Event Report

Ljubljana, 25 - 26 October 2023
### Statistics 2015-2023

#### By country
- Croatia: 22.23%
- Slovenia: 20.71%
- Serbia: 17.57%
- Rest of the world: 16.26%
- Bosnia and Herzegovina: 12.28%
- North Macedonia: 8.66%
- Montenegro: 2.30%

#### Company Size
- 1 - 50 employees: 56.70%
- 50 - 500 employees: 21.65%
- 500 - 1000 employees: 6.19%
- 1000+ employees: 15.46%

#### Type of Business
- Manufacturer: 20.41%
- System Integrator: 16.05%
- Distributor: 15.69%
- End User: 12.51%
- Installer: 10.79%
- Service Provider: 9.76%
- Consulting/Project Management: 2.86%
- Software Development: 2.76%
- Distributor & System Integrator: 1.98%
- Technical & physical protection of people/assets: 1.93%
- Government: 1.64%
- Wholesaler: 1.15%
- Retailer: 0.57%
- Software Engineering: 0.50%
- Institute/Education: 0.36%
- Logistics: 0.34%
- Importer/Exporter: 0.19%
- Certification: 0.19%
- Investor: 0.12%
- Digital Transformation: 0.10%
- Community Engagement: 0.06%
- Software Testing: 0.04%

#### Type of Industry
- Video Surveillance: 18.03%
- Fire Alarm / Smoke and Gas Warning Equipment / Fire Protection and Evacuation: 10.51%
- Cyber Security: 10.09%
- Intrusion Detection and Theft Alarm Equipment: 9.52%
- Verticals: 9.49%
- Access Control and Time Attendance: 8.20%
- IT/ICT: 7.71%
- Smart Home / Smart and Safe Cities / Automation: 6.80%
- Perimeter Protection: 5.32%
- Mechanical Security Systems: 4.21%
- Fire and Rescue: 2.55%
- Education, Organization, Testing: 2.09%
- Public Address and Voice Alarm: 1.62%
- Other: 1.46%
- Guarding, Surveillance, and Consulting Services: 1.31%
- Special Vehicles and Vehicle Equipment: 0.90%
- Personal Equipment and Protective Clothing: 0.20%

#### Growth Diagram

#### Annual Revenue
- Less than 100,000: 9.09%
- 100,000 - 1 million: 29.55%
- 1 million - 5 million: 18.18%
- More than 5 million: 43.18%

#### Job Position
- Senior mgmt./Executive (Founder/Owner, CEO, Head of Dept., Executive Assistant): 38.06%
- Regional, area or country sales and distribution executives, managers, and personnel: 21.58%
- Technical personnel (Engineer, Specialist, Developer): 17.83%
- Middle mgmt. (Account Manager, Project Manager, Business Development Manager, Advisor): 15.68%
- Administration and other assistants: 6.36%
- Government officials, agencies, academics, and media: 0.48%
Feedback

DID THE EVENT MEET YOUR EXPECTATIONS IN GENERAL?
Yes 94.20%
No 5.80%

WHICH PROGRAM(S) OF THE SUMMIT DID YOU FIND VALUABLE?
Exhibition 83.70%
B2B Meetings 52.90%
Keynotes & Case studies 17.30%
Podcasts & Panel discussion 16.30%
Side event presentations 36.50%
Startup presentations 15.40%

HOW WOULD YOU RATE THE CONFERENCE PROGRAM (KEYNOTE SPEECHES, CASE STUDIES, PODCASTS, PANEL DISCUSSION, SIDE EVENT AND STARTUP PRESENTATIONS)!
Excellent 49.10%
Good 37.50%
Average 6.70%
Fair 4.80%
Poor 1.90%

HOW WOULD YOU RATE THE RELEVANCE OF YOUR MEETINGS?
Excellent 45.20%
Good 42.30%
Average 8.70%
Fair 1.90%
Poor 1.90%

HOW WOULD YOU RATE THE EXHIBITED PRODUCTS AND SERVICES?
Excellent 51.90%
Good 40.40%
Average 4.80%
Fair 2.90%
Poor 0%

WHAT WOULD YOU POINT OUT AS A BENEFICIAL FEATURE(S) OF THIS YEAR’S EDITION?
International participants 53.80%
B2B meetings 51.90%
Interesting exhibitors 51%
Cyber security program 38.50%
Keynotes and case studies presentations 25%
Side events 18.30%
Podcast and panel discussion 17.30%
Startup program 15.40%

ARE YOU INTERESTED IN JOINING THE NEXT ADRIA SECURITY SUMMIT IN SARAJEVO?
Yes 93.10%
No 6.90%

ARE YOU INTERESTED IN CONTINUING ONLINE MEETINGS WITH OUR SUPPORT?
Yes 51.3%
No 48.7%

Adria Security Summit 2023 in Numbers

Conference sessions Total: 68
  Keynote 7
  Case study 10
  Panel discussion 4
  Startup 10
  Side events and workshops 36
  Podcast 1

Presenters Total: 86
  Keynote 8
  Case study 12
  Panel discussion 20
  Startup 10
  Side events and workshops 40
  Podcast 1

Case Study Excellence awards
  Place
  Tenzor 1
  EL.MO 2
  PROOne 3
  Startup Place
  iHELP 1
  Legit Software 2
  UniNet 3
  Participants 2845

Sponsors and exhibitors 180
Meetings 5000+

Partners Total: 41
  Media partners 17
  Event partners 18
  Special partners 6

KEYNOTES

AI in Security: Humans Are Not Needed Anymore!
Jacek Weglarz, VSS Business Expert, Konica Minolta Business Solutions
Watch the video

Grzegorz Kosik, Regional Partner Manager and Anna Twardowska, Regional Sales Manager, Nedap Security Management
Watch the video

Smart and Integrated Security Management in the Digital Age
Saša Matošić, Digital Buildings Sales Specialist, Siemens
Watch the video

How Video Technologies Generate Business Value Beyond the Security Sector
Georgi Kralev, Channel Business Manager, Milestone Systems
Watch the video

Women in Leadership
Watch the video
The most successful Adria Security Summit, powered by Intersec, has closed its doors in Ljubljana. Behind them, it left a trail of record-breaking figures in all categories: with 150 exhibitors, 2,800 guests from 49 countries, and 5,000 half meetings, the Summit confirmed its position as a leading regional event for the exchange of knowledge, innovation, and business opportunities in the world of security and sectors based on it.

As attendance numbers can sometimes sound dry, let’s start the story of this year’s Summit with an anecdote that we opened this year’s event with a four-legged robot and a dragon. The robotic guard dog was the messenger of the future of the industry that we are dedicated to, while we adopted the Ljubljana dog as an informal mascot of this year’s Summit. The robotic dog was a messenger of the idea of progress, innovation, and business opportunities in the world of security and sectors based on it.

As an illustration, let us cite the fact that the Summit’s role as a bridge for establishing cooperation with international outfits is something to be gloated over because the Summit still proudly carries the word “Adria” as its seal of recognizability. In this segment, the structure of guests clearly reflects the regional recognition of the Summit and the expressed interest of the participants to use it as a bridge for establishing cooperation with the rest of the world. The largest number of guests comes from Croatia and the host country Slovenia, with shares of 22.23% and 20.71% respectively. Bosnia and Herzegovina, Serbia, and North Macedonia are also significantly represented, with 12.28%, 17.57%, and 8.66%. Although with a slightly smaller share in relation to the number of inhabitants, Montenegro was well represented at the event with 2.30% of guests, which shows that the commitment to the development of the security industry has nothing to do with the country’s population size or the square kilometers in the atlas.

Almost 40% of the participants are the highest-ranked company representatives

Adria Security Summit 2023 proved to be a rock-sold asset for connecting professionals from different sectors, with a dynamic structure of participants that emphasizes the event’s inclusive approach to security and related industries. As an illustration, let us cite the fact that again this year the Summit served as a versatile platform for business networking on the spot, with a record 5,000 meetings held. This year’s Summit was attended by an impressive 38.06% of senior management representatives and executives, which is an indication of the attractiveness of the event among the highest decision-makers in the security sector and related industries. Regional or national sales and distribution executives, managers, and staff made up a significant 21.58% of attendees. The highest decision-makers in the security sector and related industries, representing nearly 15% of the total number of attendees, confirmed the growing reputation and importance of our event in the security industry, which leads to the conclusion that the Summit has quietly outgrown its original role as a regional event for the exchange of knowledge, innovation, and business opportunities in the world of security and sectors based on it.

The focus was on innovations that pervaded the offered 50 lectures, seven expert presentations, four panels, ten case studies, presentations of ten startups, and a significant number of exhibitors, which today puts an increasing focus on protecting digital assets and systems from cyber threats.

Soaring on Dragon’s Wings to Success

By: Mirza Bahić and Dženana Bulbul

The most successful Adria Security Summit, powered by Intersec, has closed its doors in Ljubljana. Behind them, it left a trail of record-breaking figures in all categories: with 150 exhibitors, 2,800 guests from 49 countries, and 5,000 half meetings, the Summit confirmed its position as a leading regional event for the exchange of knowledge, innovation, and business opportunities in the world of security and sectors based on it.

As attendance numbers can sometimes sound dry, let’s start the story of this year’s Summit with an anecdote that we opened this year’s event with a four-legged robot and a dragon. The robotic guard dog was the messenger of the future of the industry that we are dedicated to, while we adopted the Ljubljana dog as an informal mascot of this year’s Summit. The robotic dog was a messenger of the idea of progress, innovation, and business opportunities in the world of security and sectors based on it.

As an illustration, let us cite the fact that the Summit’s role as a bridge for establishing cooperation with international outfits is something to be gloated over because the Summit still proudly carries the word “Adria” as its seal of recognizability. In this segment, the structure of guests clearly reflects the regional recognition of the Summit and the expressed interest of the participants to use it as a bridge for establishing cooperation with the rest of the world. The largest number of guests comes from Croatia and the host country Slovenia, with shares of 22.23% and 20.71% respectively. Bosnia and Herzegovina, Serbia, and North Macedonia are also significantly represented, with 12.28%, 17.57%, and 8.66%. Although with a slightly smaller share in relation to the number of inhabitants, Montenegro was well represented at the event with 2.30% of guests, which shows that the commitment to the development of the security industry has nothing to do with the country’s population size or the square kilometers in the atlas.

Almost 40% of the participants are the highest-ranked company representatives

Adria Security Summit 2023 proved to be a rock-sold asset for connecting professionals from different sectors, with a dynamic structure of participants that emphasizes the event’s inclusive approach to security and related industries. As an illustration, let us cite the fact that again this year the Summit served as a versatile platform for business networking on the spot, with a record 5,000 meetings held. This year’s Summit was attended by an impressive 38.06% of senior management representatives and executives, which is an indication of the attractiveness of the event among the highest decision-makers in the security sector and related industries. Regional or national sales and distribution executives, managers, and staff made up a significant 21.58% of attendees. The “technical” segment of the profession at the Summit was not neglected either, with 17.83% of participants representing engineers, experts, and developers. The middle level of management, which
IN FOCUS - part of the security, IT, and communications (6.80%) which are equally represented by the IT/ICT industry (7.71%) as the real estate market (7.63%), and they include communications and transportation, manufacturing, construction and architecture, retail and distribution, banking/finance, hospitality, education, oil and gas, healthcare, mobility, the housing sector, and pharmacy. The diversity of these verticals is indicative of the growing security needs in each of them, positioning Summit as a key platform within which those professionals can easily explore and find solutions to their business challenges and dilemmas.

The Summit as a Mirror of Industry Evolution: The Rise of Cyber Security

Adria Security Summit, as a concept, was developed from the beginning as a dynamic mirror of industrial trends which, among other things, are reflected in the representation of participants with the entire range of products and verticals from which they come. Video surveillance solutions continue to hold a prominent place at the Summit, with 18.03% of the exhibition space dedicated to them. Unsurprisingly, video surveillance is followed by cyber security solutions (10.19% of exhibitors), which is a reconfirmation of the Summit's role as a messenger of the industry trends, which, today, puts an increasing focus on protecting digital assets and systems from cyber threats. Another surprise at the Summit was the high representation (10.61%) of fire alarms, smoke, and gas warning equipment, and access control solutions for fire protection and evacuation. This category has shown the ultimate relevance of dedication to fire protection and the need for the best possible response to emergencies that follow, especially in the aftermath of the first fire is lit.

In the company of the top ten from the Security 50 list

We can proudly point out that we hosted a record 150 exhibitors at this year’s Adria Security Summit, which represents the largest number of participants ever. More importantly, it also includes ten security companies from the prestigious Security 50 list of the world’s best market players: Hikvision, ASSA ABLOY, Neopost, Suprema, ZKTeco, Uniview, Avigilon by Motorola Solutions, etc., as well as the cream of regional companies, such as Alarm automatica, Axide, Craplus, Ecco izbinesjenje, Tenzor, Syntech, TRS and others. This impressive figure confirms the growing reputation and importance of our event in the security industry and beyond. Among the participants, we would like to especially thank the sponsors, which this year number 180 companies, including diamond (Alarm automatica, Konica Minolta), platinum (A koda plus, Alas Europe, Bosch Security and Safety Systems, CREAPlus, Monitoreal, Nedap Security Management, Suprema Europe, Telsis, ZKTeco Europe), and gold sponsors (Advan tic, ASSA ABLOY, Hikvision, Kaspersky, Avigilon by Motorola Solutions, PMANTO, Qognify, Ruijie Networks, SALTO Systems, Spica Group, Stelkom, Tenzor, TecnoA larm, Ultrasound Consult, Zarja elektronika).

Ahead of Sarajevo 2024 Event

At this year’s Adria Security Summit, we hosted a record 150 exhibitors, which represents the largest number of participants ever, all with ten security companies from the prestigious Security 50 list of the best market players and the cream of regional players in the same segment.
About the Summit

I have really enjoyed the Adria Security Summit this year where we had a lot of discussions and opportunities.

Piotr Rogalnicki, Key Account Manager, Genetec

We are extremely pleased with the Adria Security Summit, particularly for its facilitation of technical security development, enhanced customer proximity, and opportunities for social interaction with our current customers and business partners. This event combines competition and new networking prospects, fostering an environment where we anticipate gaining new customers with our new products.

Jože Škerbec, Director, Alarm automatika

We are really happy to have decided to attend the Adria Security Summit. There are many exhibitors and partners with whom we held meetings. Additionally, we noticed many decision-makers from our pool of interest.

Frederic Abitbol, Sales and Key Account Manager, ATEIS Europe

Considering that this has been my first time at the Adria Security Summit, I am impressed with the presence, visitors, and exhibitors as well.

Ali Ayoub, Exhibition Manager, ISNR

The Summit is very nice for us. The region is booming and I find it very attractive to be a part of a networking environment and make sure we can profit from that development.

Kaj Svenningson, Sales Director, Cognify

We are at the Adria Security Summit for the third year with great pleasure. Always a great organization, and great people and we meet a lot of partners and friends which is essentially the biggest goal of why we come and exhibit.

Miodrag Kovanović, Director, TRS

The Summit was very well attended, and I was very surprised, as I thought there would be fewer people, but I still see that people are getting educated on this issue in this part of Europe.

Dalibor Vuković, Cyber security expert and Product Manager, Telekom Slovenije

We are at the Adria Security Summit for the third year with great pleasure. Always a great organization, and great people and we meet a lot of partners and friends which is essentially the biggest goal of why we come and exhibit.

Miodrag Kovanović, Director, TRS

This is my second time to be here and I see that it is the most important hub in the Adriatic region in terms of security and safety. We have a lot of foreign customers that are visiting the exhibition, so it is really interesting in terms of environment and opportunities.

Dalibor Vuković, Cyber security expert and Product Manager, Telekom Slovenije

We are really happy to have decided to attend the Adria Security Summit. There are many exhibitors and partners with whom we held meetings. Additionally, we noticed many decision-makers from our pool of interest.

Stefan Ilie, Sales Manager, MIRA TECHNOLOGIES

Considering that this has been my first time at the Adria Security Summit, I am impressed with the presence, visitors, and exhibitors as well.

Ali Ayoub, Exhibition Manager, ISNR

The experience at the Summit has been more than very positive, we were here last year as silver sponsors. The crowd is carefully selected and there is a lot of value put on productivity more than just making money, so it is very nice to see that people with a productivity-directed mindset are still in the business.

Stelan Ilić, Sales Manager, MIRA TECHNOLOGIES

Adria Security Summit is another great event for promoting our name all across Europe including people from the Balkans and many other countries. A big thank you to Adria Security Summit.

Lewis Hart, Head of Sales, Monitoreal

The Summit is very nice for us. The region is booming and I find it very attractive to be a part of a networking environment and make sure we can profit from that development.

Kaj Svenningson, Sales Director, Cognify

Adria Security Summit is another great event for promoting our name all across Europe including people from the Balkans and many other countries. A big thank you to Adria Security Summit.

Lewis Hart, Head of Sales, Monitoreal

During the two-day event, we had a very good experience because we met a lot of customers interested in our products and also some potential distributors.

Lola Liu, Channel Sales Manager, Ruijie Networks

This Summit was very well attended, and I was very surprised, as I thought there would be fewer people, but I still see that people are getting educated on this issue in this part of Europe.

Dalibor Vuković, Cyber security expert and Product Manager, Telekom Slovenije

Adria Security Summit is another great event for promoting our name all across Europe including people from the Balkans and many other countries. A big thank you to Adria Security Summit.

Lewis Hart, Head of Sales, Monitoreal

The Summit is very nice for us. The region is booming and I find it very attractive to be a part of a networking environment and make sure we can profit from that development.

Kaj Svenningson, Sales Director, Cognify

Adria Security Summit is another great event for promoting our name all across Europe including people from the Balkans and many other countries. A big thank you to Adria Security Summit.

Lewis Hart, Head of Sales, Monitoreal

During the two-day event, we had a very good experience because we met a lot of customers interested in our products and also some potential distributors.

Lola Liu, Channel Sales Manager, Ruijie Networks

Click to watch more statements.
See You in Sarajevo!

9 - 10 October 2024, Sarajevo, Bosnia and Herzegovina

www.adriasecuritysummit.com