

November 25 – 28, 2008
International Fairgrounds - Rho, Milan

Join the U.S. pavilion at Sicurezza 2008, don't miss out!

Sicurezza and Sicurtech Expo 2008: The Italian exhibition for security and safety technologies. Are you ready?

There are significant opportunities in Italy and Europe- join the U.S. PAVILION at Sicurezza 2008 - don't miss out!

In 2006, according to ANCISS (the benchmark Italian association for the security industry and federated to ANIE, the Italian Federation of Electrotechnical and Electronic Industries), the security and building automation sector registered an overall growth in turnover volume equal to 6.7% at current prices. The recovery in Italian demand, which grew by 7.9%, also determined a growth in imports equal to 5.5%. In 2007, the sector showed positive signs following a further acceleration in Italian demand which may allow for, as an annual average, a repeat of 2006 results.

In Italy, the sectors of private surveillance, investigation and automatic devices are achieving very significant results. In 2006, the results came close to an overall turnover figure of four billion euros which, by including the automatic devices market, rise up to a figure in excess of 5.3 billion euros. The vigorous growth of the video surveillance market deserves a mention: from the year 2000 to 2006 it has grown by an overall value of 17.4% (from 211 to 374.68 million Euros) together with the access control market, from 162 to 208 million Euros in the same period. The growth rate in video surveillance was due to its specific applications to *Homeland Security*.

New-to-market U.S. exporters should take advantage of the large and growing number of opportunities as Italy continues to make use of this equipment, particularly because U.S. technology is well accepted and considered state of the art.

► To learn more about Sicurezza and Sicurtech Expo 2008 visit our website: www.sicurezza.it e www.sicurtechexpo.it

► To have detailed information about the US Pavilion at Sicurezza 2008, consult the U.S. Commercial Service website: <http://www.buyusa.gov/italy/en/sicurezza2008.html>



SICUREZZA, the only international exhibition for the security sector taking place in Italy, has represented for the last 25 years a rendezvous for **the anti-intrusion, fire prevention and home & building automation professionals**. Upon reaching its fourteenth edition, the show has further evolved and will dedicate new exhibition areas to displaying products and services of excellence specifically designed for **intelligence and counterterrorism, police forces and private surveillance**.

SICURTECH Expo, the international exhibition which showcases technological applications related to **fire prevention and health and safety at work**, represents an important opportunity for participants to do business and expand their professional knowledge.

The 2008 editions of **SICUREZZA** and **SICURTECH Expo** will take place at **Fieramilano, Rho November 25-28**. The two exhibitions are characterized by their strong complementary and synergic features and will thus encompass one of the biggest global events dealing with security and safety, capable of attracting a number of increasingly qualified visitors.

In occasion of **SICUREZZA** and **SICURTECH Expo 2008**, a multi-faceted project dedicated to **Homeland Security** will come to fruition by providing a platform for international exchange and sharing of ideas where the leading countries can present their own products and systems of excellence. There will be a combined formula of **roundtables** (to enable the professionals to compare their different experiences on technologies, operational techniques and organizational models) along with a display area that will allow the presentation of emergency rescue equipment and activities. This initiative will see the involvement of a wide range of bodies and institutions among which The Home Office, the Italian Police Force, the State Forest Ranger Corps, the Civil Defense Department, the Region of Lombardy, the Milan Council and the Red Cross.

For the 2008 edition, we have **intensified the exhibition's promotional activity** in the United States, England and Israel, the countries considered to be at the forefront of this specific sector. In particular, we are collaborating with The U.S. Commercial Service, The U.K. Trade and Commercial Service, The Israeli Export Institute, in addition to the Italo-Russian Chamber of Commerce, in order to identify experts to act as speakers during the seminars and to advance the promotion of companies from these countries.

A number of companies will exhibit their products to the general public, while others will showcase theirs in reserved areas aimed at magistrates, officials and police forces. The companies will also provide some 'behind closed doors' in-depth workshops.

With the support of the U.S. Commercial Service in Rome, Fiera Milano Tech, is organizing a U.S. pavilion at **Sicurezza 2008**; this strong and successful cooperation began in 2004 with the first U.S. pavilion; you won't want to miss this opportunity to do your business in the Italian market.





U.S. COMMERCIAL SERVICE AND FIERA MILANO TECH TOGETHER TO PROMOTE THE U.S. PAVILION AT SICUREZZA 2008:

All you need to do is to come to Milan and make yourself available to hundreds of potential distributors and business partners there!

The U.S. Department of Commerce's U.S. Commercial Service in Italy and Fiera Milano Tech offer you a unique partnership: to maximize the value of your participation at Sicurezza 2008, we offer you a TURNKEY PACKAGE at the cost of **€ 283 per m² + 20% VAT (minimum 12 m²-booth)** and that includes the following items:

Exhibitor's booth:

- Fully furnished booth, minimum 12 m²
- Basic furniture:
 - white wood panel walls h. 3 mt.
 - 1 reception desk + 1 stool **OR** 1 table + 3 chairs
 - 1 display rack **OR** 1 shelf cabinet
 - 3 spotlights
 - 5 kw electricity
 - cleaning service
 - fascia name

For larger booths the furnishings are always basic and can be discussed with the organizer. The layout of the stand will be made available to each exhibitor.

Services included for each exhibitor, free of charge:

- 30 m² business lounge, equipped with computers, fax, e-mail and Internet connection and refreshments
- interpreting and communications services
- one-on-one business appointments with qualified Italian local companies and professionals
- catalog entry (paper and online version)
- 50 complimentary visitors tickets
- support in organizing travel & stay through travel agency Acentro Turismo Spa (fieramilanotech@acentro.it)
- 1 car parking for each stand, to be requested in advance through the show organizer

Web promotion for each exhibitor, free of charge:

- 3 PRODUCT SHOWCASE NEWS – Three product innovations may be published. Product descriptions uploaded no later than **October 15, 2008** will be collected and incorporated in the Product News 2008 printed catalogue that is distributed free of charge to the exhibition visitors. The web showcases may be constantly updated.
- 2 PRESS RELEASES - For the publication of company information. The showcases may be constantly updated.

Included in the newsletter for each exhibitor, free of charge:

- 1 LINKS Product Showcase News or Press Release (*Every month, excluding November 2008*)
- 1 ADVERTISEMENT: a company banner (dimensions: 468x60 pixels) in the newsletter's closing statement with a direct link to the Exhibitor's website (*Every month, excluding November 2008*)

PROMOTIONAL SUPPORT AND PR ACTIVITIES will be carried out via our web portal FIERAMILANOTECH.IT (SICUREZZA.IT or SICURTECHEXPO.IT). Over 73 million hits were recorded during 2006 and over 13.5 million pages were downloaded.

Promotional will also be carried out through Fiera Milano Tech's weekly electronic newsletter that reaches over 155,000 Italian and foreign registered professionals' individual e-mails addresses, which equate to approximately 90,000 individual companies.

Shipping instruction:

The shipping of goods for display and use at the exhibition is at your expense. The official fairground forwarder is EXPOTRANS (tel. +39-02-3662.8608; e-mail:luca.mazzetto@expotrans.it)

Each exhibitor must contact directly their country forwarder or EXPOTRANS for shipping their goods to Italy. Every country forwarder should contact EXPOPTRANS to ensure timely delivery at the stand.

Insurance coverage:

Each exhibitor must subscribe to an all-risk insurance policy for its goods. This insurance policy will be brokered by Fiera Milano S.p.A's broker and covers a minimum value of 25.000.00 Euro. The cost of the insurance policy is 84.00 Euro. The policy does not cover acts of terrorism or sabotage.

At an extra charge, any exhibitor whose goods exceed this minimum amount will have the possibility of purchasing insurance that provides coverage exceeding the minimum value.

Space is limited, so act now to secure your foothold in the Italian market!

Please note that it is possible to pre-register through the Export.Gov website at the following URL: <http://www.buyusa.gov/italy/en/sicurezza2008.html>

**Do you want to learn more about this event?
Please E-mail or fax this form to:**

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| Yes! I'm interested in learning more about participating as an exhibitor at Sicurezza 2008 Show | |
| Organization: | |
| Address: | |
| City/State/Zip: | |
| Tel: | Fax: |
| E-mail: | Website: |
| Contact Name: | Title: |
| Products/Technology/Systems sold: | |
| Your company's main activity: | |
| | |
| Your objectives in Italy: | |
| Comments: | |
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