues, both to individuals and corporate sector. These security challenges are a threat to global peace and national harmony, keeping in view this Pakistan has been focusing a lot in the domain of safety and security. Pakistan as an emerging market is in quest for seeking international alliances to meet the requirements of its government sector and the growing needs of private sector. Moreover, the Government has been investing a lot in different projects in last few years; this has given a rise to the demand for safety and security equipment. The local production of safety and security equipment is minimal, which has increased the preference for the international products. The safety and security products present in Pakistan are a perfect mix of indigenous and foreign technologies thus offering an ideal platform for the foreign companies to showcase their offerings. The most highlighted and talked about project CPEC; that will just not only be strengthening our trade relations with the neighboring countries but will also connect us with more than 64 countries. A \$65 billion CPEC project requires strong security measures at strategic level with tactical & operational support to facilitate trade & transport in the region. Specifically, US\$ 17 million has been allocated for CPEC related security projects in the current fiscal year.



THE SHOW

Safe Secure Pakistan has established itself as a most preferred security trade event in the industry. The show has successfully completed its 14 editions and holds an important place in the market. Safe Secure Pakistan is successfully heading towards the 15th International Fire, Safety, Security and Health Exhibition and Conference in 2024. The event will be organized at Expo Center Lahore, Pakistan. The event is highly concerned about the showcase of updates developments and trends in the Safety and Security Industry.

KEY INDUSTRY FACTS

Safety & Security
US\$ 58.51 Million

Fire Fighting
US\$ 6 Million



Emergency & Rescue
US\$ 35 Million

Work Safety
US\$ 1 Million

MAJOR PUBLIC SECTOR SAFETY & SECURITY PROJECTS

MAJOR PROJECTS	US\$ (Thousand)
National Response Center for Cyber Crimes (NR3C), Phase-III	3.5
Pakistan Optical Remote Sensing Satellite	1.6
Gwadar Safe City Project	1.7
Safer Islamabad: Surveillance through Smart Cars	3.9
Establishment of National Cyber Security Academy (NCSA)	5.2
Establishment of National Forensic Science Agency	17.5
Crime Analytics & Smart Policing in Pakistan	1.7
China-Pakistan Economic Corridor Support Project	7.03
Foreign Nationals Security Cell Dashboard & Allied Facilities	2.8
Biomatric identification System for Passport Application	10.5

HIGHLIGHTS 2018

Total Exhibitor **155**

Participated Countries **27**

Total Visitor **5200**

OUTLOOK TO BUSINESS OPPORTUNITY

- Expand exposure and brand awareness
- Face to face meetings with existing customers, industry decision makers & prospects identify competitors.
- Gain valuable input and feedback from customers
- Showcase products and services to potential buyers using hands-on demonstrations.
- Appropriate platform to increase brand value
- Generate high quality leads from a targeted audience
- Increase market awareness and mindshare.

TARGETED VISITORS:

- Government
- Aviation

- Oil & Gas
- Telecom

- Ports & Logistics
- Education

- Banking
- Construction

- Retail
- Building Safety

- Healthcare
- Hospitality



CONFERENCE 2024

Providing a platform to extend discussions that focus of building security and resilience capabilities, to focus more on the practicalities of the probable security related i.e. what to anticipate, how to prepare, equip, respond and adapt to the sudden disruptions in order to survive and prosper.

The 9th edition of Safe secure conference is set to take place in 2020. This includes recent trends and developments in the safety and security sector. It is a great opportunity for participant to get insights from the latest safety and security industry.



EXHIBITOR PROFILE

- Internal Security and Policing
- Emergency, Disaster & Rescue Management
- Surveillance & Tracking and Traffic Systems
- Communication, IT Cyber safety
- Access Control
- Fire Fighting

VISITOR PROFILE

- Architects
- Builders & Developers
- Financial Institutions
- NGOs
- Government Ministries
- Hotel & Retail Management
- Law Enforcement Agencies
- Fire Departments
- Safety & Security Consultants
- Manufacturers
- Suppliers
- Installers

ORGANIZED BY



Pegasus

SCAN FOR DETAILS



For More Details:

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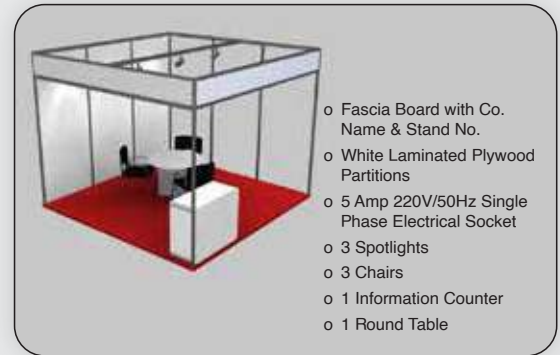
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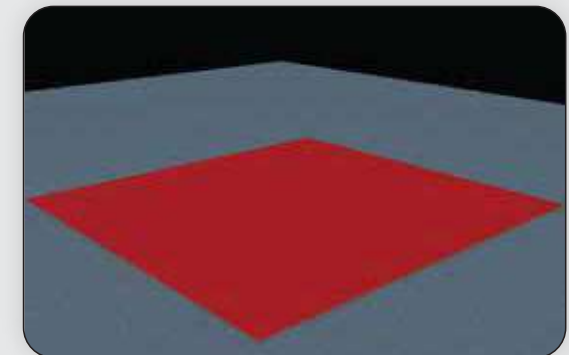
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EXHIBITION RATES



SHELL SCHEME

Rate - US\$ 265/sqm + 16% Tax (min 9 sqm)



BARE SPACE

Rate - US\$ 220/sqm + 16% Tax (min 18 sqm)