



# \$5 Billion Opportunity for U.S. Safety and Security companies to Sell in India

**IFSEC India 2009 Internal Security India 2009 FIREX India 2009**

October 29-31, 2009 New Delhi, India

**Do you want to sell your products in India's fast and growing Safety and Security market?**

**In the aftermath of the recent terror attacks in Mumbai, government and private entities are dramatically gearing up to fulfill their safety and security needs. As Indian manufacturers offer few solutions, this high-growth sector presents significant opportunity for tech-savvy US companies.**

**Be a part of the first official USA Pavilion at India's largest safety and security expo and take the easiest route to meet potential business partners and to sell your products in India.**

**Space is Limited. Only 15 booths available.**

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## **Five reasons why you should join the US Pavilion**

- It's the largest trade show for safety, security, fire technology and internal security in India
- It's your chance to meet over 10,000 trade visitors and 200 exhibitors from 20 countries
- You'll be invited to a special VIP reception, only for US Pavilion members
- You'll get to showcase your company and products before an audience of key government and industry buyers
- You'll be assisted by experienced US Commercial Service India staff who can arrange one-on-one on-site meetings for you

## **Five reasons why India is a great market for you**

- The \$2 billion Indian market for safety and security products is expected to grow to \$5 billion by 2012
- The Indian safety and security market is growing at a robust rate of 25% per year
- The US annually exports more than \$100 million to India's \$500 million electronic security market
- India's fire protection market grew by 70% over the last 6 years to \$340 million
- The government has allocated \$900 million for the modernization of its paramilitary and police forces

### **Event - Where and When**

#### **IFSEC India 2009**

October 29-31, Pragati Maidan  
New Delhi, India.

### **Who should participate:**

Manufacturers and suppliers of safety, security and fire technology products and services.

### **Booth details:**

Booth size: 9 square meters (min)

Booth cost:

GBP 154 per square meters (bare)

GBP 176 per square meters (shell)

### **Registration deadline:**

**June 30, 2009**

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