

PRESS RELEASE

Secura 2017: the ultimate trade event on Health, Safety & Security

Focus on new products, knowledge transfer and networking

Antwerp, 9 May 2016 - Brussels Expo is opening its doors for the 11th edition of the Secura trade show on Wednesday 22 and Thursday 23 March 2017. Hall 4 will then be fully dedicated to 'Occupational Health & Safety', whereas all types of technology and innovation on security for people, buildings and goods will be found in Hall 8. In view of the fact that there were no fewer than 185 exhibitors and 6,191 visitors, Secura 2015 was the largest trade event for Health, Safety & Security in Belgium. Trade show organiser Easyfairs comes up with important new ideas for the 11th edition. Initiatives that will make Secura 'the ultimate meeting place to be' in the entire sector.

Inspiration for each and every challenge

Occupational health, safety and security for people, buildings and goods are not static objects. As a matter of fact, unexpected emergencies are lurking just around the corner: industrial fire, serious occupational accidents, a high percentage of employees having a long-term illness, mugging or robbery, aggression on the work floor, even terrorist attacks, etc. None of the above can be excluded, despite all the efficient measures that you, as a company, have already taken. Don't bury your head in the sand because some or other time it can happen to you too. It is best to proactively go in search of solutions if you want to secure the continuity of your company activity and the safety of your people.

Secura 2017 is the ideal platform to get ideas, not only for effective or potential problems but also for emergencies you may not even have thought of yet. As a matter of fact, Secura always offers visitors an overall view of the products, services and novelties in the field Health, Safety & Security. But Secura is also an event where you can learn from experts and colleagues. In this edition, organiser Easyfairs will once again provide a richly filled side programme consisting of activities such as masterclasses, conferences and various networking opportunities.

Smartbadge: a first ever for Secura 2017!

Visitors to Secura 2017 are given a smartbadge at the entrance so that they do not need to lug bags of information. You can scan the information you want from any stand with one single swipe, without even having to wait until one of the sales representatives can come to talk to you! After the event, visitors are sent one single email containing all the information on the products they scanned. This is efficient, systematic and, what's more, good for the environment. Exhibitors will then receive the contact info of the visitors who have swiped at their stand.

Prebes as important new partner

Organiser Easyfairs is particularly proud to present a new strategic collaboration with Prebes for Secura 2017. Dieter Wilssens, Group Event Director: 'Prebes completes the circle of strategic partners. The expertise and know-how of the Royal Flemish Association for Prevention and Protection is truly a source of inspiration to enable the trade show to optimally tap into visitors' expectations. Moreover, with its 5,500 members, Prebes will undoubtedly boost our number of visitors which, in turn, will make the exhibitors happy. We are therefore exceedingly pleased that we may welcome Prebes as strategic partner, in addition to the Federal Public Services Employment, Labour and Social Dialogue, Agoria Security Technologies, CNPP, ANPI and VCCS.'

Prebes will be given a central position in Hall 4, i.e. in the Prebes Safety Lounge. Networking activities will be organised there for two whole days. Visitors attending the paid masterclasses will also be offered a buffet lunch. In addition, entertainment will be provided at an after-work drink in this Prebes Safety Lounge on the first show day. In brief: the ultimate place to be to gain knowledge and expand your network!

New too: the masterclasses

Transferring knowledge in the form of an extensive contents programme has always been one of Secura's cornerstones. Over 1,100 people registered for one of the 36 free conferences in 2015. Dieter Wilssens: 'We would like to offer visitors added value in every possible way. That is why we're introducing the concept of masterclasses this year: these are interesting occasions where experts elaborate on items really occupying the minds of professionals in Health, Safety & Security. The subjects are actually selected on the grounds of countrywide market research.'

The masterclasses consist of an all-inclusive formula which provides participants with a fully comprehensive service. A parking place, breakfast, lunch and dessert, followed by coffee, are included in the price to participate. In other words: you will enjoy a carefree day at the show, be able to do networking and gain knowledge on the subject occupying your mind, all in the same centralised place. Dieter Wilssens: 'This formula has proved at numerous other Easyfairs trade shows that it is the perfect solution for people who want to get the most out of their visit to the trade show in a short time span.'

Sharing experiences

Various network sessions will be organised per sector on both days of the show, over and above the masterclasses on Health, Safety & Security. The idea is to enable participants to systematically share their experiences with one another in a short but effective manner. Afterwards, participants will be free to continue networking in the Prebes Safety Lounge or the Security Lounge.

Practical information on Secura 2017

Secura 2017 is taking place on Wednesday 22 and Thursday 23 March 2017 in Halls 4 & 8 in Brussels Expo, Belgium. More info: www.secura-expo.be

Contact & Info

Dieter Wilssens, Group Event Director, Easyfairs Belgium
Tel.: +32 (0)3 280 53 40 - dieter.wilssens@easyfairs.com



More information on Artexis-Easyfairs Group

Artexis-Easyfairs is an internationally renowned Belgian group. The group is currently organising 125 events in 16 countries (Belgium, Canada, Denmark, Germany, Finland, the Netherlands, Norway, Austria, Portugal, Russia, Singapore, Spain, the United Kingdom, the United Arab Emirates, Sweden and Switzerland) through Easyfairs.

Through Artexis, the group manages eight exhibition halls and congress centres in the Benelux and Sweden. Artexis Easyfairs aims to be the most dynamic, flexible and effective player in the sector. This year the group has over 420 employees and it works by applying methodology that is aimed at constantly improving and creating modern events. Motto and mission: 'Visit the future'.

More information available at: www.artexiseasyfairs.com

