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# ADRIA SECURITY SUMMIT

CONFERENCE & EXHIBITION

9 - 10 October 2024



# EVENT REPORT

**BY COUNTRY**

Croatia	18.72%
Slovenia	17.20%
Bosnia and Herzegovina	17.06%
Serbia	14.94%
North Macedonia	7.07%
Montenegro	2.87%
Rest of world	22.14%

**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%

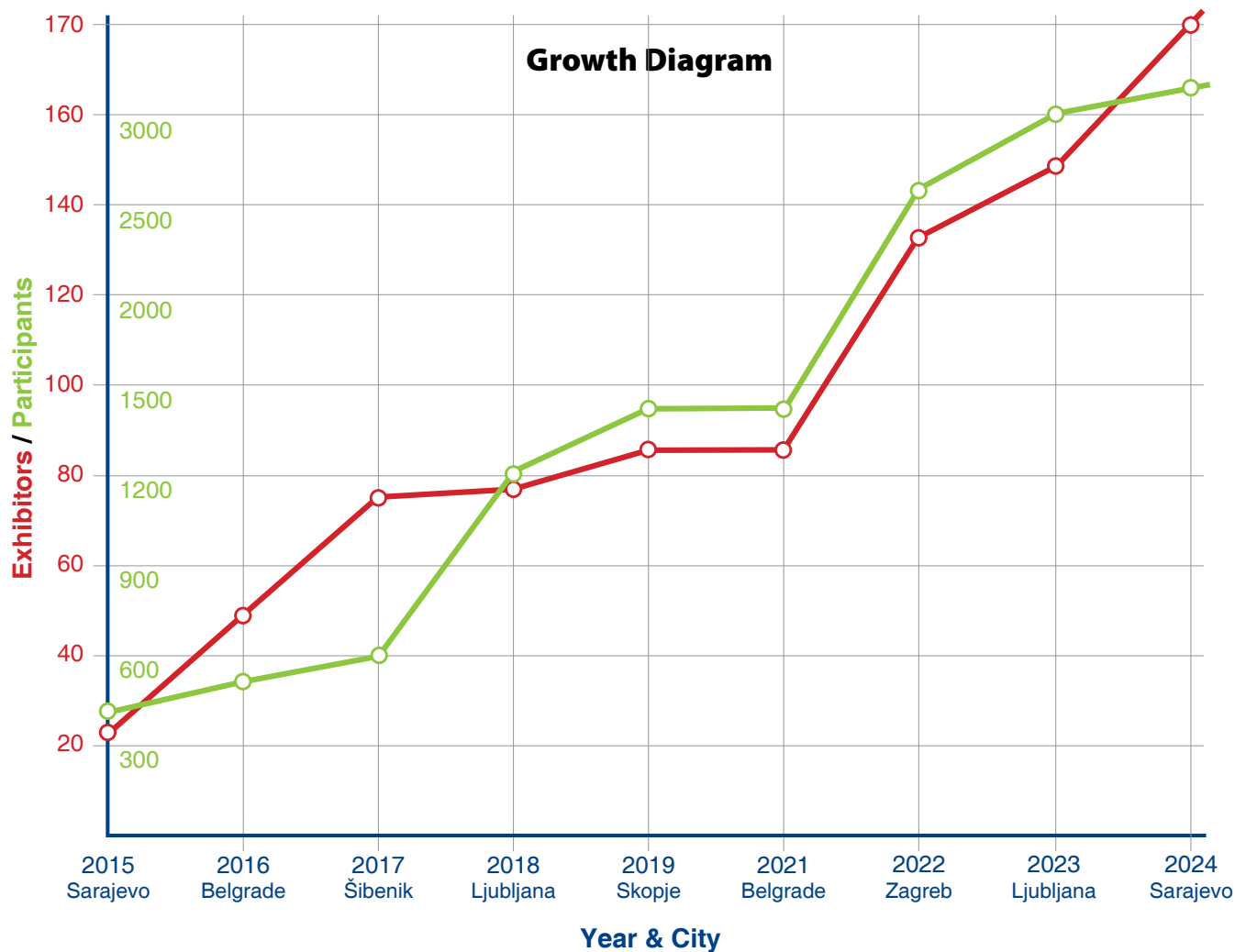
**TYPE OF BUSINESS**

Manufacturer	17.45%
System Integrator	17.29%
Distributor	15.37%
End User	12.23%
Installer	11.22%
Service Provider	9.52%
Consulting/Project Management	4.00%
Software Development	3.50%
Government	2.85%
Technical and physical protection of people/assets	2.65%
Other (Retailer, Software Engineering, Education, Software Engineering, Digital, Transformation)	3.93%



TYPE OF INDUSTRY

Video Surveillance	20.24%
Fire Alarm/Smoke and Gas Warning Equipment/ Fire Protection and Evacuation	12.58%
Cyber Security	13.54%
Intrusion Detection and Theft Alarm Equipment	9.24%
Access Control and Time Attendance	8.68%
IT/ICT	9.15%
Smart Home/Smart and Safe Cities / Automation	6.98%
Perimeter Protection	5.24%
Mechanical Security Systems	4.13%
Fire and Rescue	2.25%
Education, Organization, Testing	2.61%
Public Address and Voice Alarm	1.68%
Other	3.67%



ADRIA SECURITY SUMMIT 2024

# THE BOOK YOU CAN'T PUT DOWN

Nine years ago, in Sarajevo, the story began for what is now the largest gathering of security professionals in Southeastern Europe. That's how long it took for the Adria Security Summit to return to the place where this narrative began. Today, this story is read worldwide in more than 40 countries. It's compelling, dynamic, and holds readers' attention.

By: Damir Muharemović  
redakcija@asadria.com

**The author** of these lines was there at that meeting when the idea of launching an exhibition and conference for the industry we'd been reporting on for a decade was first introduced. Nearly every member of the editorial team laid out reasons against it. Such a project wouldn't succeed: we didn't have enough capacity, resources, a strong enough market, or sufficient interest from global manufacturers. Trade shows across the region were already losing ground, and many would soon disappear. Even major European exhibitions, like those in Essen and London, were losing momentum. Too many reasons against it, and too few in favor of it.

### Test of Quality and Perseverance

That year was, for a small group of people, a test of confidence and the quality of their work. It put relationships with companies and individuals to the test: how solid was this collaboration, and could we offer something new that would help businesses grow? This led to the idea of combining an exhibition, offering equal opportunities for all, with a strong conference program featuring the most skilled experts in the region. Regional chambers and security associations backed the project, and so did manufacturers, distributors, installers, integrators, and users. Thus, Adria Security Summit celebrated its first anniversary.

Twenty-four exhibitors filled the space, while 393 visitors toured the booths. Even today, compared to most regional conferences, it was a great success. The idea was for the Summit to become a truly regional story, with each chapter told annually from a different city and country—Belgrade, Šibenik, Ljubljana, Skopje, Zagreb... Each year saw a larger audience, more diversity, and greater challenges. Recognized by Messe Frankfurt, the organizers of Intersec, the Summit earned the "Powered by Intersec" distinction, growing its organizational efforts, using software platforms, expanding networking options, increasing team size, and widening its range of services.



### A Record Number of Exhibitors

Today, after nearly a decade of work, Adria Security Summit returned to Sarajevo, its birthplace, gathering close to 3,200 guests and 170 exhibitors and sponsors. It has become the largest security industry gathering in Southeastern Europe, with growth of about 714% in visitor numbers and 608% in exhibitors since its first edition. Most importantly, it was filled with satisfied faces of industry professionals, buzzing with conversations, new distributorship and dealership agreements, and plans for future projects.

### Almost an Equal Number of International and Regional Visitors

The growth in attendance compared to last year's edition in Ljubljana is noteworthy. Visitor numbers increased from 2,800 to 3,200, representing a 14.29% rise, while exhibitors and sponsors grew from 150 to 170, a 13.33% increase. Visitors from the host country, Bosnia and Herzegovina, made up 34.54% of the total, followed by guests from Croatia (5.89%), Serbia (5.31%), Montenegro (4.93%), and Slovenia (4.39%). Notably, the Summit attracted a record 43.70% of visitors from outside the Adriatic region, a considerable increase from last year's 17%. To illustrate, the number of non-Adriatic visitors rose from 476 in Ljubljana to 1,398 this year, marking a 193.7% jump. This year, the doors of the Hotel Hills Convention Center in Sarajevo welcomed attendees with

travel documents from over 40 countries, including the United States, United Kingdom, China, Taiwan, Germany, Spain, Austria, France, Netherlands, Turkey, Norway, Canada, Poland, Russia, Greece, United Arab Emirates, and more.

Across all nine editions of the event, this proportion naturally varies, with Bosnia and Herzegovina (18.72%), Croatia (17.20%), Serbia (17.06%), and a combined 22.01% from Slovenia and Montenegro making up three-quarters (exactly 74.99%) of visitors. Guests from outside the Adriatic region account for 22.14%, with the remainder from North Macedonia and Kosovo. It's important to note the recent surge in international visitors and the fact that the Summit was only held once in Skopje, affecting overall attendance from that country.

Thus, Adria Security Summit has truly become an international event while retaining the advantage of rotating host



## From its inception, Adria Security Summit has developed as a dynamic reflection of industry trends, which is also seen in the spectrum of participants and exhibitors representing various products and verticals

countries, as local visitors still account for around one-third of attendees each year. This approach significantly shifts the composition of security professionals each time, creating great benefits for those seeking new partners by connecting with new people annually. The Summit has affirmed its position as the leading regional event for knowledge sharing, innovation, and business opportunities in security and related sectors. Also, it is important to highlight that nearly a quarter of attendees (22.04%) are decision-makers (owners and directors), with an additional 18.19% having significant influence in decision-making, totaling 40%.

### Doubling of Cybersecurity Representation at the Event

From its inception, Adria Security Summit has developed as a dynamic reflection of industry trends, which is also seen in the spectrum of participants and exhibitors representing various products and verticals. Video surveillance maintains its leading position with 21.09%, representing about a fifth of exhibitors and attendees combined, a ratio that has remained stable across all nine editions (20.24%). Globally, this technology also holds a central role in the security industry, so

the presence of recent innovations in this segment at the Sarajevo event comes as no surprise.

The most significant change, though not unexpected given global trends, is the number of cybersecurity solution providers, which more than doubled from last year's 10.19% to 22.35%. Including professionals in the IT and ICT industries (11.36%), almost a third of attendees and exhibitors at the Summit (33.71%) are from fields beyond physical security and manguarding. This shift is significant, as protection against cyber-attacks has become a major concern within the security industry, with such attacks increasing

in frequency and complexity. Physical and cyber security are thus increasingly intertwined, complementing each other. This adds depth and quality to the Adria Security Summit.

### Fire Alarms Also on the Rise

There was also a notable increase in fire alarm professionals, rising from 10.61% last year to 16.05% this year. The rest of the attendees represented access control (7.46%), smart city and home solutions (5.02%), intrusion prevention (4.55%), perimeter protection (2.79%), mechanical protection (2.35%), and public address and evacuation systems (1.25%).

Regarding roles in the supply chain, most attendees were system integrators (17.79%), about the same as in previous years, followed by installers (12.79%), end-users (11.18%), distributors (10.89%), and manufacturers (6.64%).





## In the Company of the Best

A record 170 exhibitors and sponsors filled the exhibition hall at this year's Adria Security Summit, the largest in the event's nine-year history. This included numerous security companies from the prestigious Security 50 list of top global players, as well as leading regional firms. Most exhibit their products and solutions annually, underscoring the Summit's effectiveness as a fertile environment for business growth. The diamond sponsors, Alarm automatika and Konica Minolta, and platinum sponsors, including ACS, Bosch, Canon, Check Point, EL.Mo., Huawei, and Suprema, held special places among exhibitors, along with gold sponsors like Advancis, AFP, ASSA ABLOY, Atlas IT, BH Telecom, EGAL, Hikvision, ISS, KM Trade, Middle Point, Motorola Solutions, SALTO, SEC ONE, Tecnoalarm, Telemach, and Tenzor.

The remainder consisted of service providers, consultants, developers, and employees across various vertical markets.

### Buyer Delegations

Pushing the organizational envelope is now an established practice at the Adria Security Summit. This year, end-users had the opportunity to participate for the first time in a dedicated buyer delegation program. Over 150 end-users from various industries visited manufacturers' booths and negotiated partnerships with the assistance of Summit staff. This initiative was well-received by exhibitors, whose goal was to reach the right people to showcase their offerings. For this purpose, a VIP lounge was set up, allowing delegation members and other prominent guests to engage in more private discussions. Additionally, the exhibition area

included a dedicated pavilion for police equipment, with exhibitors specializing in cybersecurity and fire protection grouped together for the first time.

### Inaugural a&s Adria Awards

This year's conference program included the inaugural awards ceremony by a&s Adria magazine. Nominations were accepted in ten categories. Avigilon won for best solution in both video surveillance and access control with its Alta cloud solution. Alarm automatika took the award in intrusion prevention with a hybrid intrusion protection system integrated with fog, while Honeywell's Li-Ion Tamer system for lithium-ion gas detection led in fire detection. SmartVES was awarded the best public address and evacuation system, again in Alarm

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automatika's nomination, while "Rena-ta" by Herzegovinian company IT Odjel was recognized as the best software. ARMADA's AI engine module received top votes in cybersecurity, and the most innovative product was awarded to Senstar's Multisensor. Tenzor's "Aura" project won for best case study, and Damir Car, security manager at Rimac, was honored as the most outstanding security manager. The awards were based on scores from an international expert jury and audience votes in an 80:20 ratio. ◀



### Conference Program: Leveraging Knowledge to Tackle Security Challenges

The conference segment of the Adria Security Summit 2024 in Sarajevo was marked by a robust program addressing key security challenges and technological innovations. At the opening ceremony, Mahir Hodžić, the Summit's General Manager, reminisced about the humble beginnings in 2015 when the event gathered only 393 visitors and 24 exhibitors. "We promoted the entire region equally from Seoul, Tokyo, and Hong Kong to London and other European cities. In the same way, we are bringing the security industry to the region," emphasized Hodžić. Today, with the Summit counting nearly 3,200 visitors at 170 booths, even skeptics recognize it as a central regional and even international event for promoting the security industry, with its conference pro-

gram playing a significant role, featuring top experts and thought leaders from the security and related industries.

The first day of the conference featured a presentation by Jacek Węglarz from Konica Minolta, who highlighted the importance of artificial intelligence (AI) in analyzing the vast amounts of data generated by security systems. AI was presented as a key technology for addressing complex challenges, such as facial recognition in public spaces.

### Cybercrime: The Third Economy of the World

The second day of the Summit opened with an equally engaging lecture by Boris Goncharov from AMATAS, who warned of the growing threat of cybercrime, describing it as "the third strongest economy in the world, right behind the USA and China."

Panel discussions also touched on key to-

pics such as European Union regulations, particularly NIS2, which introduces stricter standards for cybersecurity. Experts pointed out that the NIS2 directive will affect countries outside the EU, including Bosnia and Herzegovina, Serbia, Montenegro, and North Macedonia.

A panel on facial recognition provided important insights into the application of this technology and privacy-related challenges. Hilmija Arnautović from Hikvision, Vito Lalić from Konica Minolta, and Marijo Kolovrat from Avigilon discussed the growing use of facial recognition technology in public spaces, emphasizing the need for clear regulations and transparency in the use of biometric data. "Many allow their face to be used to unlock their phone, laptop, and even on social media, but when it comes to public spaces, they wonder who uses their data, where it is stored, etc.," concluded Arnautović.

**The opening address was delivered by Leo Levit, the president of ONVIF, who stated that "open systems, or the ability to integrate products from different vendors and topologies, is one of the key global trends, which is also applicable in this region."**





Conference program hosts Sanela Dujković and Frano Ridjan, with Mahir Hodžić, President of the Organizing Committee, and Nihad Uk, Prime Minister of Sarajevo Canton, who officially opened this year's Adria Security Summit.

stev from Milestone Systems presented examples from Poland, where the application of their software platform resulted in a reduction in crime rates, while Tiberiu-Cristian Nicolae from Bosch emphasized the importance of ecological and security solutions that enhance the quality of life in cities. "Smart cities require the integration of various subsystems to enable authorities to manage more effectively," said Krastev.

In conclusion, we can say that despite the diversity of topics, the conference segment of the Summit was connected by a common thread: the desire to create a unique base of concrete knowledge on tackling security challenges and extracting best practices and values from this inevitable and ongoing struggle through discussions about innovation, regulation, and cooperation. ◀

## Zero Trust Approach

During the Summit, a panel dedicated to the security of small and medium-sized enterprises (SMEs) was held, with experts discussing the specific security challenges these organizations face. Fernala Sejmen Banjac from DISTI moderated a discussion highlighting the importance of basic security measures, such as network segmentation and multi-factor authentication. "Whether it's small and medium-sized enterprises or large corporations, they are now adopting a general approach in which no one is trusted anymore," stated Lejla Tulić Ivojević from Artco Group, emphasizing that SMEs must take a strategic approach, using preventive measures to minimize risk.

The topic of protecting critical infrastructure attracted special attention, given the new EU regulations CER and NIS2. Ines Cero from Alarm automatika stressed that regional cooperation is crucial for compliance with these requirements, especially in countries like Bosnia and Herzegovina, which have not yet adopted all necessary laws in this area. She provided examples of solutions that Alarm automatika offers, including advanced perimeter protection systems and the integration of LPR cameras for traffic monitoring, which are critical for the security of critical facilities.

## Smart Solutions for Lower Crime Rates

The panel on smart cities titled "Smart City Is a Safe City" shed new light on the challenges and opportunities in the digitization of urban environments. Georgi Kra-











## About the contest

The second day of the Adria Security Summit 2024 concluded with the highly anticipated a&s Adria Awards ceremony, honoring both the most innovative security solutions and outstanding security managers of the year. This prestigious event encompassed companies and individuals who, in the opinion of the jury and the public, have set new standards in the security industry.



a&s Adria Awards enriched the Adria Security Summit, reflecting the industry's aspiration to adequately recognize innovation and excellence, thereby laying the groundwork for the continuous advancement of the security sector in the region and beyond.

## ACCESS CONTROL

Avigilon Alta cloud-based access control system	Motorola Solutions
BioEntry W3	Suprema Europe
Yale Linus L2 smart lock for one door	Alarm automatika

## VIDEO SURVEILLANCE

Avigilon Alta Video	Motorola Solutions
DVC 4Mpx Extreme Dark Bullet Network Camera	Alarm automatika
MOBOTIX M73 THERMAL EN54-10 CAMERA	Konica Minolta

## INTRUSION DETECTION

Hybrid anti-intrusion system with an integrated fogging system for the protected area	Alarm automatika
AX Hybrid PRO Intrusion Alarm System	Hikvision
Fusion P2P	DEA Security

## FIRE ALARM

Lithium-ion off-gas detection system - Li-Ion Tamer	Honeywell
Previdia Ultra (Vox)	Alarm automatika
Video-based fire detection AVIOTEC 8000i IR	Bosch Security and Safety Systems

## PA/VA SYSTEMS

SmartVES	Alarm automatika
IP Speaker DS-QAZ1307G1T-E	Hikvision
PAW51K-VES	PASO

## SOFTWARE

Renata	IT Odjel
AppVision	Ultravision Consult
WinGuard	Advancis Austria

## CYBERSECURITY

ARMADA AI Engine Modul	Advanced Cyber Security
UL-2900 with Alerto+ and with 7000 fire detection system	Telefire
CyberSecurity services, PKI infrastrucure, CyberSeciroty education, OT security	Cyberspace

## BEST CASE STUDY

Aura	Tenzor
AZIGUARD VMS & AI analysis for Retail, Retail chain with 390 locations	Azitrend Distribution
German Bundeswehr Space Command	VuWall

## MOST INNOVATIVE PRODUCT/SOLUTION

Senstar Multisensor	Senstar
SecurOS® UVSS	Intelligent Security Systems
Alex MX monitor - Selfmonitoring aplication	Alarm automatika

## BEST SECURITY MANAGER

Damir Car	RIMAC Technology
Vladimir Bošković	Portonovi Resort Management Company
Aleksandra Butulija	Cyberspace

## KEYNOTES



### From Watchdog to Oracle: The Future of AI-Powered CCTV

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



### How to Effectively Protect High-risk Facilities and Critical Infrastructure?

Ines Cero, Managing Director at Alarm automatika – Sarajevo  
[Watch the video](#)



### Reducing False Alarms with New Technologies

Silvio Scapin, Junior Export Manager, EL.MO  
[Watch the video](#)



### Darkweb - The Paradise for the Attackers

Sergey Shykevich, Threat Intelligence Team Group Manager, Check Point  
[Watch the video](#)

## SUMMIT TALKS



### How Do Cloud-Based Security Investments Make for Clear Sky Economy

[Watch the video](#)



### Smart City Is a Safe City - Are We Ready for Upcoming Challenges?

[Watch the video](#)



### No Country for Ancient Tech: Refreshing Outdated Infrastructure with Smart Security

[Watch the video](#)



### Visitor Analytics: Enhancing Retail Security and Customer Experience Simultaneously

[Watch the video](#)



### New Technologies in Increasing the Safety and Operability of Healthcare Institutions

[Watch the video](#)



### Protecting High-Value Assets in Banks: Balancing Security and User Convenience

[Watch the video](#)



### Preparing for NIS2: What to Expect?

[Watch the video](#)



### Smart Cities Need New Concept: Redefining Technology and Urbanism for Citizens' Benefit

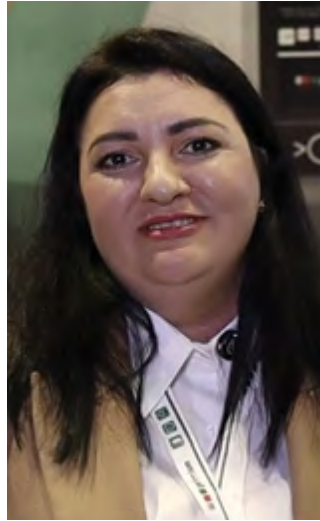
[Watch the video](#)

[Click to Watch Other lectures](#)



Anca Rosu, Regional Sales Manager, Motorola Solutions

**It is a great pleasure to be here, this is a great event, and congrats to the organizer.**



Delia Apintei, International Sales & Business Development Manager, Primion Europe

**We are really pleased to be here with our partner Jonik d.o.o. As for the Summit, it has already exceeded our expectations this morning as we had so many partners. A big thank you to the organizing team.**



Edin Rizvanbegović, Regional Sales Manager, Check Point Software Technologies

**The Adria Security Summit is a well-thought-out and engaging project for the entire Adriatic region. We recognize its value as a platform where we can showcase our innovations.**



Marta Wozniak, Area Sales Manager, FERMAX

**Being at Adria Security Summit is an enormous experience for us. I am proud to be here and to be with customers and partners as we see the big potential in this region.**



Artem Arifov, Business Development Manager, Suprema Europe and North Africa

**We see that Adria Security Summit is growing in our eyes and that visitors are more and more interested in it which makes us happy to be here.**



Dragan Suhanek, CEO, CP Security

**The impressions of this event are truly exceptional. All credit goes to the organizers and all those involved, and we are always thrilled to be a part of such an event.**



Ivica Brekalo, Director, A.F.P.

**I can only commend the organizers. I recall the first edition of the Summit in Sarajevo, which has evolved from a small event into a fair with over 100 exhibitors. Our support will continue in the years to come.**



Mauro Mattio, Export Commercial Director, Tecnoalarm

**I am so glad to be here and to present our product lines for the second time in a row. Wish to come again next year to Skopje.**



Sergej Pičulin, Regional Sales Manager, Advancis Austria  
**As always, the fair has excellent attendance. We held meetings with our current as well as future partners. There's a great vibe, and we're absolutely coming back next year..**



Leo Levit, Chairman of ONVIF Steering Committee  
**It is my third time to be here, and I can see a lot of development in these three years. The number of visitors and solutions showcased is constantly growing and this year I can see a bigger focus on the conference.**



Jusuf Hadžić, Product Manager, Avtera BH  
**This is one of the most significant trade fairs in the region and deserves my positive impressions. See you next year in North Macedonia.**



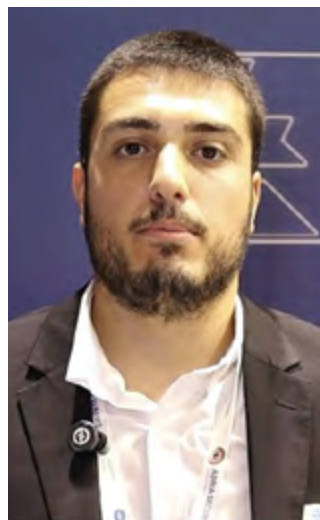
Marko Vasić, Sales District and Business Development Manager, Bosch Security and Safety Systems  
**For us, the Summit is a very important platform for showcasing our solutions in the region, as well as further connecting with local partners and those from beyond the region.**



Žan Teršek, Adriatic Sales Manager & Logistics and Purchase Manager, Špica Group  
**A big advantage of this year's Adria Security Summit is the significantly larger number of end users we had meetings with. We're already looking forward to the next edition.**



Johannes Möller, Group Show Director, Messe Frankfurt  
**Many thanks to the organizing team that is doing an excellent job for the region. We are very happy to have such a strong partner in this region.**



Guillem Pacheco, Export Manager, Jade Bird Europe  
**It is great to be here. People like to discuss a lot. This as is also a chance to meet our partners with whom we communicated but never had an opportunity to meet in person.**



Mihai Brana, Commercial Leader - Fire and Security, Honeywell  
**Adria Security Summit is the best place to present new technologies. I want to thank the organizers, and I look forward to seeing you again next year.**

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PLATINUM SPONSORS



GOLD SPONSORS

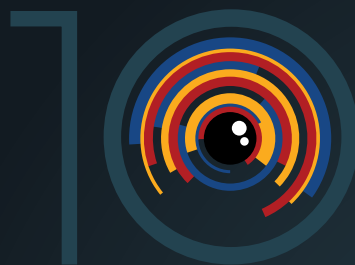


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# SILVER SPONSORS





**ADRIA SECURITY SUMMIT**  
CONFERENCE & EXHIBITION

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# SAVE THE DATE

## You are invited.

8 - 9 October 2025,

Skopje, North Macedonia

