

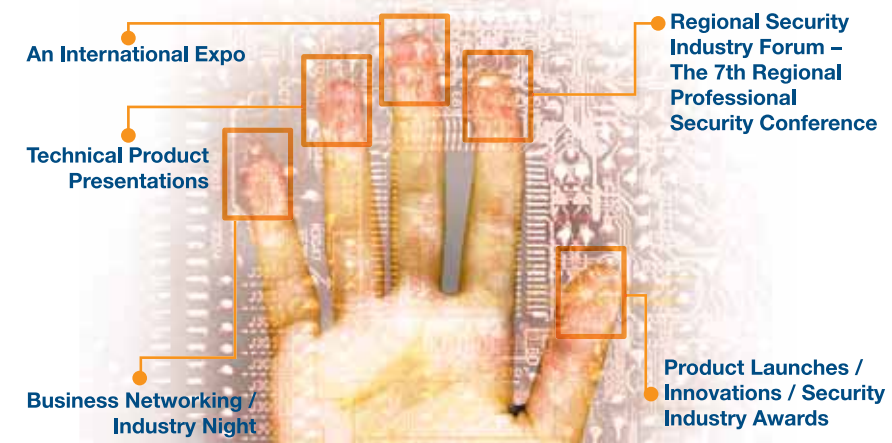
# SECURING YOUR MARKET AT THE NO.1 INTEGRATED SECURITY EVENT IN S.E.ASIA



The 7<sup>th</sup> Edition of ISF Expo & Forum is set to take centre stage for the region's security industry when it opens at the Kuala Lumpur Convention Centre, Malaysia from 15-18 June 2010. Widely recognised as the region's top security and safety event, it is where over 12,000 industry buyers and decision makers gather to network, source for new products, build business partnerships and get updated on the latest trends and developments.

Over 350 exhibitors representing the biggest companies in the industry including Alarm & Automation, Bluguard, Bricomp Technologies, Camware Marketing, Cass Technology, Digital Evo, Elid Sales & Marketing, Infinite, INTEL, PUC Founder, Gamma Solution, Gee Loong Enterprise, IRC System, KOCOM, LG Electronics, Lotus Action, Magnetic Control, Merit Lillin, MicroEngine Technology, Nimrod Engineering, Paclin, Paradox Security System, Panasonic, Pelco, Pentax, Picasso Systems, Rapiscan Asia, RCG, Samsung, Saxco, Sensorlink, Sony, Stratel, Viewtech & Communication, GE Security, BOSCH, Honeywell, Ganz, Computar, AXIS, Sanyo, SECOM, TYCO, and many others have made ISF Expo & Forum their preferred marketing platform to introduce new products, generate sales leads, build sales network, build brand image and touch base with key customers. This is not surprising as post show survey shows that 97% of exhibitors rated their participation a success.

ISF 2010 - A FULLY INTEGRATED SECURITY INDUSTRY EVENT



ISF Expo & Forum will be an even bigger event in 2010. It's time to secure your market share. Contact us today to lock in your prime location at ISF 2010. Contact the organiser at tel: (603) 40454993, fax: (603) 40454989 or email: rina@ambexpo.com or zaida@ambexpo.com

## CONCURRENT EVENT TO MAXIMISE BUSINESS OPPORTUNITIES



ISF 2010 is co-located with the ASEAN M & E Show - the Region's Biggest Mechanical & Electrical Industry Event dedicated to the building services industry. The event showcases over 500 exhibitors from 38 countries including Pavilions from Czech Republic, China, Singapore, Korea and India. It is where M&E consultants, industrial and commercial building management, building consultants, developers, architects and contractors converge at the show to source for new fire protection, security, air-conditioning and electrical engineering systems and get updated on the latest development in building services.

The spin off from being co-located with ASEAN's biggest M&E Show means that ISF Expo delivers better value and wider audience.

## ISF EXPO - WHERE KEY DECISION MAKERS MEET



"A complete under-one-roof showcase of the latest technology, solutions and services, no doubt this is the biggest Security Show in Malaysia."

**Ir.Zainuddin Osman**  
Head of Technical Support, Telekom Malaysia Berhad

"The show allowed us to discover many new solutions and applications that we were interest in. We are currently contacting some of the exhibitors for further information."

**Dzul Karnain Mohd Noor**  
Terminal Manager,  
Exxon Mobil Malaysia Sdn Bhd

"Worth to visit in sourcing for information for our security needs."

**Mohd Rodzlan Mohd Hilmi**  
Security Manager, Western Digital

"ISF & FIREC 2008 is undoubtedly a great event. The energy put into organizing is rewarding and very exhilarating. It is simply one of the best. Hope to be back next time."

**Y.Bhg Dato' Hj.Ibrahim Bin Ahmad**  
CEO, Negeri Sembilan State Development Corporation

"Found new technology that is applicable to my business and generated business opportunities too."

**Mr. Wilfred H. Menezes**  
Omnitec Security Systems LLC, Dubai, U.A.E



## ISF EXPO & FORUM AN UNSURPASSED RECORD IN DELIVERING RESULTS

ISF Expo & Forum has continued to surpass exhibitors' expectations by attracting the right quantity and quality of trade buyers and decision makers to the event. If you want maximum return on your investments and time, look no further than ISF 2010. Our track records speak for themselves.

A record of 8,701 trade visitors including overseas delegates registered for the 4 days event in 2008. Over RM14 million worth of sales was generated as a result of the exhibition. Here's how our exhibitors rated ISF 2008.

**Rating of Show**  
97% of exhibitors have met their objective on participation

**Quality of Visitors**  
95% of exhibitors are satisfied with the quality of visitors

**Organiser's Performance**  
94% of exhibitors were satisfied with the services rendered by AMB Exhibitions

If you are still not convinced, give Ms Rina/ Ms Zaida a call today at (603) 40454993 for a free copy of our show catalogue and show report. You can judge for yourself why ISF 2010 Expo & Forum is the Region's No.1 Security & Safety Show



## SECURITY INDUSTRY MARKET UPDATE

- The "Global CCTV Market Analysis (2008-2012)" report says that with increasing safety and security concerns worldwide, the global CCTV market is gaining momentum and is emerging as a big opportunity area for the local as well as foreign CCTV players, distributors and operators all across the world.
- The global CCTV market (including both analog and IP-based CCTV) grew at a CAGR of 24.28% in 2007 over 2006 and is forecasted to grow at a CAGR of approx 23% from 2008 to 2012.
- The global demand for CCTV systems is escalating at a faster pace due to a robust growth in the IP-based CCTV surveillance systems as compared to the analog ones.
- It is expected that major demand for CCTV systems will come from the Asia-Pacific region in future, with sectors like retail, healthcare and transportation representing the opportunity areas for the global CCTV market.

## HERE ARE WHY YOU CAN BENEFIT FROM ISF 2010 EXPO & FORUM

- ISF 2010 is a focused trade-only business-to-business event covering the security industry
- ISF 2010 is the ideal platform for exhibitors to build long-term relationship with top notch decision maker in security industry
- ISF 2010 is perfectly timed to capitalize on increased business opportunities generated by the rebound of the economy
- ISF 2010 is the only event that delivers end-users, specifiers, regulators, installers, consultants, retailers and distributors from the Southeast Asian region.

## ISF EXPO TO HOST 7th REGIONAL PROFESSIONAL SECURITY CONFERENCE

Over 300 top decision makers and security professionals from the region are expected to attend the 7<sup>th</sup> REGIONAL PROFESSIONAL SECURITY CONFERENCE to update on the latest trends and developments in the world of security and build smart partnerships. Co-organised by the Asian Professional Security Association and the Security Services Association, Malaysia, the Conference will feature an international panel of top notch speakers who will share their ideas and experiences in handling the



"It is important that security practitioners be updated on the latest issues and challenges and also continue to cooperate with neighbouring countries to develop effective strategies and share experiences to address security issues in the region".

**Dato' Haji Rahmat Ismail**  
Honorary Life President,  
Asian Professional Security Association

"This security conference aspires to be a conference of choice and facilitate discussions and build community of interest in the security arena."

**Hj Shaheen bin Mirza Habib**  
President  
Security Services Association, Malaysia

"The conference was well organized and the venue was situated at the right place. I'm really impressed with the way it was organized and the Minister of Housing & Local Government who attended the opening. A big thank you to the organizers who had helped to see that everything was taken care off."

**Pannir Selvam**  
Asian Professional Security Association,  
Singapore Chapter.

If you wish to present a paper at the Conference or Technology Symposium, please send the title and synopsis of your paper to Ms. Lyn (lyn@ambexpo.com) or fax at (603) 40454989.

## HERE ARE WHAT OUR EXHIBITORS SAID ABOUT ISF 2008

"We are happy to be a part of ISF 08 and we will definitely participate at the next ISF in 2010."

**Mr Shaji NM**  
Managing Director  
Prisma Bytes Sdn Bhd

"This is definitely a good platform to look for new customers in various segments because the turnout was very tremendous!"

**Mr Sudhev Sreetharan**  
Business Development Manager  
Power Fence (Malaysia) Sdn Bhd

"We managed to get what we want here in terms of promoting our company and brand name, introducing our new product, dealing with other fellows in the same industries and to meet existing and potential customers. A must-attend event!"

**Mr Paul Mun**  
Sales Director  
Viewtech & Communication Sdn Bhd

"ISF 08 allows us to gain more exposure in one of our growth markets and to highlight our products. We are glad to experience business opportunities generated from ISF 08."

**Mr Steven Yee**  
Sales Manager  
Adsels Solution

"A very useful exhibition and conference, presenting excellent networking opportunities for our development in security product and services."

**Mr. Raymond Law**  
Managing Director  
Cass Technology Sdn Bhd

"Very impressed by the contacts we have got so far, not just Malaysian but overseas contacts too. We are delighted."

**Mr Gan Chee Tiong**  
Section Head  
OYL Technology Sdn Bhd



## SPONSORSHIP OPPORTUNITIES

This is an excellent platform to increase your profile at this prestigious or specific associated event such as the various forums and conferences. Contact the Organiser to benefit from the sponsorship opportunities available. Your logos could be featured prominently in the many promotional material and on-site signages. There are also many cost effective sponsorship packages that could suit your needs.