



SAFETY & SECURITY ASIA 2012 INDONESIA

THE 2ND INTERNATIONAL SAFETY & SECURITY TECHNOLOGY & EQUIPMENT EXHIBITION

Jakarta
Convention
Center (JCC)

5-7 December 2012
www.safetysecurityasia.com

Co-Organisers:



Supporting Governmental Partner:



The Indonesian National Police

Concurrent Events



SECURITY & FIRE INDUSTRY AWARDS

Knowledge Partner:

FROST & SULLIVAN

Official Online Media Partner:



Supporting Organisations:



Security Systems Association of Singapore



British Security Industry Association



Asian Professional Security Association International - Indonesia Chapter



ASIS International - Indonesia Chapter



Enterprise Security Services Association of Indonesia



Indonesia Crime Prevention Foundation



Indonesian Cash Transport Securities Services Association



Indonesian Security Managers Association



International Society of Crime Prevention Practitioners - Indonesia Chapter

Indonesia's leading safety & security technology & equipment exposition – Safety & Security Asia (SSA) Indonesia will be staged at Jakarta Convention Centre for its second successful presentation on 5 – 7 December 2012.

For the past 22 years, the Safety & Security Asia (SSA) series, held on a bi-annual basis in Singapore and Jakarta, has successfully positioned itself as the most established platform serving the Southeast Asia's security market.

2012 will witness the second SSA Indonesia across a 3-day period from 5 – 7 December, after their debut in December 2010. Held concurrently with Fire & Disaster Asia (FDA) Indonesia, both premier events will provide an ideal launch pad for our exhibitors to effectively market and promote their new technologies, solutions, products and services to key industry players across the region.

It will also serve as a strategic platform for fellow industry friends to foster and renew business partnerships, as well as, to share their expertise on industry developments and trends!

Indonesia's economy at a glance!

Indonesia's economy grew more than 6 per-cent for a fourth straight quarter in 2011 as consumption, investment and exports weathered a faltering global recovery.

Gross domestic product (GDP) rose 6.54 percent in the three months through September from a year earlier, compared with a revised 6.52 per cent in the second quarter, according to the Central Bureau of Statistics in Jakarta, Indonesia.

The world's fourth most populous nation relies on consumption more than some of its neighbors, making it less vulnerable to swings in global demand. Amidst a rapidly rising middle class and expanding consumer market (the Indonesian GDP per capita breached US\$3,000 in 2010), the country's gross domestic product (GDP) rose to above US\$1 trillion.

Foreign investors taking notice, have pumped a record US\$19.3 billion into Indonesia in 2011, up 20 per cent from the previous year.

All this sets the stage for SSA 2012 to be your premier destination for tapping into Indonesia's extensive wealth of resources and steady, increasing growth.



Show Information

Venue	: Jakarta Convention Centre, Jakarta, Indonesia
Date	: 5 – 7 December 2012 (Wednesday – Friday)
Opening Hours	: 1000hrs – 1800hrs
Frequency	: Bi-annual
Concurrent Event	: Fire & Disaster Asia (FDA) Indonesia
Exhibitors*	: 150
Trade Visitors*	: 5,000
Gross Exhibition Area*	: 4,000sqm

*Projected Figures



Why participate?

Optimize your participation at SSA & expand your networking circle:

SSA is the one-stop networking hub which provides a platform for exhibitors and trade buyers to interact face-to-face and conduct business dealings!

Maximize your marketing and promoting efforts:

Exhibitors can leverage on the cost-effective platform at SSA to market and launch new safety & security solutions, technologies and products to our vast pool of visitors and trade buyers from Asia and beyond!

Enhance your learning process through a structured mix of conferences and on-site activities:

SSA collaborates with relevant industry associations and partners to provide our exhibitors as well as industry professionals with a key channel to be kept abreast of the **most** up-to-date industry movements and trends.

Heighten brand awareness and identity: Through our exhaustive marketing communications campaign, SSA offers our exhibitors with strong marketing tools to create brand awareness and strengthen your brand identity and image.

Event Highlights:

1. Security & Fire Industry Awards 2012

The Security & Fire Industry Awards ceremony is held in conjunction with Safety & Security Asia (SSA) Indonesia and Fire & Disaster Asia (FDA) Indonesia series where the best in the safety, security, and fire and disaster management industry are honored for their achievements and latest innovations.

2. Commercial Premises Security Conference (CPSC'12)

CPSC aims at addressing the pressing security concerns faced by commercial premises and facilities such as shopping mall operators, retailers and hoteliers. We'll invite key speakers to speak and share of the latest innovations and technologies that will equip retailers and alike with the must-have technology to keep their premises safe at all times.

3. Indonesia International Security Conference (IISC'12)

IISC 2012 will cover issues faced in today's security environment. It will also provide delegates with deep insights on the current state of the region's security affairs.

4. Global Technology Seminar (GTS'12)

Global Technology Seminar, GTS in short, is a free to attend seminar presenting the latest state-of-the-art safety & security technologies by a list of distinguished speakers. It is also an ideal channel for our exhibitors to leverage on this event to share their expertise and product knowledge.

Secure your booth at SSA 2012 today!



Exhibition Sections:

- Access Control Devices & Systems
- Biometrics Technologies
- Building Management Systems
- Business Continuity Planning
- CCTV & Surveillance Systems
- Control & Communication Systems
- Homeland Security Devices
- Identification Devices & Systems
- Intrusion / Detection Devices & Systems
- IT & Network Security
- Perimeter Security
- Retail Security
- Tracking Devices & Systems

Who should visit?

- Architects / Contractors
- Building Developers
- Distributors / Representatives
- Emergency Managers
- Engineering Consultants
- Facility Managers
- Fire Engineers
- Fire Safety Managers
- Government Officers
- Manufacturers
- Security Consultants
- Security Managers
- System Integrators
- System Installers

We deliver your target audience!

SSA's comprehensive marketing communications campaign brings you the key visitors that make a difference in your on-site networking process



Wide advertising exposure:

SSA 2012 advertises in renowned local and international trade publications.



Online marketing:

Our dedicated online marketing campaign reaches more than 10,000 industry professionals.



Website:

www.safetysecurityasia.com is a significant platform for exhibitors and visitors to stay updated with the latest show movements and developments.



Public Relations (PR) Campaign:

Maximize your participation and increase your brand awareness through the exhaustive pre, on-site and post event publicity efforts!



B2B Industry Portal:

www.securityasianetwork.com provides security and safety professionals to interact, share and discuss on the latest and/or upcoming trends and developments of the industry.

For advertising & sponsorship enquiries, please contact Mr. Soo Kwok Heng at kwokheng@cems.com.sg

SSA's success!

"Participating in SSA 2011 allowed Apro Technology to reach out to customers – existing and potential and strengthen relationships. Visitors to the booth have been impressed with the capability exhibited and have shown significant interest in engaging us going forward. We will be working extra hard to continue the conversations and explore potential avenues to improve on our service to our clients."

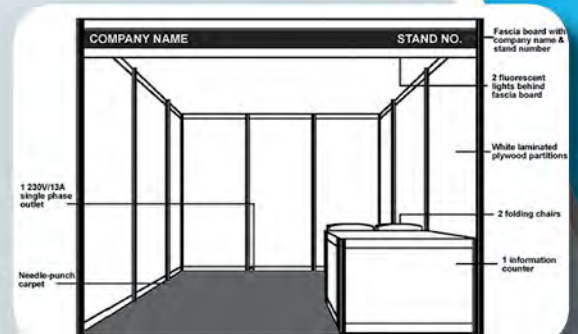
- Mr. Li Xiao Ping, General Manager,
Apro Technology Pte Ltd –

"On behalf of SII, we would like to thank CEMS and you for the wonderful support given to SII for the Security Industry Conference 2011 and Security Master Class. The conference will not be successful without all the efficient logistical support and manpower from CEMS. We have received much positive feedback from the audience. We look forward to more opportunities to work with CEMS again for our future events and activities. A BIG THANK YOU to you."

- Ms. Jessie Tay, Security Industry Institute –

"We would like to take this opportunity to thank the team of Conference & Exhibition Management Service (CEMS) on a wonderful job well done for Safety & Security Asia (SSA) 2011! The event has met our expectations and the entire team in CEMS has shown professionalism by speedily meeting with our requests, keeping us up-to-date on the event highlights and changes. We are impressed in how efficient every member of CEMS is and how much KABA has benefited with the media coverage in news, online and in print. Thanks again for such a job well done!"

- Mr. Christophe Conan, Managing Director,
KABA Security Pte Ltd –



Participating Costs

Bare Space: SGD 500 / sqm (min. 18sqm)

Shell Scheme: SGD 590 / sqm (min. 9sqm)

Shell Scheme Entitlements:

A standard 9-sqm Standard Shell Scheme package will include:

- Fascia board with company name and stand no.
- White partitions
- Needle-punched carpeting
- Single phase electrical socket (220V – 240V)
- 2 fluorescent lights
- 2 folding chairs
- 1 information counter
- 1 waste paper basket

Book your booth with SSA Indonesia today!



Contact Details

Sales enquiries (based in Indonesia only), contact:

P.T. Royalindo Expoduta

Contact Person: Ms. Amelia Darmadi

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Sales enquiries (outside Indonesia), contact:

Conference & Exhibition Management Services Pte Ltd

Contact Person: Mr. Eugene Ong

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Media/Advertising enquiries, contact:

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