

# POST SHOW REPORT

## Fire & Security Pakistan

7th International Fire & Security Exhibition & Conference

17 - 19 MAY 2011  
Karachi Expo Centre



Fire & Security Pakistan 2011 received an overwhelming participation of **82 local and international** companies from **16** countries. The exhibition was witnessed by more than **8,000** business & trade professionals and also featured live demonstration of fire fighting techniques. It fostered a highly conducive environment for enhanced networking and one-to-one meetings.

Keeping in view the country's security needs, Fire & Security Pakistan displayed the latest trends of the security, safety and fire industry.

The event increased the chances of local entrepreneurs to stay abreast with the most recent and advanced technologies used for protection and security.

### Inaugural Ceremony:

The event was formally inaugurated by Mr. Aitezaz Niazi; CEO, Engineering Development Board, Ministry of Industries & Production.

### SHOW HIGHLIGHTS

#### Live Demonstration:

The fire fighters from the City District Government Karachi (CDGK) demonstrated live fire fighting techniques that enabled visitors to assess complete features of the displayed equipment and technology.

#### Dignitaries from Foreign Missions:

Various Commercial Counselor, Counselor General and Trade Representatives of France, Iran, Russia and China visited the show



## MEDIA COVERAGE



KARACHI: Etezaz Niazi, CEO Engineering Development cutting ribbon along with Asim Siddiqui CEO Pegasqs to inaugurate the 9th International Exhibition for Energy Industry and 7th Fire & Security Pakistan Exhibition and Expo. —PO photo

A visitor takes keen interest in fire safety equipment at a stall during an exhibition at the Expo Centre —The News photo

...development of the...  
 ...Eitezaz Niazi...  
 ...this while speaking to the media at the inauguration of the 9th International Exhibition for Energy Industry, POGEE-2011 and the 7th International Fire and Security Exhibition and Conference at Expo Centre here on Tuesday.  
 He said that presently the export value of these three products was \$790 million, our per cent of the country's total exports last year, of which surgical items secured a share of 32%.  
 ...to hire...  
 ...certification and the introduction of standards. We are pursuing...  
 ...cutlery and...  
 ...to take legal action which includes cancellation of license and imposition of fines for selling petroleum products to consumers in the expectation...  
 ...he added.



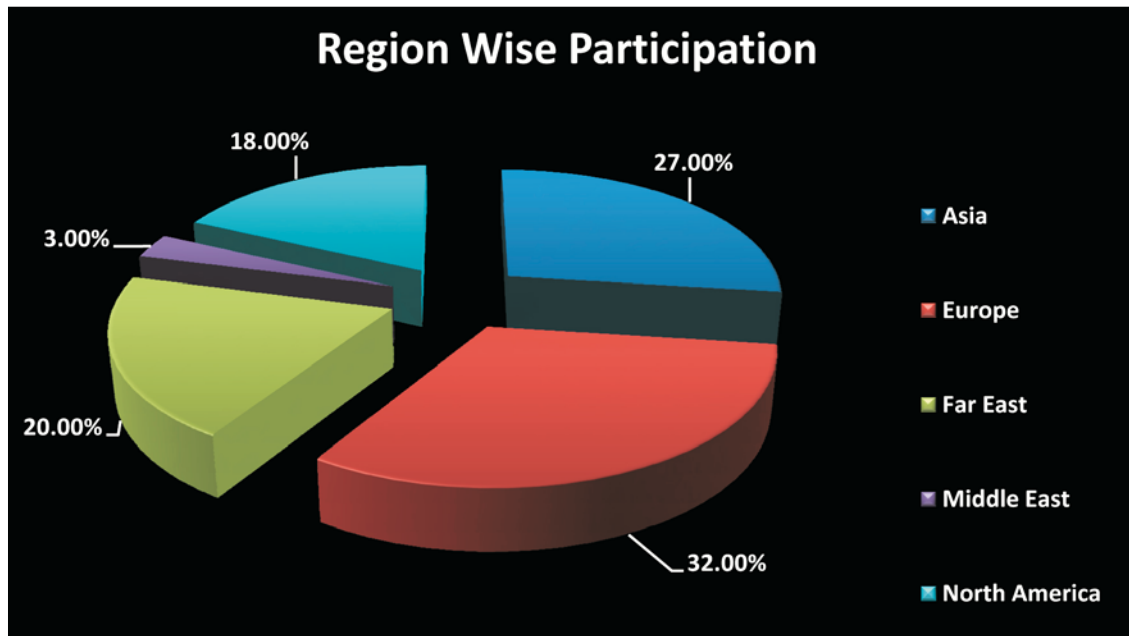
## SECTORS COVERED

- Access Control Equipments & Systems
- Fire Fighting Products, Solutions & Systems
- Work Safety Equipments
- Surveillance Systems
- Personal Protection Equipments
- Emergency Vehicles/ Life Aid & Warning Systems
- Rescue Equipments, Tools & Systems

## EXHIBITORS' RESPONSE

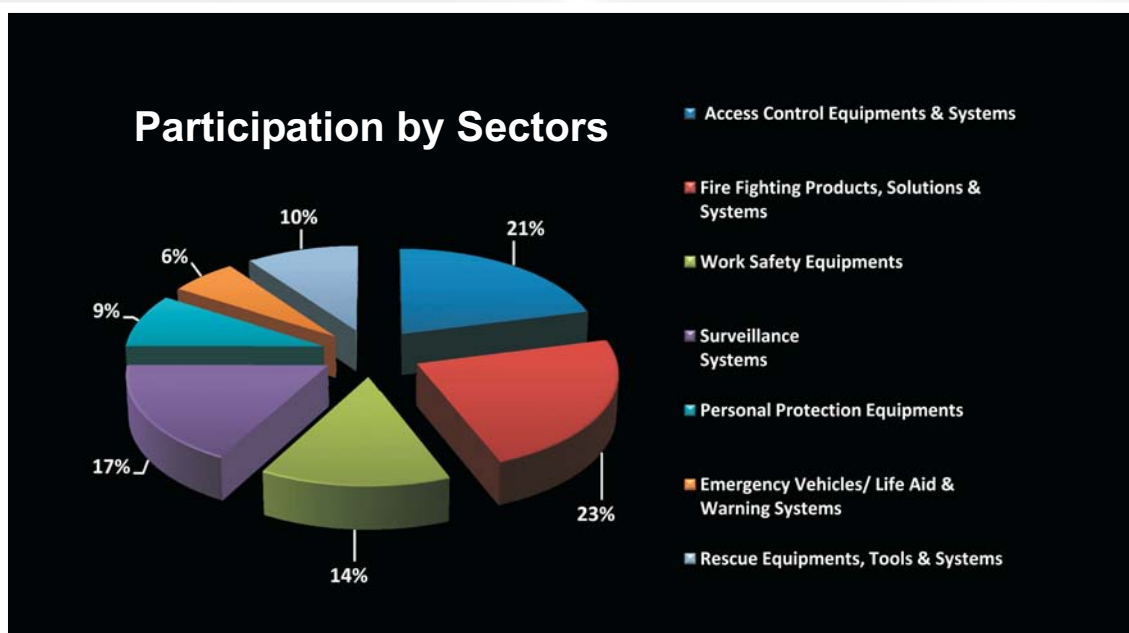
### Participation

- This year more than 80 local & international companies, representing 16 countries of the world including Canada, China, France, Germany, Italy, Korea, Malaysia, Pakistan, Russia, Saudi Arabia, Serbia, Spain, The Netherlands, U.A.E. , U.K. & U.S.A. participated in the show



### Occupied Space By Sectors

- Different sectors from fire, safety & security industry displayed the latest equipment & technology



## EXHIBITORS' FEEDBACK

I believe the decision to enter the Pakistani Market is profitable. We have generated very good leads and have met very potential buyers. The exhibition is very good and we have received good response, in fact better than we expected.

**Mr. Kevin Huang; Business Director, Boyuan (Jian) Industry Co., Ltd.**

Before coming here I did not have any idea about the market but now I know it is a big market and the demand for our products is great.

**Mr. James Dong; Regional Sales Manager, Hangzhou Hikvision Digital Technology Co., Ltd.**

The result of the exhibition is very good and I have received very good encouraging feedback from the customers. I will definitely like to participate next year. The customers have high demand for our products and it is the right time to introduce our new product through this platform.

**Mr. Robert Diwan; Group Director, Trade Tecniks International**

The response is very good and we have been receiving many queries. First day we had about 80% clientele and today we are also very busy in meetings. I am very happy because the visitors are very focused and relevant. I am eagerly waiting to participate next year.

**Mr. Muhammad Imran; Director Business Development, Tajs West Coast**

It is a very well organized event, co-ordinating between the local companies of the industry as well as bringing foreign companies to Pakistan and bridging the gap between all involved. It's proving to be a very effective tool to attract the foreign investment into Pakistan.

**Mr. Fawad Ateeq Barry; Deputy Chief Executive, Haseen Habib Trading Company**

## VISITORS' RESPONSE

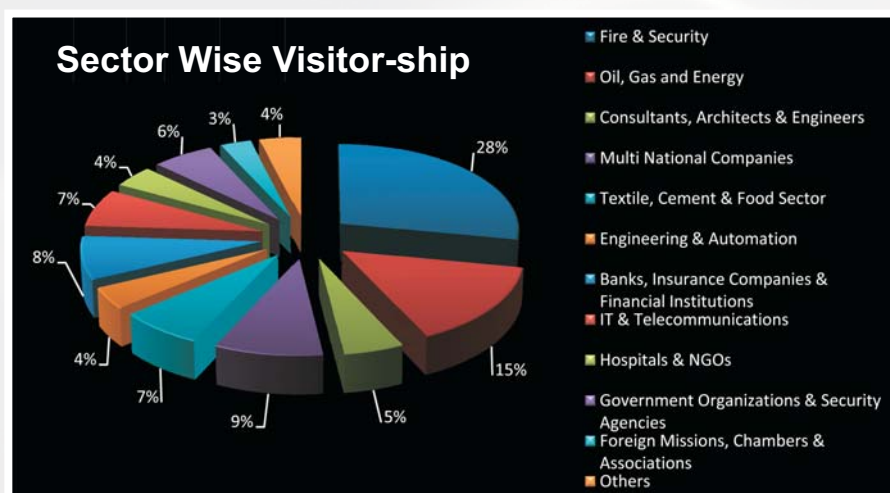
Presence of leading industrial buyers from all over Pakistan was ensured through the buyer fly-in program

### Key Visitors from Major Cities of Pakistan

Karachi, Lahore, Rahim Yar Khan, Quetta, Islamabad, Rawalpindi, Hyderabad, Faisalabad, Multan, Lasbella, Sanghar, Muzzafargarh, Ghotki, Dera Bughti, Khanwal, Jamshoro, Noshera, Peshawar, Sialkot, Tando Jam & Wazirabad

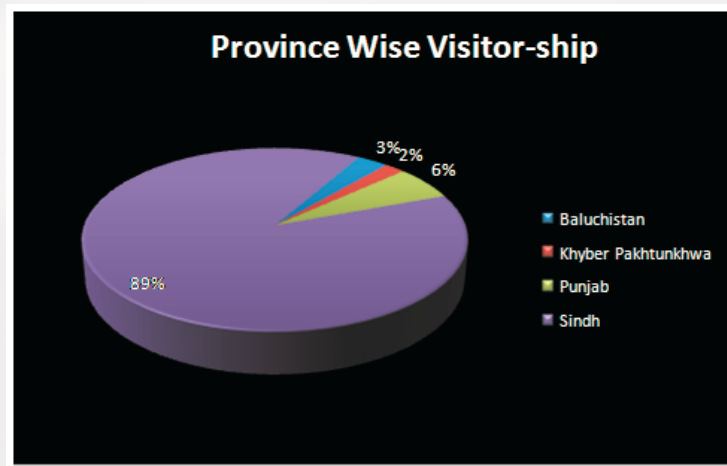
### Sector Wise Visitor-ship

- The exhibition received over whelming response from the visitors related to different sectors



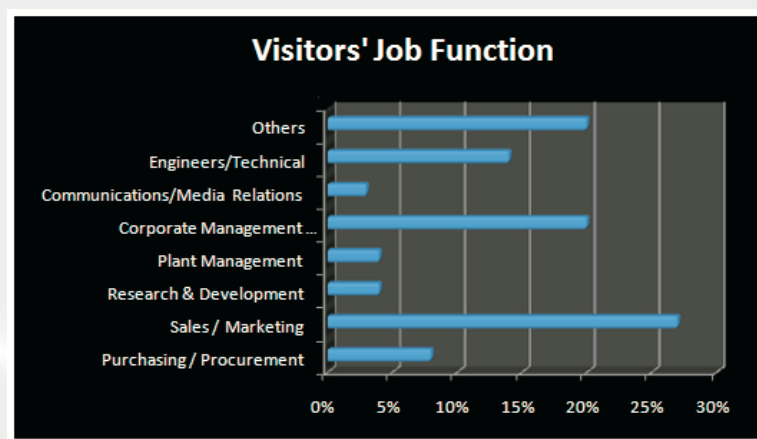
## Province Wise Visitor-ship

- Valuable buyers from all four provinces of Pakistan visited the show



## Visitors' Job Function

- Fire & Security Pakistan successfully brought together different personnel from various fields



## VISITORS' FEEDBACK

I have been attending this exhibition since its inception and the event has grown significantly over the last few years. It helps the corporate security professionals to see what is out there. Each year I have seen you people working hard in bringing new technology; some of them are the reiterations which show that these systems really work. So, definitely it's a major step in enhancing the awareness.

**Mr. Mumtaz Hussain; Group Manager FS&S, Gulistan Group of Companies**

We really appreciate your efforts and it's a wonderful exhibition, the products that are on display are one of their kinds.

**Mr. Mohammad Sarwar Khan Afridi; Director General, Civil Defence (A.K.) Muzzafarabad**

This is a good opportunity for buyers like us because so many new equipments are available here. My purpose of visiting this exhibition is fulfilled. I have

found many companies related to my interest and have made contacts with them. I will be in touch with them in future.

**Mr. Umar Ashraf; Director, Super Asia Group**

No doubt, Fire & Security Pakistan is a positive contribution to Pakistan's economy. It is very good in terms of providing awareness to local industrialists about the latest technology and to provide better equipment for our work places.

**Group Capt. M. Sajid Waheed; Group Captain, Director Admin & Security, Pakistan Aeronautical Complex**

This is a very big effort on the part of Pegasus to organize an event like this. This exhibition broadens the views of the visitors like us and in finalizing the leads generated from this show.

**Mr. Mohammad Ghalib Ali; Acting Inspector General, Balochistan Police**

# PICTURE GALLERY



## Thank You

On behalf of the **Fire & Security Pakistan 2011** team, we would like to take this opportunity, extending our sincere appreciation to all the supporting bodies, associations, exhibitors, trade visitors and supporting publications for their full endorsement to Fire & Security Pakistan 2011. Their invaluable assistance and support will be heartily remembered in the ensuing years.

### Supporting Publications



### Supported By



**Fire & Security Pakistan**  
8th International Fire & Security Exhibition & Conference  
8 - 10 May, 2012

*We look forward to seeing you at the 8th International Fire & Security Exhibition & Conference – Fire & Security Pakistan 2012, scheduled from 8<sup>th</sup> -10<sup>th</sup> May, 2012 at Karachi Expo Centre.*

Organized By



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