

REPORT ON BALKAN SECURITY EXPO 2024



ORGANIZER'S SPEECH

THE BALKAN SECURITY EXPO 2024 HAS REALIZED THE VISION OF INTEGRATING ALL SECTORS OF THE SECURITY INDUSTRY INTO A SINGLE EVENT.

We are pleased to reflect on the successful "Balkan Security Expo 2024," an event that brought together leading experts, industry leaders, and innovators from various sectors of the security industry. From the very beginning, our goal has been to provide a platform that enables the exchange of knowledge, ideas, and experiences, contributing to the development of new solutions for the increasingly complex security challenges we face.



This year's expo confirmed that the synergy between technology, the human factor, and continuous education is crucial for creating effective security systems. Numerous visitors and exhibitors had the opportunity to explore the latest advancements in technical and physical security, cybersecurity, crisis management, environmental protection, occupational health and safety, fire and explosion protection, and many other areas. Through interactive programs, lectures, and panel discussions, we collectively explored how innovations and traditional approaches can coexist and contribute to creating a safer environment for everyone.

We are particularly pleased with the high level of engagement and feedback received from all participants. Your participation and suggestions enriched the event and provided us with valuable insights that will help us make the next Balkan Security Expo 2025 even better and more impactful.

We warmly invite you to join us again next year, when, with your support, we will continue to elevate the standards of the security industry and provide an even greater platform for the exchange of innovations, experiences, and solutions. Thank you for your trust and support.

MSc Maja Mijatović

Director of the GloSec Expo Branch





INTRODUCTION

The "Balkan Security Expo 2024," held on June 7th and 8th, 2024, at the Ranko Žeravica Sports Hall in Belgrade, is the central event for the security industry in the region. Organized by **RASEC (Regional Association for Security and Crisis Management)** in collaboration with **S4 Glosec Global Security d.o.o.**, this event brought together experts, leaders, innovators, and other stakeholders from various security sectors, including technical and physical protection, cybersecurity, fire and explosion protection, occupational health and safety, environmental protection, risk management, crisis management, education, consulting, and more.

The main goal of the "Balkan Security Expo 2024" was to create a platform for the exchange of knowledge, innovations, and best practices, allowing participants to explore the latest technologies and approaches that address the increasingly complex security challenges faced by organizations worldwide. **The slogan "New Solutions for New Challenges" accurately reflects the vision of this event – connecting technology, the human factor, and education in the service of security.**





STATISTICS AND FUNDAMENTAL INFORMATION

→ Organizer	RABEK, in collaboration with S4 Glosec Global Security d.o.o.
→ Date of occurrence	June 7 and 8, 2024
→ Venue	Sports Hall „Ranko Žeravica” Belgrade, Republic of Serbia
→ Number of corporate meetings	Over 100 B2B meetings
→ Number of sectors in the security industry	Presentation of security solutions across 9 sectors of the security industry.
→ Marketing assistance	SECURITYSEE i TopMarketing
→ Interactive program	4 lectures and 3 panel discussions
→ Participant contentment	Over 95% of participants regarded BSE 2024 as a significant event for professional development.



KEY HIGHLIGHTS OF THE EVENT

Opening of the Balkan Security Expo 2024

The opening of the "Balkan Security Expo 2024" was marked by the presence of key stakeholders from the security industry, with an introductory speech emphasizing the significance of the event for regional and global networking within the security industry. It was particularly highlighted that this event offers a unique opportunity for the exchange of innovations and visions among experts from various sectors of the security industry, as they all contribute to a unified security system.

In response to our question about the key factors for creating effective security solutions, **Prof. Dr. Nenad Komazec, an expert in security, crisis management, and risk management**, emphasized the importance of synergy between technology, the human factor, and education. **His insights inspired many participants to consider broader aspects of security, not only through technological advancements but also through the role of people and the significance of continuous education.**





KEY HIGHLIGHTS OF THE EVENT

Interactive Program

Over the course of the two-day expo, 4 lectures and 3 panel discussions were held, covering various aspects of security. The entire program was interactive, with participants actively engaging by asking questions to the experts. **The lectures that were part of the interactive program included:**

- **„Integrated safety solutions managed by INIM fire detection systems“ – Alarm Automatika:** Participants of this lecture had the opportunity to learn about the latest technological solutions in the field of integrated security systems, particularly in fire and explosion protection. The speakers emphasized the importance of integrating various systems to enhance efficiency in both the prevention of and response to incidents.
- **„Specialized software integration solutions for safety, security, and BMS systems“ – Alarm Automatika:** A series of software solutions for intelligent management and control were presented, including ABSistemPark (parking control and management), ABSistemCounter (people and vehicle counting), and ABSistemTicket (ticket issuance and management of public venue entry). Special attention was given to the ABSistem Energy application.
- **„Avoiding major Risks in industrial facilities with spectrex safety equipment“ – Zarja Elektronika:** Participants had the opportunity to learn about innovative technologies that help reduce risks in industrial facilities.
- **„The future of video surveillance analytics“ – Anton Mladenov, RingTel:** This presentation covered the latest trends in video surveillance analytics, with a particular focus on the application of artificial intelligence to enhance the security and efficiency of surveillance systems.





KEY HIGHLIGHTS OF THE EVENT

Interactive Program

The panel discussions provided participants with the opportunity to exchange opinions and deepen their understanding of current security topics through open and dynamic conversations with experts. **The panel discussions that were part of the interactive program included:**

- **„Optimization of security operations: Is integration the key to success?” – S4 Glosec Global Security:** This panel discussion explored the concept of integrated security services and their impact on business efficiency and optimization. Panelists discussed the practical implications of integrating security services, the advantages, challenges, and best practices of this approach. The discussion provided insights into the experiences of both providers of individual and integrated services, as well as users of these services, with the aim of considering their perspectives and identifying potential improvements in the modern business environment.
- **„Artificial intelligence and security: Risks, myths, and reality” – S4 Glosec Global Security:** Participants discussed the impact of artificial intelligence on various security domains, such as technical and physical security, cybersecurity, risk management, and more. The discussion examined how AI can both enhance and pose risks to these areas, with the conclusion identifying optimal solutions for integrating AI into security systems, emphasizing the importance of the human factor.
- **„GDPR and private security: Risk management and compliance” – Regional Security SEE Portal:** The panel provided a comprehensive overview of the legal and operational challenges in complying with GDPR regulations, with a special focus on the private security sector.





KEY HIGHLIGHTS OF THE EVENT

Exhibition Section

The exhibition section of the "Balkan Security Expo 2024" was the central highlight of the event, bringing together a wide range of exhibitors from various sectors of the security industry. Spread over more than 1,500 square meters, visitors had the opportunity to explore the latest security solutions in physical and technical protection, occupational health and safety, fire and explosion protection, cybersecurity, risk management, crisis management, security education, and more.

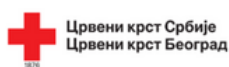
A special focus was placed on live presentations and demonstrations, allowing visitors to test security equipment and solutions in real time and directly assess their quality and effectiveness. Numerous exhibitors showcased their products and services, and the expo provided a valuable opportunity for forming new partnerships and strengthening existing business relationships.





EXHIBITORS

At the "Balkan Security Expo 2024," exhibitors from the security industry seized the unique opportunity to showcase their products and services. Whether global, regional, or national leaders in security solutions, distributors of the latest technologies, education providers, or specialized service providers within the security industry, this expo offered them a platform for networking and growth. **Organizations specializing in physical security, technical protection, occupational health and safety, fire protection, environmental protection, cybersecurity, risk management, crisis management, education, and consulting found space at the expo to demonstrate their products, services, and solutions.** This event facilitated direct communication with clients, the exchange of experiences with industry peers, strengthened their market presence, and created new business opportunities. For more information, refer to the exhibitor catalog...





PARTICIPANT SATISFACTION

The feedback received from exhibitors and visitors has been overwhelmingly positive, confirming the success of the "Balkan Security Expo 2024." Many participants highlighted the high level of organization, the relevance of the topics covered, and the quality of the interactive programs. **The expo's focus on integrated solutions and a multidisciplinary approach was particularly praised, as it provided a comprehensive overview of all sectors of the security industry in one place for the first time. Previous events often focused on individual sectors of the security industry (e.g., technical protection),** while the "Balkan Security Expo 2024" offered insight into the entire system of modern security challenges and solutions.

Exhibitors expressed their satisfaction with the opportunity to showcase their security solutions directly to potential clients and partners. They also emphasized that the expo facilitated valuable business contacts and opened up new opportunities. Visitors rated the expo as an extremely useful and educational experience, allowing them to gain new knowledge, enhance their professional skills, and establish valuable connections within the security industry.


ZODAX®

Zoran Jakšić

Managing Director
Zodax d.o.o. Beograd

„Dear,

I would like to express gratitude on behalf of ZODAX d.o.o. Belgrade employees and myself for the excellent coordination of the inaugural Balkan Security Expo 2024.

Being part of a well-structured event featuring current topics in panel discussions was truly delightful.

All of this contributed to a significant and high-caliber turnout, further solidifying Balkan Security Expo 2024 as a promising international event in the years to come.

Sincerely yours
Zoran Jakšić”



we want your feedback!



PARTICIPANT SATISFACTION


RiNGTel

Daniela Zrilic

Director of Commercial
Operations at Ringtel d.o.o.

Dear Maya,

I want to express my gratitude for the exceptional organization and assistance provided during the fair.

Congratulations on a job well done.



Igor Grujic

Representative of the Soko
Combat Academy organization

"Dear,

I wish to express my gratitude for the outstanding reception and coordination of Balkan Security Expo 2024. Your professionalism and commitment truly made a lasting impact on me.

Participating and exhibiting at the fair was a delightful experience, providing me with invaluable insights. I appreciate the chance to contribute to this groundbreaking advancement in the security sector.

I anticipate upcoming events and collaborations, eagerly anticipating details about the 2025 fair.

Warm regards and enjoy your summer break.

Igor Grujic's Soko Combat Academy.



Slavisa Ristic

Director of Security at the
P.A.R.K. Center.

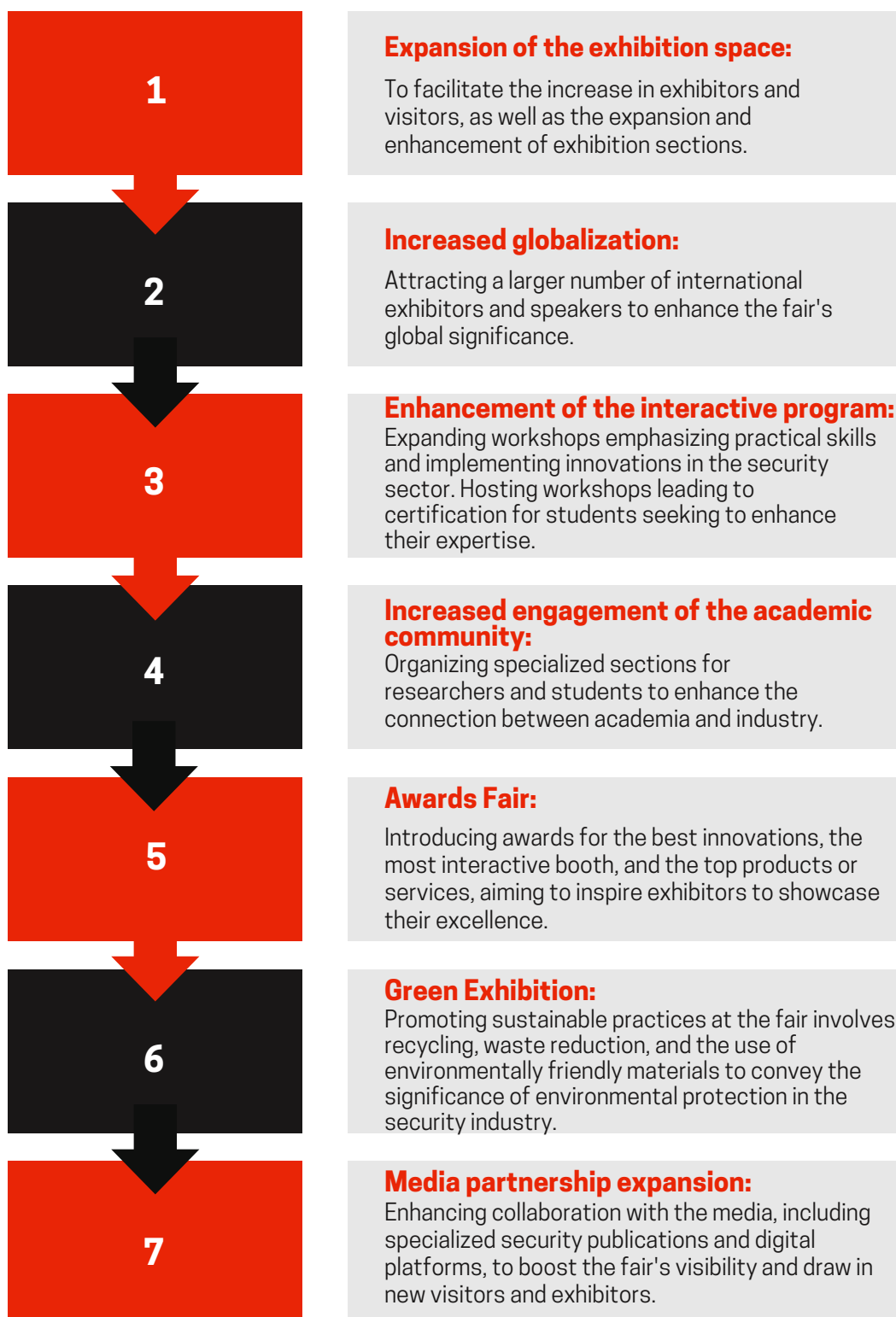
Dear Madam and Sir,

We appreciate your invitation and the chance to showcase our company at SECURITY EXPO 2024. We are pleased with the turnout at our booth during the event.

We extend our congratulations on the successful implementation of the project. Sincere congratulations from our modest team.

We look forward to reconnecting with you and fostering continued collaboration. We extend our best wishes for abundant personal and professional achievements in your forthcoming endeavors.

Thanks to your feedback and analysis of this year's fair, we have identified several key directions for enhancing "Balkan Security Expo 2025". These steps aim to improve the exhibitor and visitor experience, as well as to strengthen our trade show as a premier platform in the security industry.



We welcome your suggestions and proposals, which can be sent to marketing@balkanexpospec.com.



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