



FIERA MILANO

SICUREZZA

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SICUREZZA 2023: ONWARD WITH A NEW EDITION

The year 2023 has started with excellent opportunities for SICUREZZA, scheduled to take place at Fiera Milano from 15 to 17 November. Numerous industry leaders, including important returnees, are already registered, confirming it as one of the market-leading events in Europe.

Milano, 13 February 2023. **SICUREZZA**, Europe's key event in the security and fire-fighting sector, which will be held at Fiera Milano from **15 to 17 November 2023**, is in full swing. Building on the success of last year's edition and the overwhelming consensus of industry stakeholders, with 10 months to go, it already **boasts numerous market-leading brands** and prominent returnees, particularly in the **anti-burglary, CCTV and access control** sectors.

The significant participation in SICUREZZA is evidence of a **responsive market**, such as that of security, fire and building automation, which in Italy closed 2022 well and forecasts a steady growth for 2023 as well, as reported by ANIE Sicurezza.

All of this will also be facilitated in Italy by the **confirmation for 2023 of the "Security Bonus"**, part of the subsidy package included in the "renovation bonus" for residential buildings. The subsidy, which has been extended until the end of 2024, consists of a 50% tax deduction (on a maximum amount of €96,000) for expenses related to the installation of security systems for the home, from video surveillance to home automation, up to systems for fire and smoke detection and to support evacuation plans.

Therefore, this will be a year full of excitement and proposals for SICUREZZA 2023. Considering that security systems today are increasingly integrated with the digital world, the theme of **technology integration** will certainly become the focus of this edition.

Artificial intelligence, deep learning and cloud management will be the stars of the show - those increasingly **invisible, hybrid, interconnected and integrated** security technology architectures that require **even more specialised job figures**, able to understand the context and the tools and who have cross skills, from digital to regulatory.

For this reason, the strength of an already proven format - in addition to a **comprehensive product** offering and **an international support** network, the rich **training schedule**, is also confirmed as a unique opportunity to **get to grips** with the most advanced solutions on the **market** and to stay updated on **trends, regulations and scenarios**.

Also for the 2023 edition, a wide-ranging **educational offer** is being worked on, created in cooperation with industry associations and publishers. The training

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proposal will enrich the three days of the exhibition with the specific goal of giving **practical support to the operators**, developing **specific skills**, updating on regulations, and providing a tangible added value to those working in the field.

THE CYBER SECURITY ARENA IS BACK

With a project focused on innovation, it is necessary to pay great attention to **cyber security**, today a priority for all companies and the first risk to manage in day-to-day operations. To offer a practical answer to the digitisation theme in the security sector and related updates, the **Cyber Security Arena** is confirmed, the exhibition and training area set up by **Business International**, Fiera Milano's content division.

For the three days of the event, national and international security experts, representatives of national security, academics and companies will analyse trends, share best practices and the latest developments. Moreover, it will offer numerous scenario insights on a market increasingly complex and constantly evolving which, according to the Cybersecurity Observatory of the School of Management of the Politecnico di Milano, was worth over 1.55 billion euros in 2022, producing a year-on-year increase in investments of +13%. The program will include 10 talks and will offer an **in-depth study and training, quickly and vertically**, for professionals in the sector.

THAT EXTRA OPPORTUNITY

SICUREZZA will take place at **Fiera Milano, Rho, from the 15th to the 17th of November 2023**. With the goal of boosting business opportunities for exhibitors and visitors, **SICUREZZA** will be part of **MIBA - Milan International Building Alliance**, and it will be held in conjunction with **GEE - Global Elevator Exhibition**, the new appointment dedicated to horizontal and vertical mobility, **ME-Made expo**, Italy's leading event for the world of architecture and construction, and **SMART BUILDING EXPO** the home and building automation and technological integration event. Only **ME - Made expo** will last four days, until 18 November, as usual.

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