Under The Patronage of
H.R.H. Prince Abdulaziz Bin Saud Bin Nayef Bin Abdulaziz Al Saud
Minister of Interior, Kingdom of Saudi Arabia

TOGETHER IN SHAPING THE FUTURE OF NATIONAL SECURITY & RISK PREVENTION

136
PARTICIPATING COMPANIES & ORGANISATIONS

5,255
ATTENDEES

22
COUNTRIES EXHIBITING

30
SPEAKERS

100+
VIP & DELEGATIONS TOURS

FACTS & FIGURES
SNSR EXPO 2018

Organised by
Reed Sunaidi Exhibitions

In Partnership with
Ministry of Interior
Kingdom of Saudi Arabia

Strategic Partner
MOBILE LAND SYSTEMS
THE FIRST EVENT IN NATIONAL SECURITY & RISK PREVENTION IN SAUDI ARABIA

The first edition of Saudi National Security & Risk Prevention (SNSR) Expo was held in Riyadh, from 4-6 November 2018. In partnership with the Saudi Ministry of Interior, represented by the General Directorate of Civil Defense, SNSR Expo showcased innovations and solutions in-line with the Saudi Vision 2030 digital transformation plan.

Under the theme of “together in shaping the future of national security & risk prevention”, SNSR Expo displayed the latest technology innovations, created networking opportunities, showcased solution providers from around the globe, and delivered industry insights through expert forums.

SNSR EXPO HIGHLIGHTS

5,255 Attendees
136 Companies from 22 Countries
100+ VIP Delegations & Tours
30 Speakers

NOTE FROM THE EVENT DIRECTOR

I am honoured to have hosted the first Saudi National Security & Risk Prevention (SNSR) Expo, organised by Reed Sunaidi Exhibitions.

The strategic partnership with the Saudi Ministry of Interior and permanent support of our Organising Committee, chaired by Saudi Civil Defense, was crucial to transform the initial concept into a tangible and credible project.

With 136 participating companies from 22 countries and 7 industry leaders engaged as founding partners of the event, SNSR Expo has set itself to become a reference event for the global National Security community. SNSR Expo is the platform to develop and strengthen business opportunities with the Kingdom of Saudi Arabia’s public and private stakeholders.

SNSR Expo, unlike traditional trade shows, has created a new kind of community experience in Riyadh, facilitating onsite business networking and best practice exchanges, in addition to bringing innovative live demonstrations of the latest concepts and products, to support KSA’s future projects and its Saudi Vision 2030.

SNSR Expo addresses all aspects of National Security. In this inaugural edition, we decided to focus on three key main themes: Cyber Security, Smart Safe Cities and Hajj Safety & Security. These themes are closely aligned with the Saudi Government’s ongoing efforts to transform KSA into a leading digital economy, as well as a cyber protected country.

We trust that your participation at SNSR Expo inspired you to continue to help building a safer and more secure world, and we look forward to hosting you once again at SNSR Expo 2019.

Meline Eolmezian-Soulie
Group Events Director at Reed Exhibitions Middle East - Security Portfolio
As the Chairman of the Higher Organising Committee, for the first National Security & Risk Prevention event in the Kingdom of Saudi Arabia, I was delighted to welcome the National Security community at SNSR Expo. Saudi Arabia, represented by the Ministry of the Interior, is seeking to attract international companies to invest in future projects and to provide innovative security and risk preventive solutions to enhance these sectors in-line with Vision 2030, to ensure the security and stability of the Kingdom. The exhibition is the first of its kind to provide technical solutions for national security & risk prevention capable of meeting current and future security challenges. SNSR Expo highlighted the future landscape of national security and proposed solutions to the security challenges in the digital transformation era. Hosting SNSR Expo complements the Kingdom’s efforts of developing the security sector in the Kingdom. I invite you to participate in the next edition to discover a world of opportunities and learn about emerging technologies that will reshape the future.

His Excellency Major General
Abdul Rahman al Hussaini
Chairman of Higher Organising Committee
The inaugural edition of SNSR Expo gathered high-level MOI officials, diplomats and Saudi influencers representing the national security community. Their support and participation showcased KSA’s commitment to driving innovation in security & risk prevention.
OFFICIAL DELEGATIONS & INTERNATIONAL PRESENCE

H.E. Sheikh Shakhbout bin Nahyan Al Nahyan
UAE Ambassador to the Kingdom of Saudi Arabia

H.E. Jo Byung-Wook
Ambassador of the Republic of Korea to the Kingdom of Saudi Arabia

OFFICIAL SAUDI DELEGATIONS

- Ministry of Hajj & Umrah
- Presidency of State Security
- Ministry of Health
- Royal Saudi Air Forces
- Saudi Arabian Border Guards
- Ministry of Interior
- Critical Infrastructure Protection
- General Directorate of Civil Defense
SNSR EXPO EXHIBITORS

EXHIBITOR PROFILE

136
PARTICIPATING COMPANIES & ORGANISATIONS

22
EXHIBITING COUNTRIES

TOP EXHIBITING COUNTRIES

CZECH REPUBLIC
INDIA
GERMANY

29.4%
USA
UAE

OTHER COUNTRIES (14)

SHOWCASED SOLUTIONS & SERVICES

Optronics and Video Surveillance Equipment
Perimeter Protection and Alarm Detection
Inspection & Screening Equipment
Access Control & Identity Management
Big Data Analytics, Machine Learning and AI
Security Management, Command & Control
Mobile Surveillance & Interception
Data Protection and Network Security
Cyber Threat Intelligence and Forensics
Arms and Ammunition
Drones & Robots
Personal Protection and Fabrics
CBRN Detection and Protection Systems
Rescue, Emergency & First Aid Equipment
Special Vehicles
Communications
Risk Management, Business Continuity & Crisis Management
Training and Managed Protective Services
SNSR STRATEGIC PARTNER

MOBILE LAND SYSTEMS
THE INAUGURAL STRATEGIC PARTNER

EXHIBITOR SATISFACTION

98.6%
SATISFIED OF THEIR FIRST PARTICIPATION

98.6%
CONSIDER SNSR EXPO IMPORTANT FOR THEIR BUSINESS

77.1%
WILL JOIN NEXT EDITION

SNSR Expo enabled us to present the latest event management technologies to our clients in the security sector.

Samer Shaar
CEO, Esri Saudi Arabia

COUNTRY PAVILIONS

SECTORS SHOWCASED AT SNSR:

- COUNTER TERROR............................. 25.9%
- PUBLIC SAFETY.............................. 20%
- CYBER SECURITY............................ 17.6%
- CRITICAL INFRASTRUCTURE PROTECTION............................ 17.6%
- BORDER SECURITY.......................... 14.1%
- HAJJ SECURITY............................. 4.8%

UAE PAVILION
FRANCE PAVILION
Saudi Arabia ranks 1st in the Arab world in terms of the number of cyber-attacks directed against it in 2018. In line with Saudi Vision 2030 goal of becoming a leading digital economy, SNSR Expo highlighted the future of cybersecurity as a key pillar during the event.

SNSR Expo offered industry content, business networking opportunities and innovative solutions to deliver Saudi Arabia's Vision 2030 and its Digital Transformation strategy.

SNSR Expo welcomed The Saudi Federation for Cyber Security, Programming and Drones (SAFCSP) as an Associate Partner. SAFCSP is a Saudi national institution, which seeks to build national and professional capabilities in the fields of cybersecurity and programming.
FORUM SESSIONS ADDRESSING CYBERSECURITY:

Key Security Issues of the ICT Infrastructure
Hani Ahmad Alkhiary
Director of Sales, Security Business Unit
Advanced Electronics Company

Workshop: Cyber Threats Landscape in Smart Safe Cities
Dr. Wael Kanoun
Head of Cyber Solutions
Thales Middle East

Detecting and Responding to Premeditated Intrusion Attacks on the Energy Sector
Alexandros Kaniklides
Manager, IthacaLabs
Odyssey

Securing Critical Infrastructure in the Digital Age
Eng. Saeed Adawsari
CEO & Founder
SAEEDURITY Co.

We would like to participate again at SNSR Expo as it offered us opportunities to exchange experiences within the security industry.
ONSITE PARTNERSHIP ANNOUNCED

HAJJ SECURITY COMMUNITY EXPERIENCE

Every year, the Kingdom of Saudi Arabia welcomes millions of Muslims from around the world to perform Hajj & Umrah religious rituals. Securing and safeguarding both pilgrims and holy sites requires major infrastructure and related safety & security provisions from the Saudi Government.

HAJJ SAFETY & SECURITY MEET-UP SERIES

SNSR exhibitors participated in the exclusive meet-ups and met face-to-face with senior Saudi Government officials from departments responsible for Hajj Safety and Security such as Ministry of Interior, Ministry of Hajj & Umrah, Hajj Research Institute, Ministry of Health, Presidency of State Security, allowing them to understand the infrastructure and related safety & security provisions required by the government.

HAJJ SAFETY & SECURITY FORUM

The Hajj Safety & Security Forum showcased best practices, facilitated discussions and knowledge exchange amongst attendees. Through keynotes and workshops delivered by industry experts, SNSR Expo forged partnerships and business collaborations between the private sector and the Saudi Government.

HAJJ SAFETY & SECURITY PAVILION

This dedicated pavilion featured special technologies & solutions such as smart drones, software applications, command & control solutions and mobile hospital capabilities.

ONSITE PARTNERSHIP ANNOUNCED

Ahmed Riad, Managing Director of Estmrarya Management Consulting, announced a partnership with the Ministry of Hajj and Umrah to launch a new electronic application designed to assemble a pilgrims’ database. The app will allow pilgrims to enter their personal information, such as age and health status, and the analysis of this data will help authorities to predict potential problems and deal with them more quickly and easily.
FORUM SESSIONS ADDRESSING HAJJ SECURITY:

Official opening of Hajj Security Forum

Major General Mansour Al-Turki
Official Spokesperson
Saudi Ministry of Interior

Session:
Mass Information and Emergency Communication Solutions for Ethnic Groups

Dr. Mazin Alshamrnai
Professor of Computer Engineering, Supervisor Advanced Technologies Unit
Custodian of the Two Holy Mosques Institute of Hajj and Umrah Research

Managing the Odds During Crowd Movement Strategy Planning

Eyad Ibrahim from Thales Saudi, presented an integrated strategy on how to manage crowds during Hajj and Umrah seasons through the development of an integrated system that analyses data to help authorities make the right decisions more quickly.

I was impressed with the audience and the efforts by the organising committee and witnessed a great deal of interest in the topic and the number of questions and comments following the presentation were consistent with a high level of interest. I would be honoured to speak at this event again.

Operational Awareness for Command Level Decision Making

Mike King
Global Public Safety Manager, ESRI
In response to major geopolitical shifts in the Middle East region, SNSR Expo highlighted the need to develop bespoke National Resilience roadmaps & strategies to uplift a nation’s ability to survive crises, seize existing market opportunities, and prevent and manage risks in a changing world.

**INDUSTRY EXPERTS HIGHLIGHTS**

**Workshop: Building a More Resilient Nation**

Dr. Faisal Alayyan  
Academy VP  
Rabdan Academy

As threats become more sophisticated and the risks become greater, it is necessary for the whole world to strive towards improvements in the standards of response. This requires a step change in the standards of education, training, co-ordination and research, in a cohesive and world-class environment, will result in a continuously improving capability for the protection of the nation, its assets and its people.

**Workshop: Complex C4I Systems – Open Architecture Development**

Paul Casey  
General Manager  
Northrop Grumman UAE

Adopting an Open Architecture approach to system development and fielding allow complex C4I Systems to manage rapidly changing technologies and functional obsolescence, while gaining significant value and efficiency. Understanding the needs, the benefits and sharing the key technical, human and operational requirements will help deliver successfully complex projects.

**Keynote: Safety & Security in the VUCA World: The Role of Human Factor**

Dr. Yehya Al Marzouqi  
Executive Director, Strategy  
Tawazun

Risks and challenges in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world have no boundaries and collaboration is a must. Sharing a practical model for highlighting the role of human factors is a best practice that can be beneficial to all security professionals today.
SMART SAFE CITIES FORUM

In the light of Vision 2030, Smart Safe Cities in Saudi Arabia is identified as a foundational pillar to delivering solid socio-economic growth in the Kingdom. With ambitious plans to transform its economy, KSA hopes to boost foreign investments as it embarks on a post-oil era of major mega projects, such as the futuristic city of NEOM.

SNSR Expo developed an exclusive Smart Safe Cities Forum with the collaboration of responsible government authorities, international and local industry leaders, as well as innovators to enhance the value-added benefits.

KEYNOTE SPEAKERS INCLUDED

Opening Keynote of Smart Safe Cities Forum

Brigadier General Bassam Al-Attiya
Official spokesperson
Presidency of State Security

Next Generation Command & Control Cloud-Based Protection, Making Cities Safer

Nadim Abdulrahim
Global Public Safety Expert
Huawei
SNSR VISITORS’ PROFILE

The first edition of the SNSR Expo attracted 5,255 attendees from around the world, including cyber and national security professionals from government and industry supply chains.

FACTS & FIGURES

58% TRADE VISITORS

42% GOVERNMENT VISITORS

From 45 countries

95% Saudis

5% others

SNSR VISITORS ARE DECISION MAKERS

31.7% DECISION MAKERS

41.7% INFLUENCERS

21.1% SPECIFIERS

94.7% OF VISITORS ARE INVOLVED IN PURCHASING DECISIONS
VISITOR SATISFACTION

90.9%
Consider SNSR Expo important for their business

93.2%
Satisfied of their participation

78.6%
Very likely to attend in 2019

45%
Of our visitors rated us 10/10

VISITOR PROFILE PER INDUSTRY SECTOR

- Cyber Security: 28.5%
- Public Safety & Risk Prevention: 25.9%
- Counter Terror & National Security Preparedness: 15.2%
- Smart Safe Cities/Critical Infrastructure Protection: 12.2%
- Border Security: 9.8%
- Crowd Management/Major Events Security: 8.4%
During a time of unprecedented change and rapid digitalisation, Saudi Arabia is upgrading and overhauling its security capabilities. From counter-terrorism, to border security, cybersecurity and the protection of visitors during the annual Hajj pilgrimage, the integration of the latest digital and physical innovations is part of Saudi Vision 2030 and a necessity for protecting citizens, visitors and critical infrastructure across the kingdom.

Open to all exhibitors and based on specialised categories, SNSR Innovation Awards - led by a committee of industry experts representing prestigious organisations and headed by the Ministry of Interior - recognised ground breaking technologies across 6 categories.

Innovation awards at SNSR showcased cutting-edge, distributive technologies, artificial intelligence and robotics under one roof.

**WINNERS**

<table>
<thead>
<tr>
<th>PRODUCT:</th>
<th>COMPANY:</th>
<th>CATEGORY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESKWALL</td>
<td>GESAB, Spain</td>
<td>Smart &amp; Connected Security</td>
</tr>
<tr>
<td>NANOHAWK DRONE</td>
<td>AERACCESS, France</td>
<td>Unmanned Systems &amp; Robotics</td>
</tr>
<tr>
<td>MODULAR BARRIER - F11</td>
<td>PITAGONE, Belgium</td>
<td>Crowd Management</td>
</tr>
<tr>
<td>BE READY</td>
<td>ESTMRARYA, UAE</td>
<td>Augmented Reality</td>
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<tr>
<td>HOLOGARDE</td>
<td>ADPI, France</td>
<td>Drone Detection</td>
</tr>
<tr>
<td>ADRANA 50</td>
<td>ESKAN, UK</td>
<td>Digital Crime Management &amp; Forensics</td>
</tr>
</tbody>
</table>
At Safe City Group, we are proud to represent an innovative Emirati industry leader and we are passionate about providing the latest technologies and solutions to support public safety as we bring total turnkey solutions for smart and safe city projects by leveraging both innovation and technology. SNSR Expo was the ideal place for us to identify such new technologies, but it also allowed Safe City Group to develop potential collaborations and create new business opportunities while further contributing to ensuring the safety of our cities and our people.

Eng. Ali Al Omari
CEO, Safe City Group

We have met at SNSR Expo the “who is who” of the largest market in the Middle East with perfect organisation from a welcoming team.

Marc Weissberg
CEO of Pitagone (Belgium)
Winner of SNSR Awards
SNSR Business Connect programme facilitated networking between visitors, exhibitors and government buyers. The programme also engaged visitors before the event, providing recommendations based on their business interests.

VIP TOURS
SNSR’s Business Connect conducted 100+ VIP tours around the exhibition stands. Key official delegations engaged in the programme included:

- Saudi Arabian Border Guards
- Ministry of Hajj and Umrah
- Ministry of Health
- GACA
- Aramco
- Presidency of State Security
- Saudi food and Drugs Authority
- Directorate of Immigration
- Sabic
- NEOM
- Facilities Security Forces (MOI)
- Communications and Information Technology Commission
- Forensic Evidence Departments
- Al Madinah Al Munawarrah Ground Forces
ONSITE DEALS & ANNOUNCEMENTS
SNSR Expo facilitated meetings and business networking that culminated with the signing of several bilateral agreements:

- **Remah International Group** signed a joint cooperation agreement with Intra Defense Technology.
- **Tasleeh** signed an MOU to strengthen joint cooperation with the Saudi’s **Eram**.
- **Estmrarya Management Consulting** announced a new partnership with the Ministry of Hajj and Umrah.
- **Al Asbar Auto Industries** announced a strategic partnership for manufacturing & development of security-related products and services, including Border Guards armoured vehicles and patrols automotive products.

BUSINESS CONNECT LOUNGE
The exclusive lounge connected buyers with exhibitors. Located at the heart of the exhibition, the lounge was the perfect place to meet with business connections, network, make new contacts and catch up with existing ones.
PRESS CONFERENCE

SNSR IN THE NEWS

First Saudi security expo ends on high note

By: Asmaa Al-Shehri

First Saudi security expo ends on high note

The first Saudi security expo, held under the patronage of HRH Prince Faisal bin Fahd, was concluded on high note. The event witnessed the participation of 250 exhibitors and attracted over 5,000 visitors.

A total of 40 workshops and seminars were held in the event, which was attended by high-ranking officials. The event was supported by various security and military agencies.

The expo showcased various security technologies and services provided by local and international companies.

The event proved the growing trend of security services and technologies and their acceptance by Saudi society.

Tumor manufacture in Saudi Arabia

A group of researchers from the University of Riyadh have announced the development of a new method for the manufacture of tumors. The new method is expected to reduce the costs of cancer treatment significantly.

The researchers have developed a new technique that uses light to stimulate the growth of tumors. The method is non-invasive and has no side effects.

The team has been working on the project for the past five years. The results have been promising, and the researchers are now planning to scale up the production.

The development of the new method is expected to revolutionize the field of cancer treatment.

Cooperation agreement between the Arabic University and the French University

A cooperation agreement was signed between the Arabic University and the French University to enhance cooperation in the field of higher education.

The agreement was signed by the presidents of both universities. The agreement covers various areas, including academic cooperation, student exchange, and joint research projects.

The agreement is expected to open new doors for students and researchers in both countries.

Terrorism in the Middle East

The Middle East is witnessing a rise in terrorism. The region is facing a growing threat from extremist groups, which are becoming more radicalized and violent.

The situation is complicated by the political instability in the region. The governments are struggling to deal with the threat, and the citizens are living in fear.

The situation requires urgent action from the international community to prevent the spread of terrorism in the Middle East.

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The situation requires urgent action from the international community to prevent the spread of terrorism in the Middle East.
MEDIA COVERAGE

A POWERFUL, MULTI-CHANNEL MEDIA CAMPAIGN

Our participants enjoyed an extraordinary ROI through marketing campaigns that spanned the globe and reached thousands of industry professionals.

Regional & International Trade & Business Publications

Regional & International Publications Adverts

SMS Campaign

Online Adverts & Banners

Email Promotions

Outdoor Advertisements

3,783,180 SR

ESTIMATED CAMPAIGN VALUE

53*

MEDIA INTERVIEWS (TV, PRINT and RADIO)

34 interviews with MOI representatives
15 TV Interviews with SNSR’s partners
4 interviews with Reed representatives

ONLINE CAMPAIGN

SMS

SOCIAL MEDIA IMPRESSIONS

EMAIL PROMOTIONS

ADDITIONAL PROMOTION AT

AL RIYADH

ARGAAM

EYE OF RIYADH

253,585

494,091 64,193 45,781

359,613

38

PRINT ARTICLES

92

ONLINE ARTICLES

SPECIAL THANKS TO OUR MEDIA PARTNERS
SPECIAL THANKS TO OUR PARTNERS

IN PARTNERSHIP WITH

Ministry of Interior
Kingdom of Saudi Arabia

STRATEGIC PARTNER

MOBILE LAND SYSTEMS

CRITICAL INFRASTRUCTURE PROTECTION PARTNER | CYBERSECURITY PARTNER | HAJJ SECURITY PARTNER

THALES

SMART SAFE CITY PARTNER | INNOVATION PARTNER | AIRPORT SECURITY PARTNER

AEC

Advanced Electronics Company

SAFE CITY GROUP

smiths detection

DIGITAL TRANSFORMATION PARTNER | CYBERSECURITY KNOWLEDGE PARTNER | ASSOCIATE PARTNER

Elm

SAUDI BUSINESS MACHINES

Saudia Federation for Cybersecurity, Programming, and Drones
LOOKING FORWARD TO WELCOMING YOU AT THE 2ND EDITION OF SNSR EXPO

29TH - 31ST OCTOBER 2019
RICEC, RIYADH, KSA

For participation inquiries, please contact:
Rajeev Singh
Sales Manager
+971 56 414 7829
rajeev.singh@reedexpo.ae

For more information, please visit:
www.snsrexpo.com #SNSRExpo
www.linkedin.com/showcase/snsrexpo
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www.facebook.com/SNSRExpo