

**2<sup>nd</sup> ALGERIA SECURITY**

**12-14 October 2008**

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**International Exhibition of Homeland  
Security, Industrial, properties and persons  
Security**

**From 12 au 14 October 2008**

DEAR EXHIBITOR,

THANK YOU FOR PLACING YOUR CONFIDENCE IN US.

THIS GUIDE IS INTENDED TO HELP YOU PREPARE FOR THE ALGERIA SECURITY EXHIBITION 2007.

IF YOU HAVE ANY QUESTIONS OR REQUIRE EXTRA ASSISTANCE, WE SHALL BE ONLY TOO PLEASED TO HELP YOU.

EXCELLENT EXHIBITION.

Sincerely.

**ALGERIA SECURITY 2008 TEAM.**

**Un Evenement :**

## **TRADE & FAIREVENTS**

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## HOMELAND SECURITY

**ALGERIA SECURITY** aims to bring the awareness and education on homeland security in its various vital components covering both public and private security.

**ALGERIA SECURITY** will cover the whole spectrum of the concept such as: Border Control, Surveillance, Critical Infrastructure Protection, C3 (Communication, Control and Command), Emergency Planning and Response to unconventional threats or mass casualties events, public health issues, etc.

The event will provide an omnibus solution platform to meet the discerning needs of the users from Public and Private sectors with exhibits ranging from biometrics, sensors, identification and communication devices or systems, software, to CBRN detection, protection or decontamination or mass casualties care systems etc.

## Who Exhibit?

**ALGERIA SECURITY** will showcase the latest in equipment, systems and global security solutions and technologies related to fighting terrorist threats and criminal activities for Police, Emergency and Homeland Security.

Some of the products and services that will be showcased during the exhibition include:

- Telecommunication
- IT security
- Critical infrastructure protection and surveillance
- Business continuity
- Personal protection and security
- Training
- Detection, control and identification equipment
- Stimulation and systems (Eg. Screening device)
- Services related CBRN (Chemical, Biological, Radiological, Nuclear)
- Border and site surveillance defense and response equipment

## Who Visit?

Target audience expected will be key individuals and agencies from joint operations and asymmetric terrorism fields including:

- Chief Security Officers
- Senior Police Officials
- Ministry of Defence, Home Affairs Officials
- Financial Managers
- Facilities Managers
- Physical Security Specialists:
  - Security/ Loss Prevention Manager
  - System Engineers
  - Systems Integrators

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## THE SECURITY SECTOR

all security is gathering at **ALGERIA SECURITY** to :

- Share know-how and experiences
- Educate themselves
- Discover the most innovative solutions and equipments
- Meet and choose new suppliers in the security and risk management fields

## Who visit?

Professional of security: manufacturer, distributor, installer

Prescriptor: Consulting, Consulting engineering department

End user: security manager, technician, purchasing manager general department manager, quality controller, elected representative, small/middle size company director, etc.

## Who exhibit?

- Manufacturers, distributors and installer of security equipments,
- Trainers, normalization and certifications bodies, Consultancy and audit companies...

All security actors mobilize at ALGERIA SECURITY.

## Product index:

- Screening / Anti-terrorism
- Biometrics
- Cable/Energy/Lighting
- Communications
- Computer Security
- Control/Training/Verification/Risk Management
- Detection (theft, intrusion)/ Alarm
- Identification/Access Control
- Integrated Systems
- IT & Networked Security
- Media/Institutions
- Services (remote security, security guards, secured means of transportation...)
- Lone-worker protection (LWP)
- Perimeter security
- Information security
- Mechanical security (safes, locks, armoured equipments and vehicles, etc)
- Telecommunications/Transfers/Networks
- Videosurveillance
- Other

## THE FIRE FIGHTING SECTOR

Fire fighting is a field requiring a high exigency level where solutions and services quality must be optimum. Professional exhibiting at **ALGERIA SECURITY** presents the best products and services on the market.

### Who visit?

Professional of Fire Fighting: manufacturer, distributor, installer

Prescriptor: Consulting, Consulting engineering department

End user: security / Fire Fighting manager, technician, purchasing manger general department manager, quality controller, elected representative, small/middle size company director, etc.

### Who exhibit?

- Manufacturers, distributors and installer of Fire Fighting equipments,
- Trainers, normalization and certifications bodies, Consultancy and audit companies...

All Fire Fighting actors mobilize at **ALGERIA SECURITY**.

### Product index:

- Smoke evacuation/Smoke extraction/Ventilation
- Cable/Energy/Ligthing
- Partitionning/Fireproofing/Draughtproofing
- Control/Training/Verification/Risk Management
- Fire Detection /Alarm
- Fixed and mobile extinguishing systems
- Maintenance
- Fire fighting and rescue equipment
- Media/Institutions
- Other

### THE OCCUPATIONAL RISKS SECTOR

All security and health at work professional, are gathering at **ALGERIA SECURITY**:

- to share know-how and experiences,
- to educate themselves
- to discover the most innovative solutions and equipments in the prevention and risk management fields.
- to meet and choose new suppliers in the safety and risk management fields

### Who visit?

- Professional of prevention and safety: manufacturer, distributor, installer
- Prescriber: Consulting, Consulting engineering department
- End user: security and/or safety manager, technician, purchasing manager, general department manager, quality controller, elected representative, small/middle size company director, etc.

### Who exhibit?

- Manufacturers, distributors and installer of security and safety equipments,
- Trainers, normalization and certifications bodies, Consultancy and audit companies...

All occupational risks prevention actors mobilize at **ALGERIA SECURITY**.

### Product index:

- Design of premises/Work environment
- Control/Training/Verification/Risk Management
- Decontamination
- Ergonomics and workstation layout
- Hygiene/Cleaning/Treatment
- Handling/Lifting/Stocking
- Media/Institutions
- Safety tools
- First aid
- Protection against noise / Acoustics
- Lone-worker protection (LWP)
- Hand protection and hygiene
- Head protection and hygiene, respiratory protection
- Foot protection and hygiene
- Quality of air (dusting off/aspiration/treatment)
- Industrial and environmental risks
- Machine safety
- Road safety
- Clothing (Work Wear),Other...

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## WORK WEAR

All protective and image wear professional are gathering at **ALGERIA SECURITY**:

- to share know-how and experiences,
- to educate themselves
- to discover the most innovative solutions and equipments in the prevention and risk management fields.

## Who visit?

You are:

- a professional of protective and image wear: manufacturer, distributor
- a prescripator: Consulting engineering departement
- An end user: purchasing manager, general department manager, marketing / communication manager, human resources manager,...representing a company or an administration.

## Who exhibit?

- Specialized and non-specialized distributors, manufacturers, services suppliers of professional clothing: work wear, protection clothing, corporate and career wear, image and promotional clothing...

All professional clothes and textiles actors mobilize at **ALGERIA SECURITY**.

## Products index:

- Accessories (hat, caps, ties, bags...)
- Consultancy, research and design offices
- Medical jackets and smocks
- Textiles fibers
- Bulletproof vests
- Rental of clothes
- Marking and personalization
- Cleaning, maintenance
- High-visibility clothes
- Renovation and conditioning
- Coated clothes
- Technical textiles
- Single-use protective clothes
- Protective clothes - cold and weather proof
- Protective clothes - high visibility
- Protective clothes - chemical/biological risk
- Protective clothes - electric risk
- Protective clothes - mechanical risk
- Protective clothes - thermic risk
- Bib-woven protective clothes
- Work clothing
- Corporate clothing
- Fire proof clothing
- Clean room clothes
- Works clothes
- Promotional / special events clothing
- Uniforms
- Others services
- Other clothes

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## The Exhibition:

**TRADE & FAIREVENTS** organises the **2nd ALGERIA SECURITY** (International Exhibition of state, homeland security, Industrial, properties and persons Security) at SAFEX , Pins Maritimes , ALGIERS.

**From 12 to 14 October 2008**

## Objectives of the Exhibition :

The Salon of the sector of Security , the **2nd ALGERIA SECURITY** takes place at a moment when Algeria starts important economic changes . It is a major event and a place for meeting , getting information, exchanging and promoting all the actors of the Security sector like: the Government institutions, foreign companies, local companies, carriers , manufacturers and suppliers of materials and equipments, services , etc....

## Why Exhibit:

The **2nd ALGERIA SECURITY** aims at allowing the professionals of the industry of Security to:

- Present your offer and your know- how to the key persons in Algeria.
- Target the projects , the context and the parties involved in the sector of Security.
- Collect operational information on the practice of business in Algeria (rules and regulations, judicial , markets.....).
- Fulfil the objectives of the five- year plan of the President of the Republic.
- Be better equipped in order to meet the important needs in terms of Security.
- Be informed of the governmental laws and programs that govern the sector.

## **Publication tools:**

**ALGERIA SECURITY** will make certain products of publication:

- Guide plan: Plan and information on the occupied halls will be given free to all visitors.
- Catalogue: a catalogue related to the event and based on an alphabetical order and category of products and exhibitors will be available.
- Newsletter: a publication on magazines and newspapers. This publication will be sent to exhibitors and journalists of specialized press. It will give news on the exhibition, progress in the content of the program and all recent novelties of the sector.

## **Communication:**

The promotion of the event and its content will be done thanks to the tools that have been already mentioned above and also thanks to:

- Direct marketing: personalized sending of invitation cards, offered for the entry to this event to categories of specific professional operators.
- Telemarketing: to certain categories of visitors.
- Call center: for the subscription of visitors
- Official web site of the event: which is nearly operational.  
([www.fairevents.net](http://www.fairevents.net))
- Collaboration with the main specialized editorial offices of the sector and economic press.

## **Communication plan of the mass media:**

A substantial and an adjustable plan of communication will be implemented as a support to the event

- Publicity campaign on non-specialized press (newspapers and magazines) and specialized press (main magazines of the sector).
- Radio campaign on the main national radios of entertainment and information, bill sticking and advertising drawings.
- Mobile publicity (on car, bus, ... etc.)