

解决方案数不尽
IN A WORD, MANY SOLUTIONS.



SICUREZZA

意大利米兰国际安防展

2021年11月17-19日

意大利米兰国际展览中心

INTERNATIONAL NETWORK



www.exposec.com.br



fireshow.com.br



www.fispvirtual.com.br

IN CONTEMPORANEA CON
CO-LOCATED WITH

**SMART
BUILDING
EXPO**



FIERA MILANO

米兰国际安防展（SicuraZZa）是意大利顶级的安防主题展览会，也是整个欧洲安全和消防运营商最有参考价值的行业展览会。

它为保护事物、人和数据提供全面的技术与解决方案。携手智能建筑博览会，以联网建筑和智慧城市为重点，提供更加完整的内容。

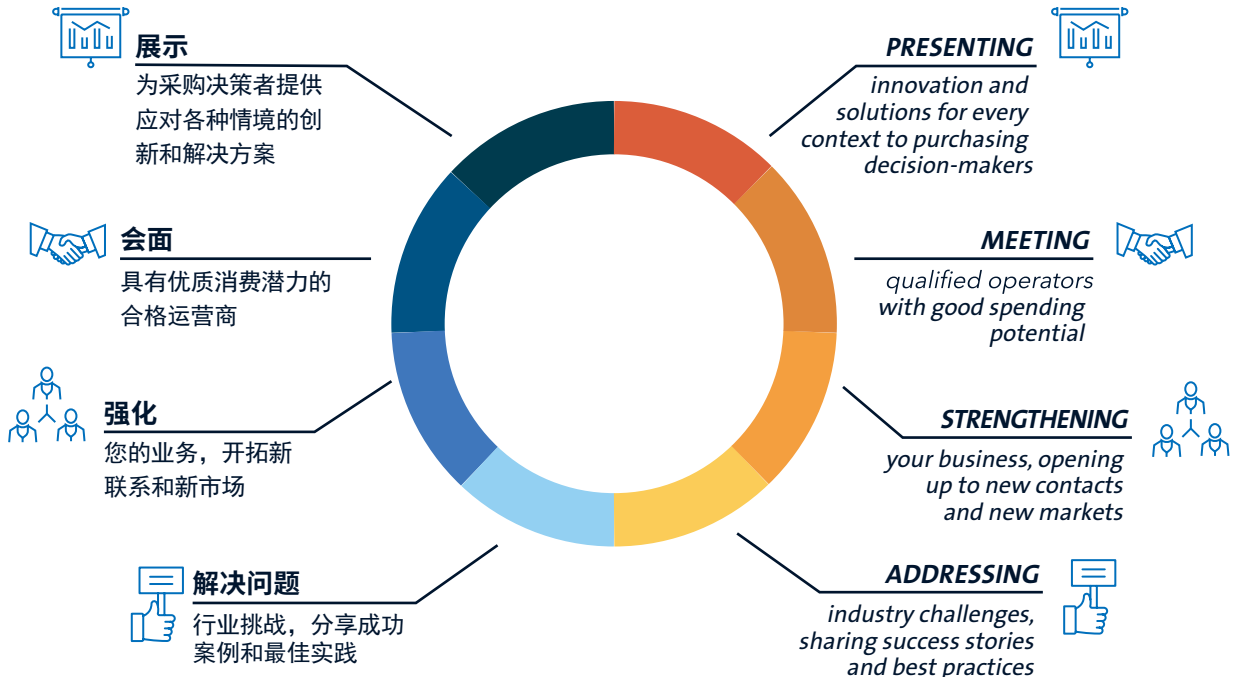
这是一个与市场携手并进的专属机会。

SICUREZZA is the leading event in Italy and the point of reference for security & fire operators throughout Europe.

An all-round proposal on technologies and solutions for the protection of things, people and data. Simultaneously with **Smart Building Expo**, which completes the offer with a focus on networked buildings and smart cities.

A unique opportunity to keep up with the market.

3天的展会，您将获得： THREE DAYS FOR:



量身定做的推广与传播方案

TAILOR-MADE PROMOTION AND COMMUNICATION

意大利国内或欧洲的安全和建筑自动化出版物的广告计划、媒体合作伙伴和新闻公关活动。

Advertising plan, media partnership and press office activities in the main national and European security and building automation publications.

全球范围内的数字化覆盖。

Digital coverage at international level.

介绍最新市场情况和参展商案例的专属新闻邮件。

A dedicated newsletter, with updates on the market and case histories of exhibitors.

对安装人员、设计师和大用户采取的直接营销。

Direct marketing actions on installers, designers and large users.

满足目标社群的路演和研讨会。

Roadshows and workshops to meet the reference community.



新闻邮件
Newsletter



社交网络广告
Social network ads



网站
Website



交互式APP
Interactive app



活动
Events



国际媒体计划
International media planning



社交媒体和社群管理
Social media and community management

参展商

EXHIBITORS

619

家

来自37个国家/地区

Coming from 37 countries

88%

对参加展会表示满意

Satisfied with their participation.

资料来源：米兰国际展览中心MPS调查

Source: MPS Survey for Fiera Milano

+33%

与上一届相比

Compared with
the previous edition

代表所有市场组成部分的类别

AN OFFER REPRESENTING ALL MARKET
COMPONENTS



CCTV、反入侵、访问控制、被动安全

CCTV, anti-intrusion, access control, passive security



防火和灭火

Fire prevention and extinguishing



建筑和住宅自动化

Building automation and home automation



犯罪预防和情报

Crime prevention and intelligence



贵重物品、文件和信息安全

Security for valuables, documents and information



网络安全

Cyber security



无人机

Drones

观众

VISITORS

28.629

名

来自88个国家

Coming from 88 countries

87%

表示愿意继续参加展会

Willing to return.

资料来源：米兰国际展览中心MPS调查

Source: MPS Survey for Fiera Milano

+12%

与上一届相比

Compared with
the previous edition

77%
欧洲

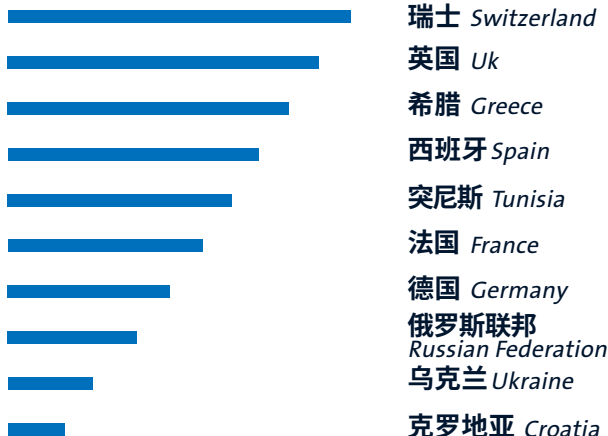
13%
亚洲

7%
非洲

3%
美国

观众人数位列前十的国家

TOP TEN COUNTRIES OF ORIGIN



2019年米兰国际安防展和2019年米兰国际智能建筑博览会的汇总数据
Aggregated data of SICUREZZA 2019 and Smart Building Expo 2019

您可以在 SICUREZZA遇见谁?

WHO DO YOU MEET
IN SICUREZZA?

安装人员&系统集成商
Installers & system integrators

零售商、批发商和分销商
Retailers, wholesalers & distributors

生产制造商
Manufacturers

服务企业
Service companies

设计师&合同
Designers & contract

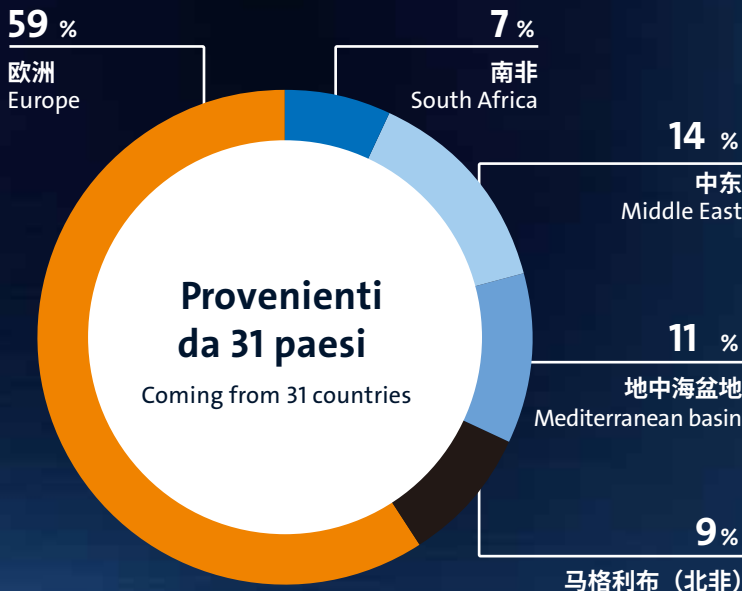
机构&协会
Bodies & associations

公共管理
Public Administration

基础设施&交通
Infrastructure & transport

执法机构
Law enforcement agencies

顶级特邀买家



MY MATCHING 商务配对

根据国籍、决策权和高消费能力对顶级买家进行挑选，他们将受益于**专属的接待计划**，在展会中度过的时光都将成为完美的体验。MY MATCHING商务配对支持参展商和买家之间的互动，在展会前**规划好目标会面时间表**，以便在展会期间**创造商机**。

*Selected by country of origin, decisional and high spending power, Top Buyers benefit from a **dedicated Hospitality programme** that makes the days spent at the event a **perfectly organised experience**. Supporting interaction between exhibitors and buyers, **MYMATCHING**: the schedule of targeted meetings planned before the event to create **business opportunities** during the exhibition.*

SICUREZZA

意大利米兰国际安防展

联系我们：

汉诺威米兰展览(上海)有限公司
上海浦东新区银霄路393号
百安居浦东商务大厦301室
邮编：201204

联系人：赵如意 女士 / 龚晓华 女士
电话：021-2055 7071 / 2055 7072
传真：021-5045 9355
邮箱：tina.zhao@hmf-china.com
ada.gong@hmf-china.com

扫码关注，了解更多信息

