

The 22nd trade show BEZPEKA 2017 once again has confirmed itself, as an effective business platform, which annually brings together leading companies and thousands of security industry professionals to get acquainted with the latest developments and technologies, to establish new contacts and to find the right solutions for many enterprises. This is the place for innovations and technologies of future to enter the market, presentation of startups, appearance of brands.

We would like to thank everyone who took part in the organization, preparation and exhibition itself!

Key figures:

2,302

SQ. M
OF EXHIBITION
AREA

128

EXHIBITORS

6,199

VISITORS

83

DELEGATIONS

6,918

VISITS

33

SEMINARS

Participated for the first time:



AMERICAN SECURITY PAVILION, organized by the Commercial Service of the Embassy of the United States of America in Ukraine, jointly with US companies interested in the implementation of favorable opportunities in the Ukrainian market.



PRESENTATION OF DIGITAL CASH by the general sponsor of BEZPEKA 2017 — DASH.



SPECIAL DISPENSING OF SERIES OF POSTAGE STAMPS, blocks, envelopes and cards 'History of fire transport'. Carried out by the Department of philatelic products 'Ukrposhta' and Ukrainian Research Institute of Civil Protection of the Ministry of Emergencies of Ukraine.

Distribution of visitors by industry:

Security service	51.7%	Smart house	6.3%
Telecommunication	29.9%	Engineering/automation	6.2%
Information technologies	27.2%	Armed forces	6.0%
Trade	19.1%	Transport/logistics	4.3%
Electrotechnical/ radio electronic industry	18.2%	Banking/Finance	4.2%
Data center (design/processing and storage of data)	8.9%	Information security/ information protection	4.0%
Construction/property	8.8%	Executive agencies	3.6%
Science and design	8.3%	Defense industry	2.8%
Power energy	7.5%	Digital finance/crypto currency	2.1%
		Other	7.3%

Feedback by exhibitors

All interviews with exhibitors are available at www.bezpeka.ua



**Anton Padiy,
Head of Sales, IQTrading:**

Perhaps, every trade show is a projection of what is happening economically in our country. Nevertheless, there are interesting contacts, new acquaintances, connections. Therefore, yes, I think, in the long term and in the future we will participate in such events. We also invited vendors. They directly represent the manufacturer of all the solutions that we offer. And they personally participate actively answering questions and understanding problems or prospects of the Ukrainian market. This is also a plus of this event.



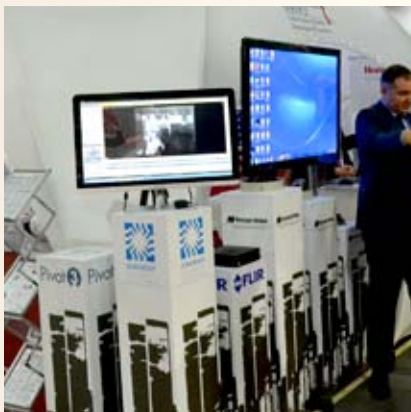
**Alexey Shevchenko, Commercial
Director, Security Holding:**

First of all, our goal of participation was development of new contacts. The security market is dynamically developing, and it is necessary to monitor new trends in the market, so participation is simply an extreme necessity. Why? Because, based on past technologies, we can say that there were made not one, but five steps this year. And the pace of development of this market and machinery, equipment and materials presented here — is impressive. Therefore, it is the research of new technologies, new suppliers and new customers.



**Oleg Kiriainen,
Brand Manager, VIATEK:**

The goal of each exhibition is to present new trends to its customers. Show the main directions of the brand, interesting novelties, which can be used and offered to clients. There were a lot of visitors. Of course, this exhibition is not the first for us and not the last one. This year there were a lot of experts and professionals. And they, basically, are well-informed: installers, integrator companies. The event was attended by end users, customers of large enterprises of all possible industries — from agriculture to retail. We are satisfied with the audience and its quality. There is still a need to work out all the information, we had got, take over and continue to communicate already outside the trade show.



Sergey Satsyuk, President of ISTAGROUP:

ISTAGROUP is participating for the first time together with the American Chamber of Commerce. And our goal was to present to the Ukrainian market American brands by ISTAGROUP. Today we presented five American brands, as well as all the innovative solutions that these companies offer both in the US and European market, and today it is already in Ukraine. Now the audience has become more professional. People, companies, specialists come and really strive to get high-quality and innovative products. I just returned from Dallas, from a business trip, there was almost the same trade show, called ICAS. You know, I have noticed that our Ukrainian trade show is not worse, but maybe even better for some interesting specialties.

Vasily Isakov, Commercial Director, Yablotron-Ukraine:

We participate in BEZPEKA almost every year, and it is very good that the audience is more professional. Let's just say, the trade show is more professional with people who come to our booth, communicate in one language, engaged in the same kind of activity. End users are few, and mostly, they are installers, police representatives, private security structures and others. We can say that the event is becoming more specialized, and it is excellent, because our equipment represent professional solutions in the field of security, ensuring the reliability of security systems. Participation objectives are invariably traditional: communication with our partners, attracting new clients and, of course, demonstrating those innovations that have appeared in our country this year. These are tasks that face the team of our company during the trade show.



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Alexey Blinov, Brand Manager, ERC company:

The main goal of ERC participation was to show a wide range of our range of physical security, video surveillance systems. Both BOSCH security and the Milestone system were represented, by different spectra for different customers and objects. In general, there are positive impressions. I believe that objectively this year the number of participants has increased. The market is gradually recovering from the crisis, I think everything will be fine. We plan to participate next year, make a better booth, bigger, to attract customers and partners even more.



Oleg Baran, President of SENK Group of Companies:

The purpose of the company's participation was to present our regular partners the novelties of technology that we have. In particular, we have new Q-Better products for queue management. New products and items by DSC, AMC, MAZI, which we represent in the Ukrainian market. All our partners are foreign. We cooperate with them on exclusive conditions and provide excellent service for our colleagues. And, referring to the 25th anniversary, it was also an opportunity to gather our partners here, during BEZPEKA trade show. The trade show, in my opinion, is better than last year. Booths were of high quality. Other exhibitors also present interesting items and solutions.



Alexander Kurennoy, CEO, AxxonSoftUkraine:

The goal of the company that develops software is to show novelties in analytics that we have for today. The main task, in fact, is to give that tool to people, customers, our partners, so that they can see how the system works, and ways to improve the productivity of work. In other words, we give the tool that allows us to approach each customer more qualitatively. Every exhibitor of BEZPEKA plan their own time. And it's easy for us, because we can invite everyone directly to the booth and organize meetings here, communicating with different people, engineers, project managers and so on.



Grigory Andrushko, General Director, VENBEST-LTD:

The main goal is to present our new line with the Light technology. Actually, we are demonstrating this at our own booth. Our expectations from participation are realizing, therefore, I have signed several contracts with quite large customers. The target audience is always as it should be. We participate annually, and next year we will also have something to show at the trade show.



We wish participants to achieve their goals, and have a successful and profitable business year!

See you at the BEZPEKA 2018!