
PRESS RELEASE



**SAFETY &
SECURITY
ASIA 2011**

11TH INTERNATIONAL SAFETY & SECURITY
TECHNOLOGY & EQUIPMENT EXHIBITION



**FIRE &
DISASTER
ASIA 2011**

THE NINTH INTERNATIONAL DISASTER, EMERGENCY MANAGEMENT &
FIRE PREVENTION TECHNOLOGY & EQUIPMENT EXHIBITION

We organise comprehensive total solutions for Safety & Security Asia 2011 and Fire & Disaster Asia 2011:

Safety & Security Asia 2011

The 11th International Safety & Security Technology & Equipment Exhibition

Rising political tensions and terrorism concerns in South-east Asia have compelled the region's safety and security industry to meet new demands and challenges. **Safety & Security Asia 2011** is held to address these pressing issues and concerns.

Convening industry experts from safety and security organisations across the region, this event will be held on **12-14 October 2011** at the **Suntec Singapore International Convention & Exhibition Centre**.

Safety & Security Asia (SSA) 2011 presents an array of relevant issues and challenges faced by governments and the general population on the importance of maintaining security in various forms. More importantly, SSA is dedicated to reveal the solutions and strategic plans as well as showcase exhibits designed to enhance security and safety.

For the past 22 years, SSA has successfully positioned itself as the most established event for South-east Asia's security market. It effectively reaches out to the region's key markets such as Indonesia, Malaysia, Singapore, Thailand, the Philippines and Vietnam. With a combined population of more than 500 million, the market potential of the region is one of the largest in the world and SSA 2011 is the ideal platform for the security technology companies to gain access to this market.

This year, SSA 2011 will present a series of informative conferences and useful activities for exhibitors and trade visitors to grasp the latest safety and security developments while expanding their business network. With gross exhibition area of 8,000 square metres, SSA 2011 expects to attract 300 exhibitors from 20 countries and 6,000 trade professionals from 55 countries.

Frost & Sullivan is the Knowledge Partner of SSA 2011. With the assistance from Frost & Sullivan, SSA 2011 will put together **Singapore International Security Conference (SISC) 2011** and **Commercial Premises Security Conference (CPSC) 2011**. Organised by Singapore Retailers Association (SRA), CPSC 2011 will mark its fourth year presentation.

On the other hand, working with Security Industry Institute (SII), SSA 2011 will also present **Security Industry Conference (SIC) 2011**, and this is supported by Singapore Workforce Development Agency (WDA) and Security Industry Regulatory Department (SIRD).

Up to this date, the Country Pavilions for China, Singapore, South Korea, Taiwan and the United Kingdom have been confirmed. Meanwhile, the confirmed major exhibitors include Kaba Security Pte. Ltd., Tyco Fire, Security & Services Pte. Ltd., InfoCom & Security Systems Pte. Ltd. (ICSS), ASSA Abloy Pte. Ltd. and many more.

For more information, please log on to the official website: www.safetysecurityasia.com.sg

Fire & Disaster Asia 2011

The Ninth International Disaster, Emergency Management & Fire Prevention Technology & Equipment Exhibition

The concurrent event, **Fire & Disaster Asia 2011**, is an industry-specific event that focuses on the importance of implementing disaster prevention measures. It presents an extensive showcase of the most innovative range of specialised rescue and disaster management products and services designed to protect life and property.

Previously known as *Fire & Rescue Asia*, this event is rebranded to the present title to better reflect the represented scope of International Disaster, Emergency Management & Fire Prevention Technology & Equipment. Projected to attract 300 exhibitors from 20

countries and 6,000 trade professionals from 35 countries, Fire & Disaster Asia (FDA) 2011 marks the ninth presentation.

This year, the inaugural **Fire Safety Asia Conference (FiSAC) 2011** will be co-located with FDA 2011. Jointly organised by Singapore Civil Defence Force (SCDF) and National Fire & Civil Emergency Preparedness Council (NFEC), FiSAC 2011 is a crucial three-day event that aims to review and discuss fire safety development in the ever changing Asian industrial landscape, so as to strive for a positive, systematic and sustainable development in the area of fire safety in Asia.

Confirmed major exhibitors for FDA include Draeger Safety Asia Pte. Ltd., KBA Training Centre Pte. Ltd. (KB Associates), Twilight Vision Pte. Ltd., Vital Vision Technology Pte. Ltd. and many more.

For more information, please log on to the official website: www.firedisasterasia.com

About Conference & Exhibition Management Services (CEMS) Pte. Ltd.

CEMS is well established in the Meeting, Incentive, Convention and Exhibition (MICE) Industry. It began operations in 1977 and has garnered a track record of successful stagings of a wide array of prestigious events for government agencies, associations and private enterprises worldwide. CEMS' business activities span the ASEAN countries, China, India and Pakistan. CEMS has been involved in more than 200 major conventions and exhibitions in the Asia-Pacific region since its operation in 1977. Its reputation is built on providing high quality events with specialist content.

For further enquiries, kindly contact:

Mr. Steven Tan

Senior Exhibition Director

Conference & Exhibition Management Services Pte. Ltd.

Tel: (65) 6278 8666

Fax: (65) 6278 4077

Email: steven@cems.com.sg