

ADRIA SECURITY SUMMIT

Zagreb, Croatia, 7 - 8 October 2026

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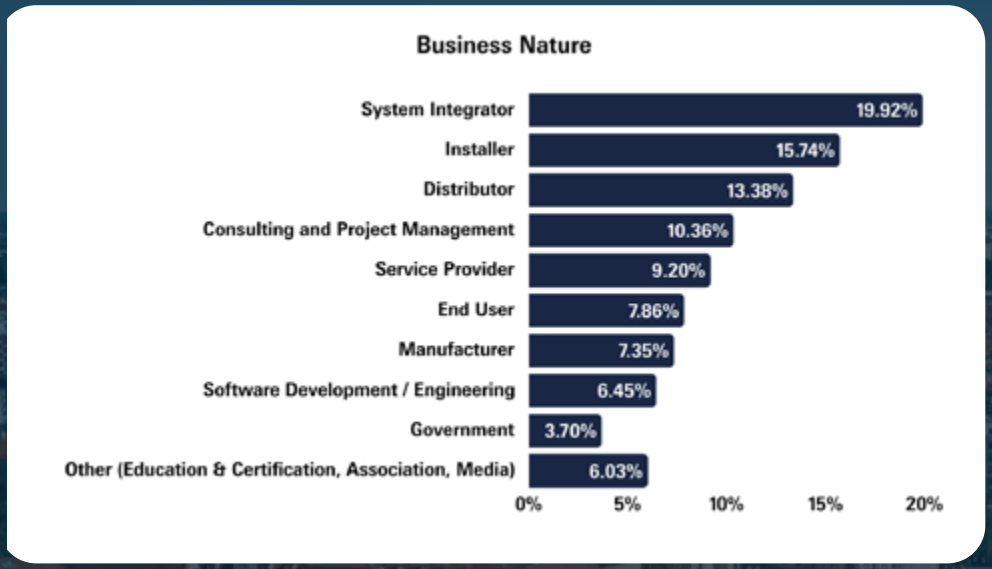
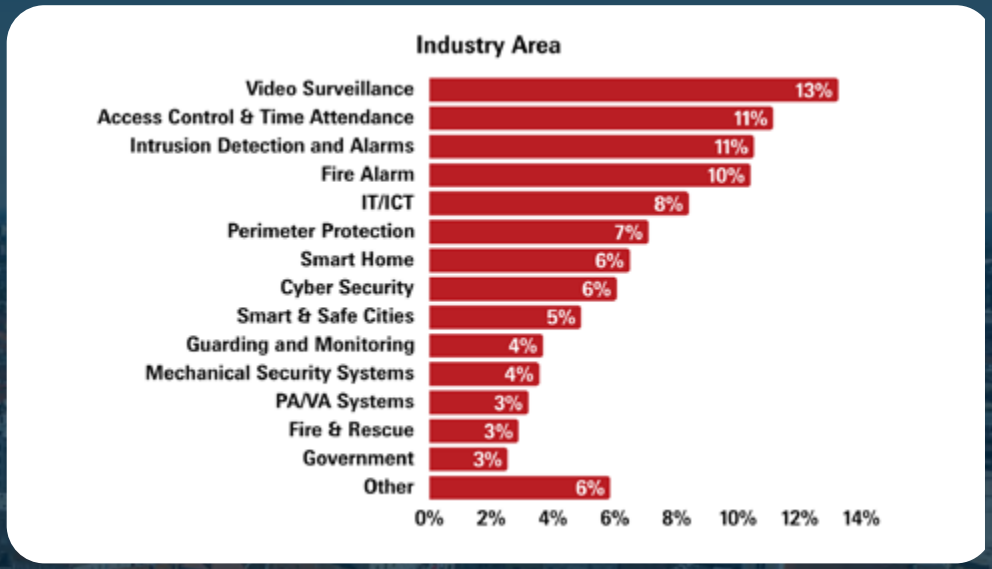
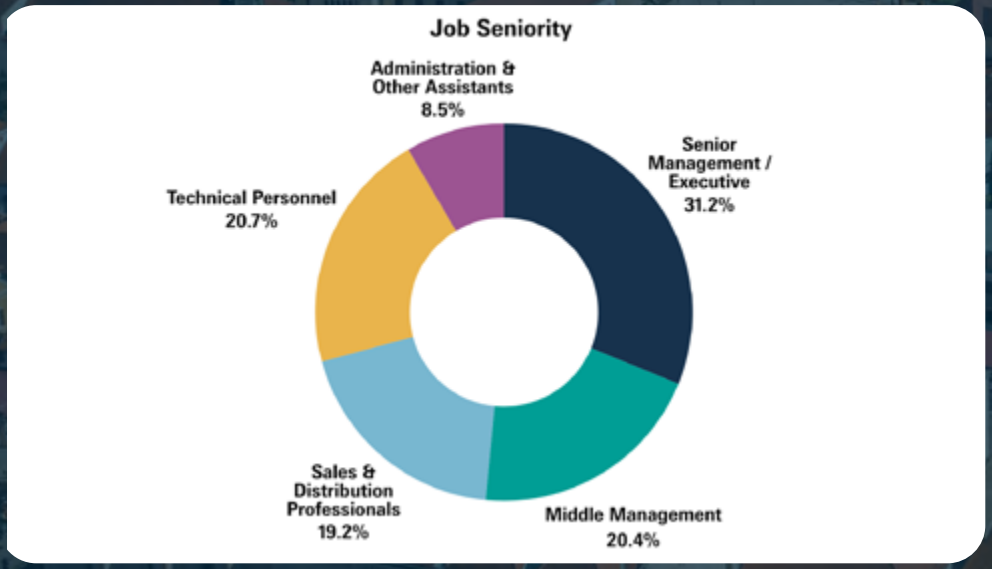
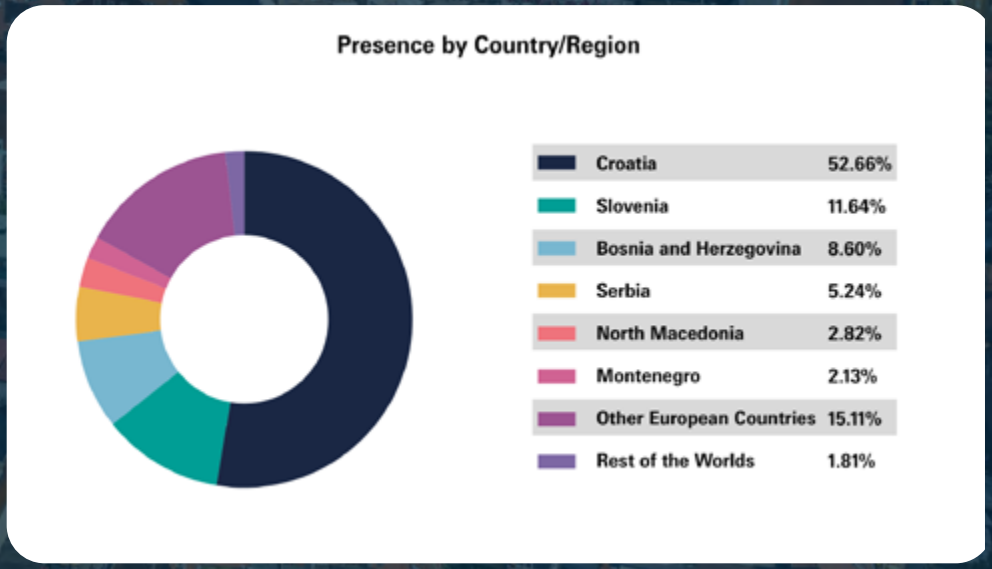
EVENT REPORT

STATISTICS


Business Nature
System Integrator 19.92%
Installer 15.74%
Distributor 13.38%
Consulting and Project Management 10.36%
Service Provider 9.20%
End User 7.86%
Manufacturer 7.35%
Software Development / Engineering 6.45%
Government 3.70%
Other (Education & Certification, Association, Media) 6.03%
0% 5% 10% 15% 20%


Industry Area
Video Surveillance 13%
Access Control & Time Attendance 11%
Intrusion Detection and Alarms 11%
Fire Alarm 10%
IT/ICT 8%
Perimeter Protection 7%
Smart Home 6%
Cyber Security 6%
Smart & Safe Cities 5%
Guarding and Monitoring 4%
Mechanical Security Systems 4%
PA/VA Systems 3%
Fire & Rescue 3%
Government 3%
Other 6%
0% 2% 4% 6% 8% 10% 12% 14%


Job Seniority
Administration & Other Assistants 8.5%
Senior Management / Executive 31.2%
Technical Personnel 20.7%
Sales & Distribution Professionals 19.2%
Middle Management 20.4%


Presence by Country/Region
Croatia 52.66%
Slovenia 11.64%
Bosnia and Herzegovina 8.60%
Serbia 5.24%
North Macedonia 2.82%
Montenegro 2.13%
Other European Countries 15.11%
Rest of the Worlds 1.81%

SESSIONS

The New Era of Security: Creative Applications and Business Process Optimization
Boris Popović, CEO and Founder, Alarm automatika

From Integration to Orchestration: Why the Future of Security Is About Governance, Not Technology
Dr. Jens Hartmann, Vice President Sales Continental Europe & Africa, Advancis

PANEL: The Frankenstein Problem: Modernizing Legacy Security Without Starting from Scratch
Moderator: Jakub Sobek, President, PISA
- Sergej Pičulin, Regional Sales Manager, Advancis Austria
- Josip Grubešić, Senior Account Manager - Physical Security, Octave
- Marko Batković, Head of Integrated Security Systems Dept, King ICT
- Mića Negrilić, Regional Sales Director, Suprema Europe

Challenges and Opportunities in the AI Era for SE Europe
Roger Strukhoff, Chief Research Officer, & Simona Anamaria Marinescu, CEO, IDCA

Resilience Starts with Zero Trust: Securing Critical Infrastructure from the Entrance to the Rack
Ian Bayly, Sales & Marketing, TANlock

PANEL: Beyond the Badge: Behavioral Analysis and De-escalation in High-Traffic Zones
Moderator: Jurica Jurjević, Specialist in Security, Smart Security Consulting
- Lario Lovrić, International Government Senior Advisor
- Siniša Pšeničnik, BDM – Operations Center, Securitas Hrvatska
- Hilmija Arnautović, Key Account Manager, Hikvision Europe
- Marino Čerkez, Director of Corporate Security, HŽ Infrastruktura

SPECIAL PROGRAM: Protection and Security of Educational Institutions

GREETINGS
- Lidija Stolica, President, Croatian Security Association
- Representative of the City of Zagreb
- Representative of the Ministry of Science, Education and Youth RC

The School of the Future is a Safe School
Josip Petrović, Professor, Principal-mentor, Primary School Trnsko

Presentation: General Police Directorate, Ministry of the Interior of the Republic of Croatia

PANEL
Moderator: Renata Dončević, Member of the Board, Croatian Security Association
- Representative of the Ministry of Science, Education and Youth RC
- Branka Štefok Bojadžija, Principal Mentor, Principal of Borovje Primary School
- Nikola Turkalj, Head of the Inspection Sector, Civil Protection Directorate MOI RC
- Representative of the General Police Directorate, Ministry of the Interior, RC
- Representative of the City of Zagreb
- Lidija Stolica, President, Croatian Security Association

Data Centers Summit
Moderator: Dražen Tomić, Editor in Chief, ICT Business

- Sienna Cacan, Axis Communications
- Tomislav Lacković, ECCOS inženjering
- Siniša Pintarić, Honeywell
- Roger Strukhoff, IDCA

Cloud Security Summit
Moderator: Dario Radošević, Channel Account Manager, Motorola Solutions

- Mladen Vukadinović, Selectium Adriatics
- Marko Kozar, ASSA ABLOY
- Roberto Licari, ONVIF

SESSIONS

Critical Communication for Smart Cities and Critical Infrastructure
Andreas Hrdlicka, Group COO, Commend

EU Rules, Local Markets: How Regulation Is Reshaping Security Technology
Moderator: Paul van der Zanden, General Director, Euralarm
- Marko Vasić, Business Development Manager, Hanwha Vision Europe
- Andrija Đuranović, Head of the Information and Cyber Security Office, MOD Montenegro
- Uroš Pohlin, Sales Director, ID Shop
- Vanja Belošević, Security Systems Designer, Krobel

Surviving the AI Cyberpocalypse Like It's 1999
Hrvoje Englman, CISO, Span

Who Buys Security Technology Today: The Security Manager or the IT Manager?
Moderator: Roberto Licari, Ambassador, ONVIF
- Sanel Bajrić, Technical & Delivery Principal, Bright Moon Digital
- Marko Budić, Business Development manager, IQSIGHT
- Dario Radošević, Channel Account Manager, Motorola Solutions
- Mario Blažević, Cybersecurity Presales Manager, Marlink Cyber

The $0 Security Budget: Innovative Solutions for Small and Medium Enterprises
Moderator: Dorel Mocanu, President, ARTS
- Zoltán Szilágyi, Perimeter Security Specialist, Zmax
- Dejan Stančević, Sales Manager, Hytera Communications
- Goran Rajčević, Founder, Safewiz Solutions

SPECIAL PROGRAM: The Position and Role of Private Security

GREETINGS
- Lidija Stolica, President of the Croatian Security Association
- Neven Karas, acting Director General, Civil Protection Directorate

Private Security Analysis
Bruno Škrinjarić, The Institute of Economics, Zagreb

PRESENTATION
General Police Directorate of the Ministry of the Interior of the Republic of Croatia

PANEL DISCUSSION
Moderator: Lidija Stolica, President of the Croatian Security Association
- Nikola Turkalj, Head of the Inspection Sector, Civil Protection Directorate MOI RC
- Representative of the General Police Directorate, Ministry of the Interior RC
- Branko Slak, President, Chamber for Private Security in the Republic of Slovenia
- Aleksandar Nedić, Secretary General, Association of Private Security, Serbia
- Verica Mileska Stefanovska, President, Chamber for Private Security, Republic of North Macedonia

Cybersecurity Meet
Moderator: Dragan Petric, Executive Editor, bug.hr
- Axians
- SPAN
- CSEC



a&s Adria Awards Winners

Access Control

BioStar Air - Zero on-prem. All-in on cloud

Best Case Studyl

Digital Logistics and Traceability at Pomgrad

Cybersecurity

SOC and Automated Processes in Protecting Critical Business Processes of Public Interest

Fire Alarm

THERMOCABLE

Intrusion Detection

Ajax Wireless Grade 3

Most Innovative Product

i-PRO X-series Fisheye Camera with GenAI

PA/VA Systems

Zenitel VAIA, compact all-in-one Public Address and Voice Evacuation System

Smart City Projects

EdgeDX

Software

Milestone XProtect

Video Surveillance

i-PRO X-series Edge AI Fisheye Camera

STATEMENTS



Dr. Jens Hartmann

"The combination of the conference and exhibition at Adria Security Summit inspires people. I had the opportunity to share my thoughts in a keynote, and looking around, I see motivated people, a great atmosphere and a lot of momentum for this region. I'm sure we'll be back."

Dr. Jens Hartmann
Advancis



Danijel Jerković

"Adria Security Summit began in Sarajevo eleven years ago with a strong vision and solid foundations. Today, it brings together our partners, system integrators and designers, helping us build the future of the security industry for new generations. Bosch has always been a strategic partner of the Summit, and we remain committed to supporting its continued development."

Danijel Jerković
Bosch Life Safety Systems



Alberto Pastorello

"We are delighted and honoured to exhibit at Adria Security Summit. It is always an opportunity to reconnect with our partners and friends, explore new business opportunities and present our latest products and solutions. The Summit gives us valuable time with our partners to discuss their project needs and demonstrate how our innovations can support them."

Alberto Pastorello
EL.MO.



Mladen Gligorijević

"The past two days at Adria Security Summit have been a great experience, with many new contacts and opportunities to reconnect with old friends. We have been participating for years, and the positive energy and familiar faces always make it special. We look forward to returning next year."

Mladen Gligorijević
Hytera Communications Europe



Lidija Stolica

"As a partner of Adria Security Summit since its beginnings, we are proud to welcome the event to Zagreb. Bringing the profession together in one place for two days means a great deal to Croatia's security industry. It is an opportunity to exchange ideas, discover new technologies and share knowledge, united by a common goal: protecting people and property. Security is an investment, and the Summit helps us put that principle into practice."

Lidija Stolica
Croatian Security Association

STATEMENTS



Doris Detela

"Adria Security Summit is an excellent opportunity to build new partnerships, and the organisation is always outstanding. With more than 30 years of experience in security systems, we are pleased to present our expertise and our growing focus on access control."

Doris Detela
K-Haus



Aleksandar Roksandić

"Adria Security Summit has been an excellent opportunity to showcase our in-house hardware and software solutions for security and smart cities, including live demonstrations of our traffic projects. We have made many new contacts and exchanged valuable experiences. With so many professionals gathered in one place, there is a great deal to see and learn."

Aleksandar Roksandić
KING ICT



Boris Bajtl

"Protecting industrial systems is essential for business continuity and for safeguarding people's lives and health. Adria Security Summit gives us the opportunity to meet potential customers, discuss the cybersecurity challenges they face and explore how we can support them in securing their operational technology."

Boris Bajtl
Marlink Cyber



Marijo Kolovrat

"Adria Security Summit continues to grow and improve, bringing even more companies together in Zagreb. We are proud to be part of this event and to present our latest cloud and AI-powered security solutions. The organising team continues to do an excellent job, and it is a pleasure to be here."

Marijo Kolovrat
Motorola Solutions



Miha Senčar

"Adria Security Summit has become a central meeting point for the region's security industry, bringing together industry professionals, potential clients and suppliers. We are delighted to return, showcase the solutions we implement across the region and reconnect with the industry. We look forward to joining you again next year."

Miha Senčar
CEO, Tenzor Group

ADRIA SECURITY SUMMIT 2026

RECORD EDITION DRAWS NEARLY 3,000 VISITORS

152 exhibitors, 174 booths and participants from 50 countries are the figures that make Adria Security Summit an important business gathering for the security industry of Southeast Europe. With the largest number of leading global and regional companies to date, this year's edition was marked by new ways of connecting participants and presenting awards

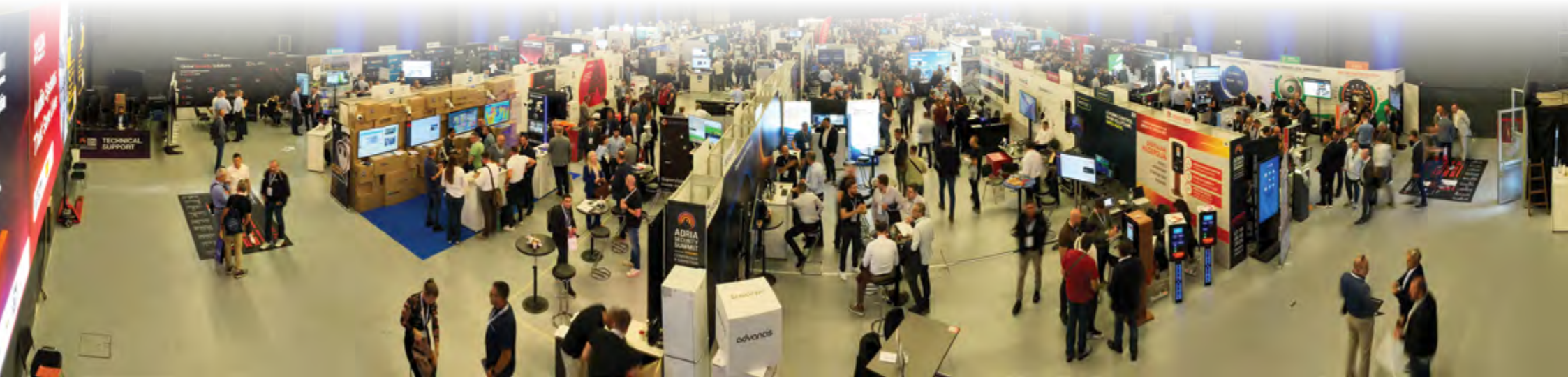
Connecting the regional market with major global manufacturers of security equipment was the ambition with which Adria Security Summit was launched eleven years ago. Unlike local events tied to a single place, the Summit has developed through a truly regional model, bringing professionals together year after year in different cities: Sarajevo, Šibenik, Ljubljana, Belgrade, Zagreb and Skopje. As a result, it has statistically drawn around 45 percent of its visitors from the local market each year, while the number of countries that international visitors come from has risen to fifty.

Returning to the Croatian capital on 7 and 8 October was an opportunity to compare the event's development with the previous edition held in that city in 2022. A record was set then, with 131 booths and almost 2,400 visitors. Four years later, Zagreb again hosted an event that surpassed all earlier benchmarks and further strengthened the Summit's position on the regional security map.

A Large Number of Decision Makers

This year's Adria Security Summit gathered close to three thousand visitors, confirming the continued growth of interest in the event among companies and professionals. The corridors of the exhibition space, with one hundred and eighty booths, were full for two whole days, and the exhibitors and sponsors themselves reported the largest number of meetings held and contacts collected to date.

According to the organizers' internal statistical overview, 1,486 people answered questions about their professional profile and their role in decision making. The data show that the Summit attracts an audience with concrete business interests. Among respondents, 32.8% of those present identified as decision makers, while a further 22.7% said they influence decision makers. Together with those who have limited authority but take part in business processes, this





represents a significant share of the audience that can influence the procurement and implementation of security technologies.

The structure of participants further confirms the business character of the event. By percentage, based on the number of people surveyed, 37.2% were system integrators, 28% installers and 24.7% distributors. The categories overlap because participants could select more than one answer. The same group also included 14.8% end users and 6.4% representatives of the public sector.

The international character of the event is confirmed by the fact that registrations were linked to a total of 50 countries. Most came from Croatia, followed by Slovenia and Bosnia and Herzegovina. Next were the Netherlands, Serbia, Germany, North Macedonia, Poland, Montenegro and Switzerland.

As for interest in particular products and services, video surveillance was the most represented category, with 68.4 percent of respondents, followed by access control and time and attendance with 56.7 percent, intrusion alarm systems with 53.2 percent and fire detection with 49.7 percent. IT/ICT solutions interested 48.2 percent of respondents in this group. Significant interest was also recorded in perimeter protection, smart homes, and smart and safe cities. These data point to a wide range of visitor needs and confirm that traditional segments of technical protection are increasingly intertwined with IT infrastructure, automation and digital technologies. For exhibitors, such indicators provide a useful basis for better understanding audience interests and targeting future business activities more precisely.

This audience structure makes the Summit relevant not only for regional companies that want to present their successes, but also for international manufacturers looking for new business partners in the markets of Southeast Europe.

Development in Line with Market Needs

The Platinum category consisted of Bosch, EL.MO., Hanwha Vision, Hytera, IQSight, Kamir, King ICT, Krobel, Master Centar, Motorola Solutions, Octave, Schrack Technik, Suprema and Tehnozavod, while the Gold category was led by ATEIS, ASSA ABLOY, AVS Electronic, Beta 80, DJI, ECCOS, Hikvision, ID Shop, K-Haus, Konica Minolta, Marlink Cyber, Mercury.AI, Salto, Satel, SysTeh and Tenzor. Their presence covered a broad range of technologies, from video surveillance and advanced access control to communication systems, multipurpose drones and integrated security platforms. The common denominator was the development of solutions that link technical protection with digital infrastructure and the modern needs of users. In addition, the event was supported by another 127 silver sponsors and exhibitors.

Global and Regional Industry Leaders

The exhibition space offered an overview of the broad ecosystem of modern security. Visitors could view solutions from video surveillance, access control, intrusion protection, fire detection, communication and public address systems, cybersecurity, IT infrastructure, smart buildings and cities, and other related technology areas.

The highest sponsorship level, Diamond, again went this year to Alarm automatika and Advancis Austria. A company with three decades of experience, Alarm automatika presented its approach to integrated security and automation solutions, including product and service lines



The international character of the event is confirmed by the fact that registrations were linked to a total of 50 countries. Most came from Croatia, Slovenia and Bosnia and Herzegovina. They are followed by the Netherlands, Serbia, Germany, North Macedonia, Poland, Montenegro and Switzerland



brought together under the name iDEA. A particular strength of its presentation was its cooperation with a network of international technology partners, which allows visitors to get to know the different components of integrated systems in one place. Austria's Advancis presented the possibilities of unifying various security, communication and building management systems. Two platforms were in focus: WinGuard, designed for centralized management of security systems and coordination of incident response, and AIM, a solution for managing physical and digital identities.

Both companies show how the market is increasingly moving away from isolated devices and individual systems and turning to integrated platforms that enable centralized management and better operational visibility.

Innovations that Change the Visitor Experience

Besides the scale of the exhibition and the presence of leading companies, this edition was also marked by novelties aimed at improving the visitor experience and generating more business contacts. The Summit continued to develop as a platform that links the physical exhibition space with digital tools, making it easier for participants to find relevant companies, discover new technologies and organize their time more efficiently.

Connecting through run.events

One of the key tools was the run.events platform, which lets participants view the program, find other visitors, connect with business contacts, schedule meetings and exchange information. In a business environment where hundreds of companies and thousands of professionals gather in one place, such a platform can make navigation considerably easier and help visitors identify in advance the contacts and solutions most relevant to them. Digital networking thus becomes an extension of in-person meetings at the booths. Instead of business contacts being made exclusively by chance, participants gain additional opportunities for targeted networking and more efficient use of the time spent at the event.

Gamification: Active Participation Instead of a Passive Walkthrough

A particular novelty was gamification, introduced for the first time through the run.events platform. The idea was to involve visitors more actively in the Summit's content and motivate them to explore more exhibitors and talks. Participants collected virtual coins for visiting booths and following presentations. They could exchange the coins they had collected for more than 900 gifts prepared by fifteen sponsors. At the end of the second day, the visitor with the most coins collected received the main prize, presented by Bosch as the official gamification partner.

This approach brought an element of competition into the usual trade fair format, but its importance lies primarily in encouraging interac-

Summit Ambassadors

Special recognition for their contribution to the development and international promotion of the Adria Security Summit was awarded to the Summit Ambassadors – individuals whose professional engagement, reputation, and activities help connect the security industry and strengthen regional cooperation. This year's ambassadors include Robert Pažitka (Pro alarm), Boris Popović (Alarm automatika), Matija Mandić (KING ICT), Danijel Jerković (Bosch Building Technologies), Krešimir Paić (ECCOS inženjering), Krešimir Belošević (Krobel), Mladen Ozimec (Salon bankarske opreme), Miro Gugić (Kamir), Krešimir Marušić (Tehnozavod Marušić), Davor Delišimunović (Poslovna sigurnost), Fahrudin Zeljković (Middle Point), Marijo Kolovrat and Andrej Ćuraković (Motorola Solutions), Đorđe Baćić (VIVOTEK), Siniša Pintarić (Honeywell), Stjepan Šurmanović (Axis Communications), Vito Lalić (Konica Minolta), and John Chen (Hikvision). Their role is an important part of the Summit's international support network, contributing to its continued growth, visibility, and the strengthening of connections among professionals and companies from different parts of the world.

a&s Adria Awards

The a&s Adria Awards ceremony at Adria Security Summit once again brought together representatives of the security industry, experts and companies that presented their most successful technology solutions, products and projects. The winners were selected through a combination of expert evaluation and votes from Summit visitors, with 80 percent of the final score coming from the expert jury and 20 percent from visitor votes. The expert part of the judging was carried out by the Council of Judges, made up of international experts and representatives of relevant media and industry: Leo Levit and Roberto Licari, president and ambassador of ONVIF respectively; Paul van der Zanden, director general of Euralarm; Nathan Waugh, portfolio director for security technology and products at Messe Frankfurt Middle East; Zoltán Szilágyi, perimeter protection expert and owner of Zmax; Lee Odess, founder and CEO of The Access Control Collective business platform; Bata Vulović, owner of Lunatronik; Dragan Petrić, editor-in-chief of Bug; and Damir Muharemović, editor-in-chief of a&s Adria.
The awards went to the following solutions and products: (1) Video surveillance: i-PRO X series Edge AI fisheye camera; (2) Access control: Suprema BioStar Air cloud access control solution; (3) Intrusion protection: Alarm automatika for the Ajax Wireless Grade 3 wireless security system; (4) Fire detection: Elektro-log for the THERMOCABLE solution; (5) Software: Milestone XProtect VMS platform; (6) PA/VA systems: Zenitel VAIA; (7) Best case study: Tenzor for the project "Digital Logistics and Traceability in Pomgrad"; (8) Cybersecurity: Avola Solutions and Marlink Cyber for SOC and automated processes in protecting critical business processes of public interest: (9) Smart City: EdgeDX solution intended for the development and improvement of urban systems; and (10) Most innovative product: i-PRO X series fisheye camera with generative artificial intelligence.

tion. Visitors gained an extra motive to tour the exhibition space, meet companies they may not have encountered before and discover solutions outside their usual professional focus, while for exhibitors it was an additional opportunity to attract the audience's attention and make contact with potential buyers.

Buyer Club: Direct Connection with End Users

An important part of the Summit's business concept was also the Buyer Club, designed to connect exhibitors with representatives of enterprises that use or procure security solutions. Representatives from various verticals took part in this initiative, including banks, airports, ports, ministries, police structures, industrial companies and hotels. Tours of the exhibition space and direct conversations with exhibitors allowed them to get acquainted with specific technologies and consider their application in their own business environments.
Such a model is particularly significant in the security industry, where procurement decisions often involve processes lasting several months, technical consultations and alignment with operational and regulatory requirements. The Buyer Club is therefore an important link between product presentation and the development of real business opportunities. Its value is measured not only by the number of conversations held but also by the possibility of continuing consultations after the event, preparing projects and establishing partnerships.

From Regional Gathering to Business Platform

The eleventh edition of Adria Security Summit in Zagreb showed that the event's growth is not limited to the number of exhibitors and visitors. Its development is increasingly reflected in the way it connects companies, technologies and end users. For the security industry of Southeast Europe, the Summit thus remains a meeting place for global technology trends and regional market needs. Its value lies in enabling the people who develop, implement and use security solutions to establish contacts from which new projects and long term partnerships can emerge. The next Adria Security Summit will be held next year, in 2027, in Ljubljana, the capital of Slovenia. ◄

An important component of the Summit's concept was the Buyer Club, whose value is measured not only by the number of meetings held but also by the opportunities it creates for follow-up consultations, project development, and the establishment of partnerships



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See you next year
SAVE THE DATE
September 29–30, 2027, Ljubljana, Slovenia