

**NEWS FLASH**  
**EXPOPROTECTION REPORT**  
November 2018

**EXPOPROTECTION 2018 – AN OFFER UNIQUE IN FRANCE**



The 27th Expoprotection, the risk prevention and management exhibition held in Paris from 6 to 8 November, mobilised the expertise and innovation ability of 785 exhibitors and partners, including 300 participating for the first time.

With an average of 6,700 unique visitors each day and a total of 5,850 people attending the talks and workshops, Expoprotection fully reflects the high level of interest among commercial and institutional players in health, safety and security issues. This was reflected in the prominent themes of the show, particularly the digital revolution and counter-terrorism.

Lastly, the 300 new products and solutions revealed over the three days showed just how dynamic the risk prevention sector is.

**Expoprotection 2018 in figures**

Expoprotection 2018 welcomed 20,088 unique visitors, on a par (-0.2%) with 2016. An **average of 6,700 unique visitors**, including **83% French** and **17% international** (up 2 percentage points compared with the previous edition) came through the doors at Porte de Versailles each day. The **top five countries represented** – Italy, Belgium, the United Kingdom, Spain and Switzerland – proved the importance of the event in Europe.

As for the French visitors, **43%** came from outside Paris Region with a peak in visitor numbers from the Rhône, Nord, Seine-Maritime, Oise and Bouches-du-Rhône departments.

**Trends overview**

Over the three days, Expoprotection focused on highlighting the **key market trends**, offering **solutions to shared concerns** as well as promoting a **better understanding** of current and future **challenges**. There was widespread interest in these topics with no fewer than **5,850 people attending the talks and workshops** on offer. **The numbers increase with each edition** thanks to the **variety** and **pertinence of the topics** addressed and the **range of formats** offered (**keynotes, panel discussions, pitches, feedback sessions, etc.**). The **feedback sessions** in particular were a great success as were the events that took place on the **live stage**.

**Two key topics** were addressed throughout the event: the **impact of digital technology** on risk prevention and **securing sites against a terrorist attack**, particularly hospitals.

**Innovation showcase**

Representing a market estimated at €28.2 billion\*, **Expoprotection 2018** offered a **comprehensive, varied and innovative** risk prevention and management showcase over three days. Among the 785 exhibiting companies, **300 new** products, solutions and services were unveiled and presented, alongside the Expoprotection Awards winners and the Startups and Experts villages. The exhibition enabled everyone to find appropriate **technological and strategic solutions** to current and future problems.

\*Figures Atlas de la Sécurité 2018

## What the exhibitors say...

### **Success – Satisfaction – Quality**

*“Our goal in coming back to Expoprotection was to meet security system installers. On the whole, we achieved our objectives: we met with some high-calibre visitors... and because we want to meet more of them, we will probably be back in 2020.”* Niccuza Covarel, Marketing Manager – **RISCO Group France**

### **Opportunities – Meetings – Sharing**

*“We have been exhibiting here since 1998 and this edition was an opportunity for us to present our new TX4 range, which won us the Bronze Award. We wanted to come and meet our existing and prospective customers and winning the award brought us greater visibility. Expoprotection remains the biggest event Neutronic is involved in. It’s an essential exhibition for us and we already plan to come back in 2020.”* Alex Ossokine, Managing Director – **NEUTRONIC Sécurité Incendie**

### **The place to be for security managers**

*“Expoprotection is always an exciting and interesting exhibition. This edition was particularly lively with high-calibre trade visitors in attendance. This show is made for purchasing and/or safety managers; it saves time because it brings together a wide range of expertise and innovations under one roof. We met over a hundred high-level customers and prospects, which is remarkable. It involves a significant investment but the business we get as a result covers our costs in the following years. So yes, we will be back in 2020 – in the same spot!”* Marc Pradal, CEO – **KIPLAY**

### **Networking – Listening – Quality**

*“We had three objectives for our first participation: present our offer, tell people about our bespoke manufacturing options and give DamartPro more visibility in the workwear sector. The public is familiar with the Damart name, with brand awareness around 93%, and we wanted to surprise people with DamartPro. We will most likely exhibit again in 2020 when we will take the opportunity to unveil our new products and enter the Expoprotection Awards.”*

Frédéric Ferreira, Sales Manager France – **DAMART Pro**



### **About Expoprotection**

*Protecting the organisation’s employees, sites, data and working environment - that’s the mission of the providers and specifiers who come together at Expoprotection, the professional trade show held every two years in Paris.*

*Expoprotection is the perfect opportunity to discover the latest market solutions and to recruit suppliers from among 750 French and international providers, all specialists from a variety of complementary sectors: occupational and industrial risks, security and fire.*

*In addition, the talks, special events and programme putting people in touch with counterparts and high-level experts offer the 20,000 participants a unique business experience and an opportunity to share their experiences and gain a better understanding of current and future challenges.*

### **About REED EXPOSITIONS - [www.reedexpo.fr](http://www.reedexpo.fr)**

*Present in 18 industry sectors, with 45 leading shows – including Batimat, EquipHotel, IFTM-Top Résa, Expoprotection, Pollutec, Midest, SITL, Maison & Objet\*, Fiac and Paris Photo – and 44 websites, Reed Expositions delivers contacts, content and communities with the power to transform our customers’ business. Over 20,400 companies and 1.15 million buyers, from France and abroad, are customers of our events.*

*Reed Expositions is part of the Reed Exhibitions Group, the world’s leading event organiser and the French market leader with more than 60 events and 2 subsidiaries, Reed Expositions France and Reed Midem.*

*\* organised by SAFI, a subsidiary of Reed Expositions and Ateliers d’Art de France.*



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