



ADRIA SECURITY SUMMIT

powered by **intersec**

CONFERENCE & EXHIBITION

www.adriasecuritysummit.com



Event Report

Ljubljana, 25 - 26 October 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%




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%




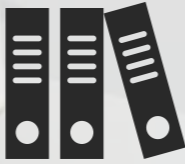

Annual Revenue

Less than 100,000	9,09%
100,000 - 1 million	29,55%
1 million - 5 million	18,18%
More than 5 million	43,18%

Company Size

1 - 50 employees	56,70%
50 - 500 employees	21,65%
500 - 1000 employees	6,19%
1000+ employees	15,46%

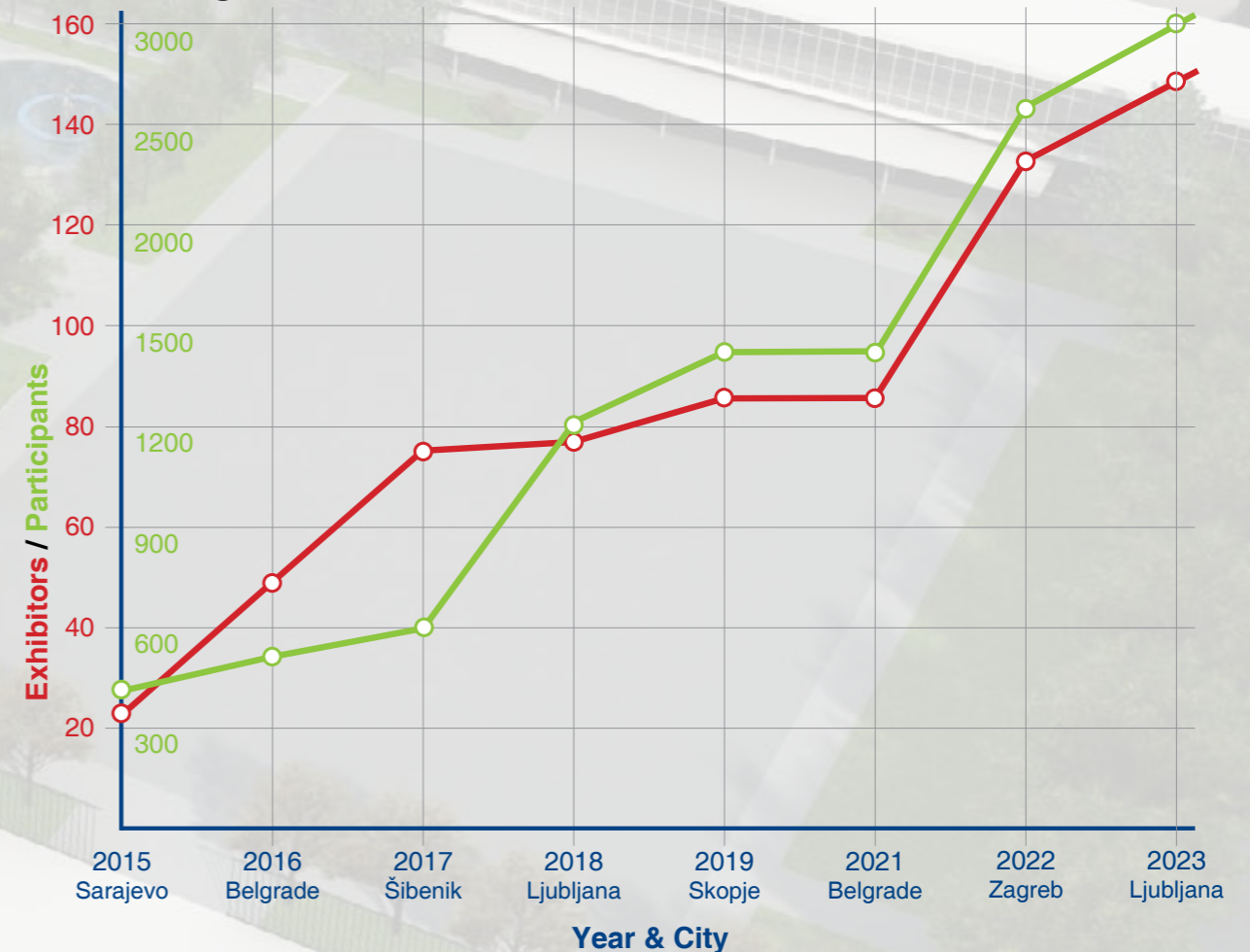
Type of Business

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



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?

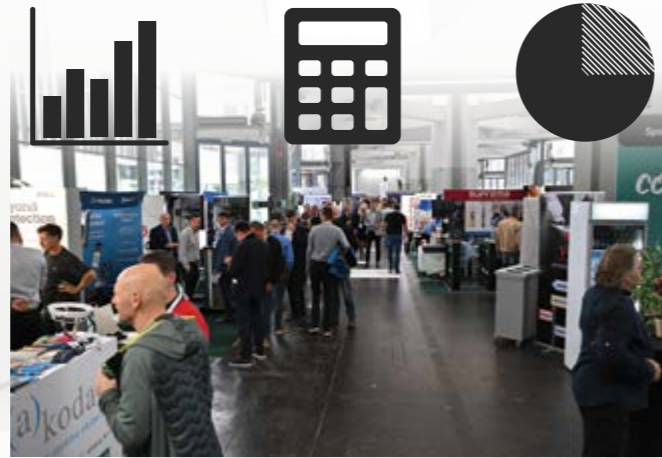
International participants 53.80%
B2B meetings 51.90%
Interesting exhibitors 51%
Cyber security program 38.50%
Keynote and case study presentations 25%
Side events 18.30%
Podcast and panel discussion 17.30%
Startup program 15.40%

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
PRO.astec	3

Startup Place

iHELP	1
Legit Software	2
UniNet	3

Participants 2845

Sponsors and exhibitors 180

Meetings 5000+

Partners Total: 41

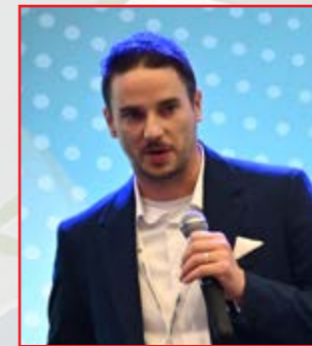
Media partners	17
Event partners	18
Special partners	6

KEYNOTES



AI in Security: Humans Are Not Needed Anymore!

Jacek Weglarz, VSS Business Expert, Konica Minolta Business Solutions
[Watch the video](#)



Trends in Security and Safety of the Project Solutions

Ranko Čop, Head of Direct Sales Engineering Department, Alarm automatika
[Watch the video](#)



The Seamless Integration of Security and Safety Systems Is Open to Third Party Technologies

John Chaikalis, Sales and Business Development Manager, Bosch Security and Safety Systems
[Watch the video](#)



How Secure Is Your Access Control System? - Cybersecurity in Physical Security Systems

Grzegorz Kosik, Regional Partner Manager and Anna Twardowska, Regional Sales Manager, Nedap Security Management
[Watch the video](#)



Critical Infrastructure Challenges, Threats and Megatrends

Pauli Jormanainen, Global Key Account Director, ASSA ABLOY Global Solutions
[Watch the video](#)



How Video Technologies Generate Business Value Beyond the Security Sector

Georgi Krastev, Channel Business Manager, Milestone Systems
[Watch the video](#)



Smart and Integrated Security Management in the Digital Age

Saša Matošić, Digital Buildings Sales Specialist, Siemens
[Watch the video](#)



What is the Cost of a Security System?

[Watch the video](#)



Women in Leadership

[Watch the video](#)



Digital Transition of the SEE Cities, Challenges and Potentials

[Watch the video](#)



Cyber Security Solutions for Secure Businesses

[Watch the video](#)



Internet Redundancy: Ensuring Resilient Connectivity in an Interconnected World

Stanko Gjuran, Sales Manager, SoftNET
[Watch the video](#)

ADRIA SECURITY SUMMIT 2023

Soaring on Dragon's Wings to Success

By: Mirza Bahić and Dženana Bulbul
redakcija@asadria.com

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 its 150 exhibitors, 2800 guests from 43 countries, and 5000 held 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 visitation 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 Dragon, the symbol of this city, as the informal mascot of this year's Summit. From the robodog, we borrowed the symbolism of loyalty to the idea of promoting security, while the Dragon was the source of strength to turn that loyalty into an extremely successful event whose statistical records are backed by

an organization supported by rich experience and the largest turnout of guests from all over the world.

In Prestigious Company: Among the Security 50 Elite and Premier Regional Exhibitors

We proudly hosted no fewer than **150 exhibitors** at this year's Adria Security Summit, marking the largest number of participants ever. More importantly, it also includes **10 security companies from the prestigious Security 50 list** of the world's best market players (Hikvision, ASSA ABLOY, Nedap, Suprema, ZK Teco, Uniview, Avigilon by Motorola Solutions, etc.), as well as the **cream of the crop in regional companies** such as Alarm automatika, Akoda +, CreaPlus, Eccos Inženjering, Tensor, Systeh, 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 number **180 companies**, including the diamond (Alarm automatica, Konica Minolta), platinum (Akoda plus, Ateis Europe, Bosch Security

and Safety Systems, CREAPlus, Monitorreal, Nedap Security Management, Suprema Europe, Teksel, ZKTeco Europe), and gold sponsors (Advancis, ASSA ABLOY, Hikvision, Kaspersky, Avigilon by Motorola Solutions, PRIANTO, Gognify, Ruijie Networks, SALTO Systems, Spica Group, Stelkom, Tensor, TecnoAlarm, Ultravision Consult, Zarja elektronika).

A Regional Event with Global Impact and Record-Breaking Attendance

We cannot conclude the story of statistics without the inevitable numbers, and this year they once again served as an illustration of the fact that this year's Summit with a record 2,800 guests from 43 countries recorded a **12% increase in the number of visitors** compared to the high 2,500 from last year's gathering in Zagreb. It is important to note that almost **17% of them came from outside the region**, which leads to the conclusion that the Summit has quietly outgrown its regional uniform and dressed in a new international outfit. Thus, the Gospodarsko Razštevnišče venue opened its door to guests with travel documents from Great Britain, the United States of America, Cy-

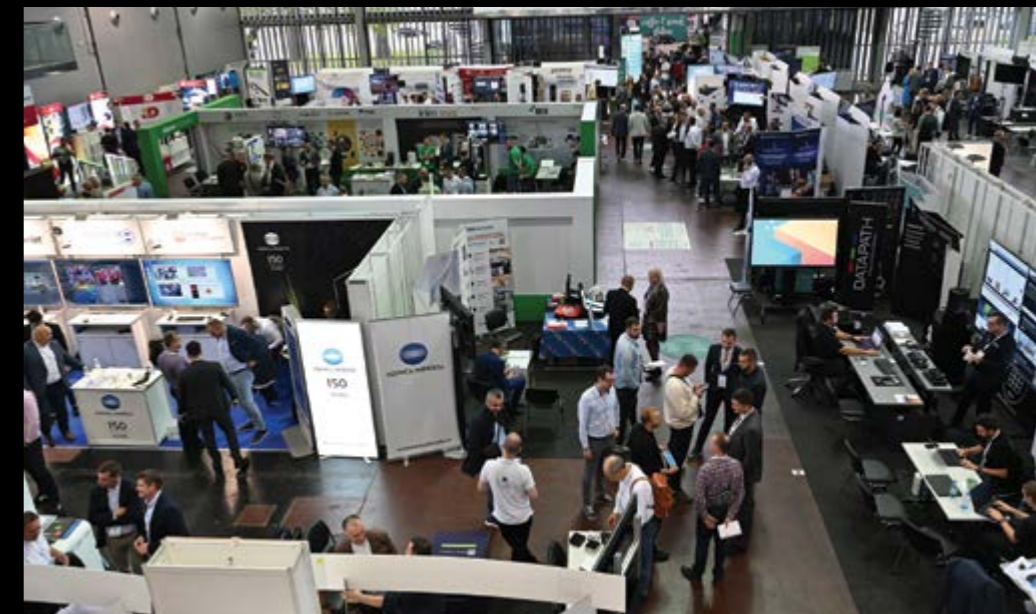
Video surveillance is followed by solutions for cyber security, which is a reaffirmation of the Summit's role as a messenger of the industry movement, which today puts an increasing focus on protecting digital assets and systems from cyber threats.

prus, Bulgaria, the Netherlands, China, Turkey, Germany, Austria, Ireland, Italy, the Czech Republic, Spain, Norway, Canada, Romania, Israel, France, Poland, Latvia, Estonia, Denmark, Sweden, Belgium, Ukraine, Hungary, Greece, Egypt, United Arab Emirates, Finland and Taiwan.

This by no means suggests that the already traditionally good response of regional visitors is something to be glossed 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-solid axis for connecting professionals from different sectors, with



The focus was on innovations that pervaded the offered 50 lectures, seven expert presentations, four panels, ten case studies, presentations of ten startups

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

consists of managers of key clients, projects, and business development, made up 15.68% of those present.

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 solutions for fire protection and evacuation. This category has shown the all-time relevance of dedication to fire protection and the need for the best possible response to emergencies that follow people practically from the moment the first fire is lit.

Access control and time & attendance systems, with their 8.20% representation, had standard good visibility, and together with anti-burglary and accompanying alarm systems (9.52%), they make up an important piece of the security pie that industry representatives still rely on today. This spectrum is closed by mechanical security (4.21%) and perimeter protection systems (5.32%), which are indicators of the permanent importance of the combination of "old-school" technical security and new technological solutions for everyone who is looking for a holistic approach to the protection of life and property at the Summit.

Other significant sectors include smart homes and cities and automation solutions (6.80%) which are equally represented by the IT/ICT industry (7.71%) as a relatively new but nowadays inevitable part of the security, IT, and communication landscapes of modern living and busi-



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, Nedap, Suprema, ZK Teco, Uniview, Avigilon by Motorola Solutions, etc., as well as the cream of regional companies such as Alarm automatica, Akoda +, CreaPlus, Eccos Inženjering, Tensor, Systeh, 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, Ateis Europe, Bosch Security and Safety Systems, CREAPlus, Monitoreal, Nedap Security Management, Suprema Europe, Teksel, ZKTeco Europe), and gold sponsors (Advancis, ASSA ABLOY, Hikvision, Kaspersky, Avigilon by Motorola Solutions, PRIANTO, Gognify, Ruijie Networks, SALTO Systems, Spica Group, Stelkom, Tensor, TecnoAlarm, Ultravision Consult, Zarja elektronika).



ness. Finally, many verticals collectively covered 9.49% of the exhibition segment and they include communications and transportation, manufacturing, construc-

tion and architecture, retail and distribution, banking/finance, hospitality, education, oil and gas, healthcare, mobility, the housing sector, and pharmacy. The diver-

sity of these verticals is indicative of the growing security needs in each of them, positioning Summit as a key platform within which these professionals can easily explore and find solutions to their business challenges and dilemmas.

Ahead of Sarajevo 2024 Event

With a range of topics and case studies, the Adria Security Summit 2023 left guests and participants with plenty of topics to think about, which they will ultimately easily "melt" into actionable items in their business strategies. The event in Ljubljana completed a cycle in

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

which the Summit managed to establish itself as a central place for the exchange of knowledge, ideas, and technological achievements in the security and other sectors. Before returning to Sarajevo, the place where the Adria Security Summit took its first steps on the way to becoming the largest regional industrial event of its type back in 2015, the organizers face the important but also sweet challenge of surpassing everything achieved so far, and to the satisfaction of all participants without which this road to success would be longer and thornier. Until we meet in Sarajevo in 2024, let the Adria Security Summit 2023 remain the most-read chapter in the story of the success of our industrial event and its audience.



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



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 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 Svenningsson, Sales Director, Qognify



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.
Stefan Ilie, Sales Manager, MIRA TECHNOLOGIES



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



I have really enjoyed the Adria Security Summit this year where we had a lot of discussions and opportunities.
Piotr Rogalewicz, 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
Jože Škerbec, Director, Alarm automatika



Adria Security Summit is very interesting for us because it allows us to see other players in the industry and to meet new customers with our new products.
Frederic Abitbol, Sales and Key Account Manager, ATEIS Europe



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.
Luca Galli, Marketing Manager, Bosch Security and Safety Systems



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.
Damjan Blagojević, Business Development Manager, IDentiks



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](#)

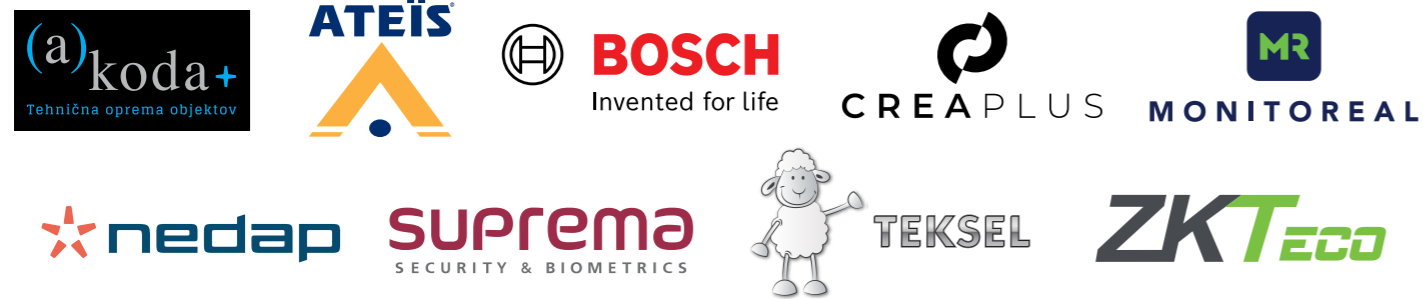
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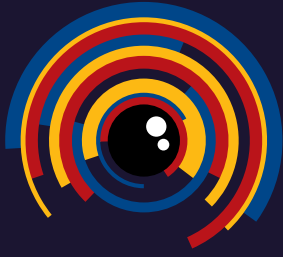


PARTNERS



SPECIAL PARTNERS





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CONFERENCE & EXHIBITION

*See You in
Sarajevo!*

9 - 10 October
2024, Sarajevo,
Bosnia and
Herzegovina

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