

# SECUREX

WEST AFRICA

> COMMERCIAL & HOMELAND SECURITY > FIRE > SAFETY > CYBER SECURITY

## 29-30 JUNE 2021

LANDMARK CENTRE | LAGOS | NIGERIA

DISCOVER THE  
NEW LANDSCAPE IN  
FIRE AND RESCUE,  
COMMERCIAL,  
HOMELAND AND  
CYBER SECURITY  
FOR WEST AFRICA



INCORPORATING



- SecurexWestAfrica
- SecurexWest #SecurexWA
- SecurexWA

1895 MONTGOMERY GROUP  
AFROCET

# JOIN US FOR OUR 10<sup>TH</sup> EDITION

Securex West Africa is the region's BIGGEST exhibition and conference for Security, Fire and Safety. Now in its 10th year, Securex has established itself as the unmissable industry event of the year with world-leading brands taking part and senior government representatives in attendance.

Whether you're a well-established brand or looking to extend your reach in Africa's largest economy, Securex provides the perfect platform.

## NIGERIA'S SECURITY, FIRE & SAFETY INDUSTRY

Recently announced as the largest economy in Africa with a GDP worth \$500bn, Nigeria has seen a sharp increase in international businesses looking to establish themselves in the region.

As the gateway to ECOWAS (Economic Community of West African States), hosting Securex in Lagos, Nigeria means our exhibitors will have access to a quantity and quality of buyers from neighbouring countries that include the likes of Ghana, Benin, Senegal, South Africa and more.

### WHY LAGOS?

As exhibition organisers, we've operated in Lagos for a number of years, accommodating visitors from all over the world at our various exhibitions.

Our exhibition and office is located within the affluent Central Business District, Victoria Island, widely regarded as the most stylish and safest area of Lagos. With hotels like the Radisson and Marriott, beach clubs, bars like the Hard Rock Café and more, the area is an ideal location for Securex West Africa.

53%

increase in the Nigerian security market size since 2015



20+ COUNTRIES



2,500+ VISITORS



100+ EXHIBITORS

## WHY EXHIBIT?



Demonstrate your products first-hand



Increase your sales conversions



Network



Benchmark yourself



Discover market opportunities



ECOWAS has a GDP value of **US\$716.7 billion**



In these uncertain times, we would like to reassure all stakeholders that we are taking every precaution to to keep you as safe as possible at our events. We are working closely with other organisers, the events centre and governments bodies to contribute and understand the necessary measures required to ensure our events are run to the highest Health & Safety standards.

If you would like more information contact [abby.cairns@montgomerygroup.com](mailto:abby.cairns@montgomerygroup.com)

# REPRESENTED SECTORS



## Commercial Security

Smart Home/ Transmission/ Digital & Network Surveillance/ Surveillance/ Guarding Services/ Detection and Alarm Systems/ RFID and more.



## Homeland Security

Apparel & Equipment/ Airport Security/ Surveillance/ Detection/ Mobile-land Electronics/ Mobility/ Armour Optics/ Logistics Support and more.



## Perimeter Security

Electronic Access/ Entrance Control/ Mechanical Systems and Devices/ Perimeter Security/ Physical Access and more.



## Information Security

Cyber Security/ Education & Training/ Hardware and Data Security/ Mobile Security/ Internet Security and more.



## Fire & Safety

Fire Fighting Equipment/ Fire Prevention and Detection/ Rescue/ Emergency Alarm and Warning Systems/ Fire Associations/ Fire Training/ Education and more.

## VISITOR SNAPSHOT



## SHOW FEATURES:

## THE CONFERENCE

The Conference is designed to educate and inspire visitors and exhibitors, providing a unique opportunity to hear from senior industry representatives on market trends, technological developments and strategic business opportunities. [www.securexwestafrica.com/conference](http://www.securexwestafrica.com/conference).

## WACSS

The annual West Africa Cyber Security Summit will take place alongside Securex. On 30th June 2021, this executive summit will bring together key industry stakeholders from across the global cyber security community. [www.securexwestafrica.com/wacss](http://www.securexwestafrica.com/wacss).

## BUYER'S CLUB

We're teaming up with an industry leading match-making service to you give you an exclusive opportunity to further capitalise on your stand at Securex West Africa 2021 by hand-picking the high-value visitors you'd like to arrange meetings with! [www.securexwestafrica.com/meetthebuyer](http://www.securexwestafrica.com/meetthebuyer).



# EXHIBITING WITH US

Here at AfroCet Montgomery, we have 145 combined years of experience in running high-end exhibitions and events in West Africa. Our extensive knowledge and experience of the African market has enabled us to develop a strong portfolio of shows in the three corners of Sub-Saharan Africa, which means we can offer the most focused event in West Africa.



## WHEN & WHERE

### DATES:

**Tuesday 29th June 2021**

09h30 – 18h00

**Wednesday 30th June 2021**

10h00 – 18h00

### VENUE:

The Landmark Centre,  
Lagos, Nigeria

## WHAT WE DO

Our priority is to bring you high quality leads, with that in mind, we work hard to deliver a strong marketing campaign attracting senior buyers so you can make valuable business connections.

Here are just some of our activities:



Telemarketing & SMS targeting



Comprehensive email campaign to a global database



Advertising across local and international media both online and print



Social media marketing to our online community



Strategic partnerships with key global media publications



Endorsements from trade associations and government bodies

## TAKE PART IN 2021!

Leverage this essential business opportunity by exhibiting at Securex West Africa 2021. We have stand packages varying in size and value, so get in touch today to discuss your options with one of our team members.

### OUR SISTER EVENTS:

**SECUREXPO**  
EAST AFRICA  
COMMERCIAL & HOMELAND SECURITY ► FIRE ► SAFETY ► CYBER SECURITY  
SARIT EXHIBITION CENTRE, NAIROBI, KENYA  
10-12 NOVEMBER 2020

**SECUREX**  
SOUTH AFRICA | 2021  
1 - 3 JUNE 2021  
GALLAGHER CONVENTION CENTRE

- SecurexWestAfrica
- SecurexWest #SecurexWA
- SecurexWA

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www.securexwestafrica.com

## BOOK YOUR SPACE TODAY

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