



Securex

25-27 June 2008, SCC, Johannesburg

SECUREX 2008 finished on a high note, attracting 5634 visitors, with exhibitors across the board commenting on the elevated level of qualified visitors and leads.

Securex is Africa's premier security, safety, fire and protection solutions exhibition. The show, organised by Exhibitions for Africa, a division of Specialised Exhibitions, will expand into the global market next year, following the purchase of a 50% interest in Securex by IFSEC, the world's largest annual security event. IFSEC South Africa incorporating Securex will take place from 1-3 July 2009 at the Sandton Convention Centre.

"In terms of visitor quality, our stand pumped like never before," says Jack Ebery, managing director of Elvey Security Technologies. "The organisers clearly made an effort to target their marketing efforts to attract visitors from the trade, which we appreciated."

Therma Card production manager, Wendy Anderson, says, "Securex is always a good way for us to reach our target audience. We made new contacts in African markets, particularly in the SADC countries, and are anticipating new business from these leads."

Axis marketing manager, Tami Alves, says: "It was a fantastic show for us. We've been here for 6 years running and this year was probably the best."

Exhibitors are urged to book their stands for IFSEC South Africa Securex 2009 early. Visit www.securex.co.za for more information.