

it-sa India in May next year

The first Indian edition of it-sa, the internationally-renowned IT security exhibition, will be held in Mumbai from 24-25 May 2018.

Conceived of as a platform for IT security experts from India and other countries of the sub-continent, the expo and conference is based on the growing realization that the need for IT security goes hand-in-hand with the growth of digitalization.

Dr Roland Fleck, CEO of the NürnbergMesse Group, organizer of the expo + conference, believes that the new event is the next logical step in NürnbergMesse's strategy of internationalization. "The market for IT security is developing apace in South Asia, just as it is elsewhere. In view of the skills we have developed with the leading European exhibition, it-sa in Nuremberg, it makes sense to expand our presence in one of the most important industry centers for IT security."

Adds Peter Ottmann, CEO, NürnbergMesse Group, "As an organizer with a global ambit, we are adapting existing trade fair strategies to suit the needs of growth markets. Our success in Europe gives us the encouragement to expand our portfolio to include a new member to the it-sa product family. Current developments in the area of IT security will provide the necessary momentum to the event."

According to a study by IT research entity Gartner, the IT security market in India has grown by 10.71% from \$1.12 billion in 2016 to \$1.24 billion in 2017. Globalization and the opening of the market are the key drivers. Because of the increase in digital and online data, measures to protect against cyber criminality are growing in importance. As a result, 93% of India's CISOs (Chief Information Security Officers) plan to offer more training for their employees.

Vishal Jain, Partner, Risk Advisory, Deloitte India, describes the necessity of the upcoming it-sa India for the sector. "As we rapidly progress towards a digital ecosystem and expand our scope of disruption, we need to strengthen the security infrastructure against unwarranted risks and exposure. Security is no longer an option but has become an imperative because cyber threats are a concern for the entire ecosystem. We believe that the solutions should work intelligently as an integrated adaptive system to offer a protection process for advanced threats. Through our innovation and collaboration with industry stakeholders we aim to address these key areas of security while exploring distinct opportunities through digital transformation."

Sajid Desai, CEO, NürnbergMesse India, is looking forward to the opportunities it-sa will provide. "The use of IT in new niche areas is leading to the growth of India's entire IT sector. With increasing pressure from the government to expand the process of digitalization, the subject of IT security is becoming indispensable, and plays a key part in the overall digital arsenal. That's why the best time for us to bring it-sa to India is right now."

A platform for IT security

it-sa India will provide a platform for direct exchanges between the decision-makers of the industry. It will draw on the successful strategy adopted by it-sa in Nuremberg, Europe's largest IT security exhibition. At the same time, it will address topics of interest to the Asian market.

This is also echoed by Frank Venjakob, Executive Director, it-sa, "Our expertise and the work we have done with our colleagues in India have helped us to evolve an ideal strategy. Backed by the interlinkage within the it-sa product family we provide the essential knowledge of the market and the customer base."

A top-quality conference programme will complement the exhibition. One of the highlights of the event will be the Start-Up Zone, a stage for India's new start-up scene. By focusing exclusively on IT security solutions, both the exhibition and the conference programme will reflect the trends in the industry. It-sa India will thus serve as a meeting place of the industry for personal exchanges between the relevant players in IT security.

About the NürnbergMesse Group

NürnbergMesse is one of the 15 largest exhibition companies in the world. Its portfolio covers some 120 national and international exhibitions and congresses, and approximately 40 sponsored pavilions at Nuremberg and worldwide. Every year, over 30,000 exhibitors (international share: 41%) and up to 1.4 million visitors (international share of trade visitors: 24%) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in over 100 countries.

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