



**ADRIA  
SECURITY  
SUMMIT**

powered by **intersec**

CONFERENCE & EXHIBITION

Šibenik - Croatia, 13 - 15. 09. 2017.

# POST SHOW REPORT



# We Promote Security



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## Mahir Hodžić, Chairman of the Adria Security Summit Organizing Committee

All statistics indicate that Adria Security Summit is the largest and most important conference and exhibition event dedicated to the Adriatic region security industry. Yet, the best evaluation is the one given by our guests, partners and sponsors. When talking to them, you get all the impression you need to appraise all the effort and commitment

that have been invested in the Summit organization. The feedback is extremely positive, and most of us are pleased with the praise we get for the quality of the offered services and the promotion of security culture and professionalism in the region. After year-long preparations which involved nearly 150 persons, we can say that we are satisfied with what has been done.

Considering that we had more than 200 guests from abroad, in form of visitors from 27 countries, meeting of the representatives of the most important global companies with their leading regional counterparts contributes greatly to improving knowledge and expertise of our professionals and raising awareness about the importance of developing regional security markets. Many global companies have been active here for many years now, and we can say that our markets do not lag behind global trends, which is really important not only for this sector but for our communities as well. By focusing on strengthening both profession and professionalism while respecting regional economic, developmental, cultural and language differences, the Adria Security Summit helps our societies distance themselves from numerous negative phenomena. Once again, we want to extend our gratitude to everyone who joined us in this security promotion mission.



## Lidija Stolica, President of the Croatian Security Guild, SBO Executive Manager

Croatian Security Guild is a professional security chamber which has celebrated its 25th anniversary this year. We gather more than 80% of companies

dealing with security. We are honored and grateful to play the role of host at the Adria Security Summit in Šibenik. These events are in great demand, which is evident from the number of people who have come to share their experiences and information and discover novelties. This is a home run.

I have been a professional for 20 years now and I have attended many fairs and conferences. I can honestly say that I am very satisfied. Many people are surprised and they tell me: "Wow, look at how it turned out." I knew that it would come to this based on the experiences from Sarajevo and Belgrade. The professionals in charge of this task managed to raise it to an even higher level. There has been a lot of good buzz among exhibitors and our Guild members. As for the program, it was filled with content to the brim. The idea to showcase projects on the second day, for the purpose of presenting the 2017 Case Study Excellence Awards, was the best thing that happened to the conference, because the professionals could present what they did in this year or even earlier, and you could learn about what was new. Also, these presentations encourage further discussions and meet-

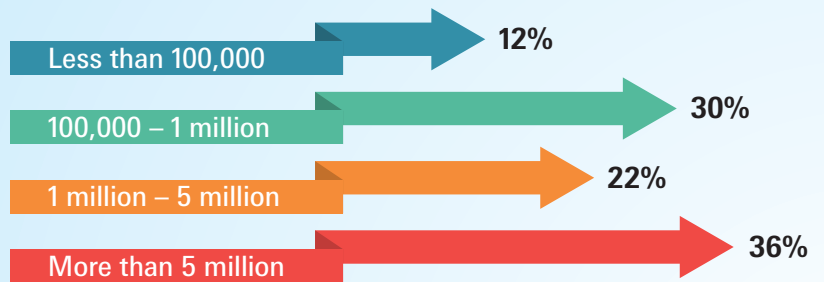


## Companies by number of employees

1 – 10	20%
10 – 50	22%
50 – 100	13%
100 – 500	15%
More than 500	30%



## Companies by annual revenue (in EUR)



## Visitors by position in company

CEO / Board Member	34%
Sales Manager / Director	33%
Installers	4%
CSO / Security Manager	12%
Designer / Consultant	7%
Administration	2%
Marketing Director / Assistant	2%
Department Manager (Projects, Operations, Development, IT...)	6%

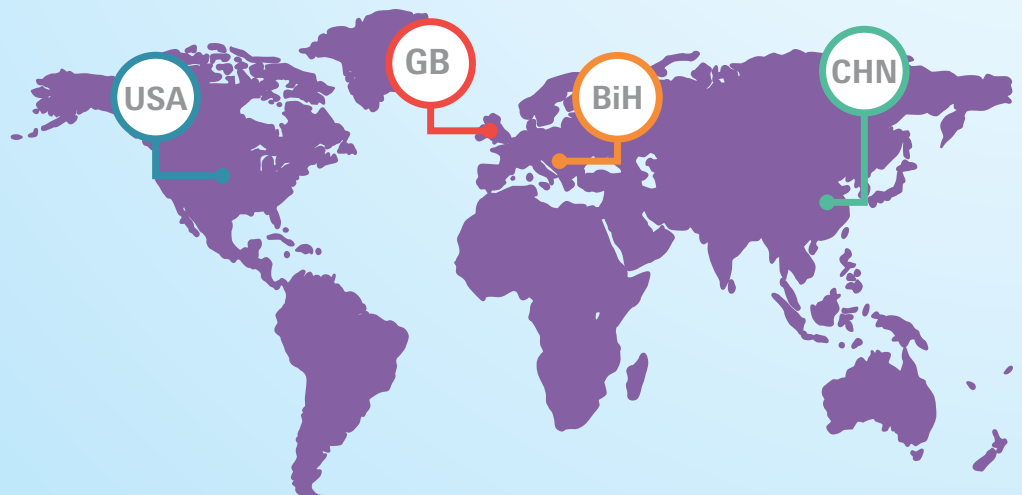
## More than 600 visitors from:

Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, China, Croatia, Czech Republic, France, Germany, Hungary, Italy, Kosovo, Latvia, Macedonia, Montenegro, Netherlands, Poland, Romania, Slovakia, Slovenia, Serbia, Spain, Taiwan, United Arab Emirates, United Kingdom, and United States.



## Visitors by country of origin

Croatia	46%
Bosnia and Herzegovina	20%
Slovenia	9%
Macedonia	5%
Netherlands	3%
Italy	
China	
United Kingdom	
Germany	
Montenegro	17%
Albania	
Serbia	
Czech Republic	
Austria	
United States	



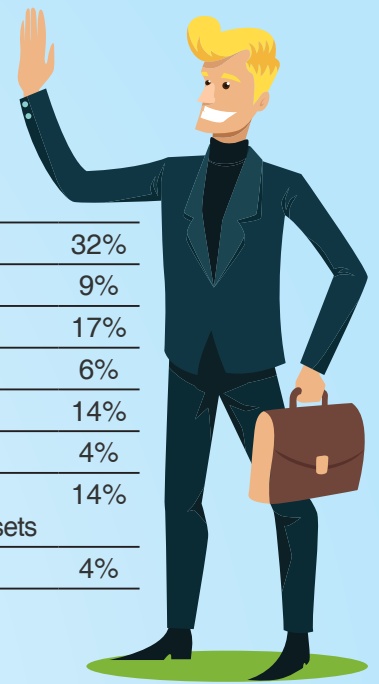
## Companies by industry



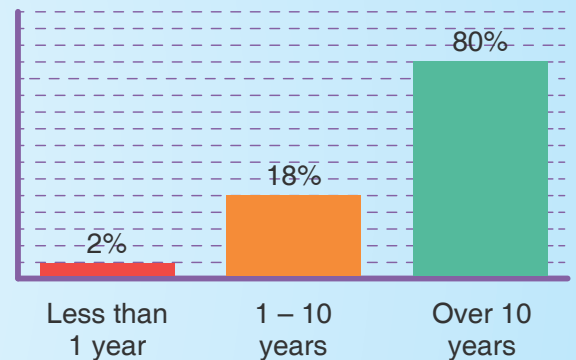
Technical Protection	39%
Private Protection	13%
Technical and Private Protection	12%
Engineering and Architecture	2%
Finance	2%
Communications / Transportation	5%
IT Industry	8%
Government	2%
Energy and Environment	2%
Manufacturing and Industry	7%
Other services	8%

## Companies by type of business

Manufacturer	32%
Dealer	9%
System Integrator	17%
Installer Company	6%
Distributor	14%
End-User and Buyer	4%
Technical and physical protection of people and assets	14%
Consulting / Projectants	4%



## Companies by years in business

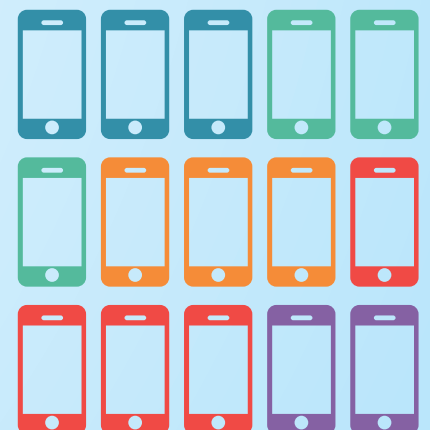


## Partners and Friends

Partners of Adria Security Summit: Croatian Security Association, Chamber of Private Security of the Republic of Macedonia, Serbian Association of Corporate Security Managers, Chamber for the Development of Slovenian Private Security, BiH Association of Security Managers. This year, we are joined by the Romanian Association for Security Technique. Friends of the project: Croatian Association of Security Managers and Center for Business Security, Slovenian Institute for Security Corporate Studies, Manager of Corporate Security Skopje, Association for Private Security of the Serbian Chamber of Commerce and BiH Center for Security Studies.



## OFFICIAL APP



Downloads	369
Sessions	11,041
Profiles	296
Photos	137
Messages	19
Interactions	682



**Wolfgang Marzin, President and CEO,  
Messe Frankfurt GmbH**

## We promote security

- President and CEO of Messe Frankfurt, the Europe's largest trade fair and event organiser
- Member of the Board of Directors of AUMA (Association of the German Trade Fair Industry)
- Member of the Board of Directors of UFI (Global Association of the Exhibition Industry)
- Former CEO of Leipziger Messe, CEO of GHM, President of Messe Düsseldorf North America, Exhibitor Group Director at Messe München



**Dino Juriša, Smart Solutions Manager,  
Bosch**

## Smart City – a Merger of Technologies

- He has worked at Bosch for 17 years, starting as a sales representative in the thermotechnology department
- Currently working for the smart solutions department, with a particular focus on smart cities solutions and projects
- Cross selling coordinator, bringing various Bosch departments and solutions into projects, depending on project and investor requirements
- Mechanical engineer and naval architect



**Gabrijela Jurica, Strategic Development  
Director, Securitas Croatia**

## Advanced Technologies for Perimeter Protection

- Involved in Securitas in creating advanced technology solutions tailored to the needs of users
- Worked as Director of Operations in Tehnomobil Securitas
- Headed the consulting department and was a key expert in project implementation in the GRC area for Trilix
- Head of Sales and Customer Relations in Pliva
- In addition to auditing certificates for ISO 9001 and ISO / IEC 27001, she possesses CISA, CRISC, CISM certificates



**Ivica Ostojić, CTO, Diverto**

## Gone in 60 Seconds

- He primarily works with financial institutions and governments as trusted advisor for security solutions and architectures
- Specializes in ethical hacking – penetration testing, IT auditing, implementation of ISO/IEC 2700X standard, BCRS, SOX, COBIT, ITL, lawful interception, homeland security, security intelligence, source code analysis, anti DDoS measures...
- Served as a Consulting System Engineer for Security Fortune 500 World Wide at Cisco Systems, IT Security Consultant at IBM Croatia, Chief Security Officer at GlobalNet
- Previous advisor to the Secretary General of the Croatian National Parliament

## Part of a Large Family

From 2017, Adria Security Summit is powered by an important global partner Messe Frankfurt. The event became a part of their portfolio and uses its organizational-promotional support. Messe Frankfurt is the largest organizer of trade shows, conferences and events in Europe. With its 2,400 employees in 40 countries, it generates annual revenue of more than 640 million euros per year. It organizes some of the most important world security trade shows such as Intersec and Secutech. Having acquired a partner that warrants further growth and development, the event was also given a new name: Adria Security Summit Powered by Intersec.



**Radosław Dzik, Channel Product Manager  
– Intrusion Europe, Pyronix / Hikvision  
Europe BV**

## Is Wireless Safe in Intrusion Alarm Systems?

- Gained experience in international companies covering international markets in the field of sales, seminars and product development in security
- Was in charge of the intrusion business unit in Hikvision Europe BV for Europe and Israel
- Former, International Sales Manager in Pyronix, UK
- Holds MSc degree from the Faculty of Electronics and Telecommunication



## First Panel Discussion

# Security Industry Challenges

**Dean Brazenall**, Sales Director, EMEA North, IndigoVision

- As soon as the IP system is installed, it becomes exposed to cyber attacks
- Security begins with basic education of workers and technological protection
- Attacks can be prevented and staved off, but we have to work hard on it

**Pierpaolo Piracci**, Distribution Manager, FLIR Systems

- Developing thermal cameras allows for providing better responses to terrorist activities
- Functionalities such as better situational awareness will result in greater use of thermal cameras

**Mihai Brana**, Head of Commercial Sales, Honeywell

- Technological solutions undergo not just an evolution, but rather a revolution due to the trend involving connectivity of everything

**Aleš Dejak**, Sales Manager, Adriatic Region, Dahua Technology

We are at the Summit for the third time. It is surely the most professional and biggest event in the region, and I wholeheartedly support it together with Dahua, and we will gladly come again.



- Security solutions will foresee and anticipate security challenges more frequently
- The biggest challenge will be to change the attitude of people to make them accept the cloud as a storage solution

**Ivo Pavičić**, Regional Manager, Adriatic Region & Greece, D-Link

We are highly satisfied and we can see that the quality is improving each year, together with rising number of participants. The organization is top notch. It has been modernized year after year. It's very nice.

**Danijel Sorić**, Sales Manager, Alarm Automatika

- The integration of security and protection systems is of great importance, particularly at high-traffic buildings,
- Just like it is done in developed countries, the legislation needs to offer regulations which incorporate the classification of

**Iva Lučić**, Marketing and Communications Director, Securitas Croatia

Excellent organization, very interesting speakers. I want to emphasize the importance of networking and it is impressive to see so many security experts from the region in one place.

facilities according to the level of protection they need to have

**Danijel Jerković**, Sales Manager, Bosnia and Herzegovina, Croatia and Slovenia, Bosch Security Systems

- Connectivity will be a fundamental trend in the years ahead
- It is necessary work on innovations in various industry sectors, such as automotive sector, in which the analytics are faced with a major task of ensuring safe autonomous use of vehicles
- The greatest challenge is the use of drones, which will need to be regulated





## Second Panel Discussion

# Markets of the Adriatic Region

### Serbia

**Aleksandar Nedić**, Secretary of the Association for Private Security and Other Service Activities of the Chamber of Commerce

- 250 companies and 37,000 workers are licensed to work in the field of physical security
- The public sector, which lags behind the private one, will be technically modernized in the upcoming period

### Kosovo and Albania

**Granit Hasani**, General Manager, Besa Security

- The security sector offers an increasing number of services, with an annual growth of at least ten percent
- There are many opportunities for investing in security systems in both countries
- Each company requires quality cameras
- Physical security market is regu-

lated in Kosovo, separate licenses are required in Albania

### Slovenia

**Aleš Dejak**, Regional Sales Manager, Dahua Technology

- The market recorded growth in the last four financial quarters,

**Dejan Šobić, System Integrator, Project and Catering Manager, ASSA ABLOY**

Adria Security Summit grows every year with ever increasing level of professionalism. It was a smash this year compared to the previous two.

- The private sector is increasingly investing in projects
- There are investments in in the modernization of shopping centers, law enforcement motor pools, parking access control

### Bosnia and Herzegovina

**Malik Krivić**, President of the Chamber of Agencies and Internal

Departments for Protection of People and Property in FBiH

- In the Federation of Bosnia and Herzegovina, some 15,000 persons are certified as security guards, while close to 5,000 work in the field of protection of people and property
- Public companies will increasingly invest in technology as the number of employees is reduced

### Macedonia

**Kiril Lazarov**, General Manager, Nikob Security

- Stagnation was evident in the past two years due to political situation
- Gray economy has boomed resulting in the pressure on prices
- Video surveillance has become popular when companies, banks and other organizations have begun to cut costs on physical protection

### Croatia

**Dean Klobučar**, Sales Director, Alarm Automatika

- There has been a shift in the market in recent years
- There are a lot of investments in hotel industry and retail
- Operations were facilitated under the Law on Financial Institutions, which had an effect on business as a whole of all companies

**Siniša Pintarić, Regional Manager, Adriatic Region, Honeywell**

We follow it from the beginning and I think it deserves praise because there is nothing like this in the region, and I hope that it will continue in the coming years. I'm delighted.



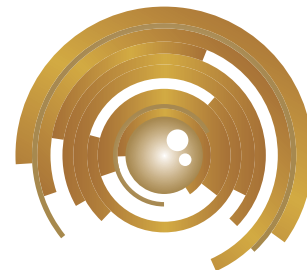
**Case Study Excellence Awards is a unique competition involving the most successful projects in the Adriatic region. The aim of the competition is strengthening of competitiveness among market players through the promotion of successful real life case studies.**

## **Avigilon Revolutionary Video Surveillance System in Port of Koper, Slovenia**

- Port of Koper is the only Slovenian port and it has key strategic value for Slovenian economy
- Avigilon used intelligent multimegapixel end-to-end solution with pattern-based intelligent video analytics that made the system very effective and scalable
- Sophisticated forensic tool can locate a specific person of interest across entire secured site

## **ECCOS Inženjering Integration of Security Systems in Pliva Facilities, Adriatic region**

- Integration of all facilities and systems belonging to pharmaceutical company Pliva in the region into a unique large system
- It enabled integration of all business processes related to protection and security, simpler user administration and faster event viewing and processing
- About 500 cameras and 300 readers are connected and easily managed via an interactive graphic map



**CASE STUDY  
EXCELLENCE  
AWARDS 2017**  
ADRIA SECURITY SUMMIT  
THURSDAY, SEPTEMBER 14<sup>th</sup> 2017  
SOLARIS RESORT ŠIBENIK

## **Krobel Promet Integration of Business Process Video Surveillance at DPD, Croatia**

- Implementation of business process surveillance for the entire distribution system at DPD, one of the leading international shipping companies
- The system was installed at the main and all auxiliary locations, with a control center at the main one
- The core of the system rests on the integration of high quality Hikvision cameras and fully user friendly software

## Zarja Elektronika Implementation of the Fire Extinguisher System in Block 6 of the Šoštanj Power Plant, Slovenia

- Thermal power plant Šoštanj is the largest power plant in the Slovenian electricity system
- Due to the potentially hazardous materials and various occurrences related to fire at new Block 6, a wide range of detectors was used: optical smoke detector, line airborne detectors, thermal point detectors, flammable hydrocarbon detectors, temperature IR detectors, flammable gas detectors, manual detectors and video smoke detectors
- Fire detection system at TEŠ B6 consists of four Zarja NJP-400A fire alarm control panels

## D-Link One vendor, one solution – Hotel Park, Montenegro

- Hotel Park has 262 rooms on eight floors and two large terraces
- Requirements: reliable, affordable and high quality real time video surveillance
- Fifty D-Link Full HD 2 MP DCS4602EV dome cameras, manufactured according to the IK11 standard, were installed
- Material is recorded through the use of five DNR-326 recorders and D-View software

## Salon bankarske opreme Implementation of the IP Locking System in a Leading Bank in Croatia

- One of the leading banks in Croatia has decided to change all the old safes and locks and raise security to a higher level
- After installing a pilot system, consisted of KABA Axessor IP locking system, the bank accepted the solution and moved on with installing IP locks in all of its branch offices in Croatia
- The bank achieved the desired level of security, reduced human-induced errors and increased response time

## Dahua Technology / Nikob Video Wall for Prevention and Increased Business Efficiency, Macedonia

- Macedonian company Nikob Obezbeduvanje decided to modernize its video surveillance control centre

## WINNERS

### 1. IT Odjel Introducing Law Enforcement System, West Herzegovina Canton Mol, B&H

- The introduction of a law enforcement system enabled the informatization and automation of the police activities
- By integrating multiple layers of applications, databases, registers, business logic and police processes, security institutions in Western Herzegovina Canton have become an example of modern coordination of police procedures and activities
- The system increased transparency at work, public and national security and operational efficiency

### 2. KING ICT Intelligent traffic control systems: City of Zagreb, Croatia

- Zagreb is a trade and business hub and a transport intersection between Central and Eastern Europe
- Use of intelligent analytical video surveillance technologies in traffic control and increasing urban security level
- Automatic video detection of vehicles involved in violation, direct control of traffic police on the ground and centralized processing of information through the central system

### 3. Alarm automatika Safety in Tourism: a Project of Securing Plava Laguna, Croatia

- Plava Laguna is among the larger hotel resorts in Croatia
- The system consists of unified and centralized video surveillance, anti-burglary / anti-raid system, and access control in hotel rooms and the parking lot
- Entrances to the campsites are controlled with the help of the automatic number plate recognition technology

- Dahua video wall based on 55" LCD screens was used
- There has been a huge increase in the number of users, and a new technical solution for video wall has become necessary in order to meet current needs and ensure easy expansion in the future



**Marco Grasselli,**  
**Regional Manager for Italy, the Balkans, Bulgaria, Greece and Cyprus, ComNet**

We were working with a&s Italy at a similar AP Security Forum event, but I think that Adria Security Summit is bigger. This is a very good summit in this region.

## Speed networking / B2B

One of the services that companies had at their disposal was the possibility of arranging meetings with participants of the Adria Security Summit. Establishing contact with a potential client was made as simple as possible. Requests for meeting could be sent via Adria Security Summit application directly. Recipients could refuse the meeting if they were not interested in cooperation. Meetings were held at the b2b conference room, while the organizer's staff was present there in order to ensure that everything runs smoothly.

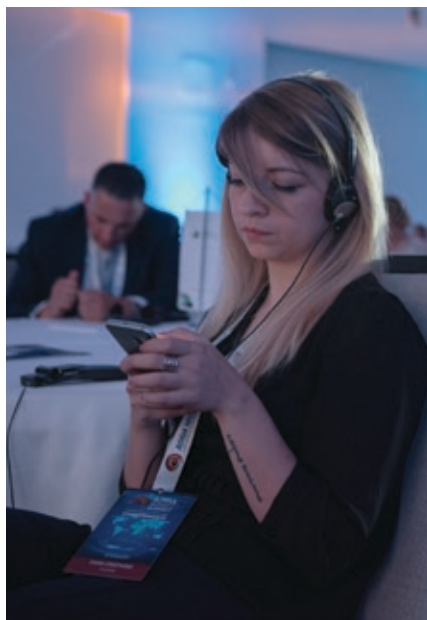


**Marijo Kolovrat,**  
**Regional Sales Manager, Avigilon**

I am always happy with your organization. This year, you have done the best job so far.

## APP

Adria Security Summit official application was dedicated to improve the networking opportunities of participants. Attendees could create personal profile within the app, check contact information of other attendees and communicate through private chat. They could locate partners on interactive Floor plan, or arrange business-to-business meetings through Speed networking service. Participants also shared pictures in Activity feed and participated in Case Study Excellence Awards voting. It was designed for Android and iOS.



**Jimmy Kuo, Sales Manager, Central and Eastern Europe, VIVOTEK**

The conference is very impressive and the conference hall is world-class. I can see many brands here and I think it's worth coming to learn about solutions in this region.

Šibenik was mentioned for the first time in the document belonging to the Croatian king Petar Krešimir IV, which was written and signed "in Sibinquo" on the 25<sup>th</sup> of December 1066. After 100 years of receiving requests to do so, Pope Boniface VIII issued the papal bull to Šibenik, which served to grant it status of a free town and establish the Diocese of Šibenik.

## St. Michael's Fortress

The Fortress is situated in a strategically exceptionally favorable position. It was originally built as a lookout for Šibenik Bay and the mouth of the Krka River. The oldest preserved part of the Fortress, the eastern wall, dates back to the 13<sup>th</sup> century.

## Šibenik City Museum

The Šibenik City Museum was founded in 1925 to mark the 1000<sup>th</sup> anniversary of the Kingdom of Croatia. Its collections include numerous objects of high value. The total number of museum pieces is about 150,000.



## Channel of St. Anthony

This locality was official declared a protected area in 1974. This was the site of the primary and last-ditch protection of the entrance to the Šibenik Harbor, since an iron chain had been strung up from one side of the strait to the other to prevent enemy boats from entering the harbor.

**Fedor Mendeleev, Sales Manager, Eastern Europe, AxxonSoft**

There are many companies we can talk to. It would be a failure to avoid coming to the next Adria Security Summit.

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# ADRIA SECURITY SUMMIT

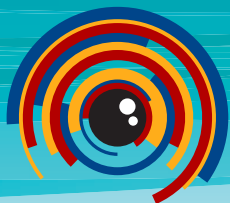
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# EXHIBITION





# ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

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## ZLATNI SPONZORI / GOLD SPONSORS



## SREBRENI SPONZORI / SILVER SPONSORS



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