

# Fireexpo 2023: building a portal for fire detection and management solutions



**F**ireexpo celebrated its second birthday at Gallagher Convention Centre in Midrand from 6 to 8 June 2023. Visitor numbers increased by 200 people at this year's event, as did the number of exhibitors. A total combined visitor count over Fireexpo and the co-located Securex South Africa, Facilities Management Expo and A-OSH Expo of 11 465, reached a record high for the shows, indicating that organisations are actively seeking high-quality fire safety, OSH, security and facilities management solutions.

"The crossover between the four co-located shows is large and we found that many visitors who had originally come to source products and services from the other three shows then came to see what the Fireexpo exhibitors had on offer," says Mark Anderson, portfolio director at Specialised Exhibitions, a division of Montgomery Group.

Feedback from the visitors to Fireexpo was very positive. "I managed to make some good connections", said Graham Leach, Uphondo. "In general, the show was excellent. There was a lot of new technology. This type of event is great for networking and attending seminars", said Jaco Claasen, Bluemarle Risk. "I attended the shows to familiarise myself with the latest trends and make connections. The exhibitors were very professional", said Mohamed Rahmtalla, University of Witwatersrand. "The show was great. We are considering becoming exhibitors at the 2024 show", said Jean Borman and Kobus Meyer, P and C.

The Fireexpo exhibitors were very happy with the quality of visitors attending. "We have 12 Securex/Fireexpo exhibitions under our belt.

We had visitors from the DRC, Zimbabwe, Malawi and Tanzania who are proactively sourcing solutions for their future needs. A huge shout out to Specialised Exhibitions for the effort put into marketing and organising the expo – the success was apparent in the large number of high-quality visitors", said Frikkie Stroh of Safequip.

"We are previous Securex exhibitors but haven't been on the show for a few years. However, this year we joined forces with our supplier Carrier Fire and Security South Africa, rebranding as Kidde Commercial and taking a stand at Fireexpo was the best decision we could have made. Our stand was extremely busy and we saw a mixture of end users, insurance companies, installers and representatives from government departments including the

Department of Correctional Services. We were thrilled with the co-location of Fireexpo with Securex, A-OSH Expo and Facilities Management Expo – it is the ideal mix and brings in potential customers from all our target markets” said Nichola Allen of G2 Fire.

“We wanted to demonstrate how we can integrate hardware and software solutions for the fire safety market and we believed that Securex and Fireexpo were the ideal platforms to do so. As first-time exhibitors, we are very happy with the turnout and variety of visitors and on the first day, we had already accumulated 25 solid leads. We are committed to being at the expos next year and expanding into new markets”, said Barry Radmore of IBR Buzz-Apex

There was great interest shown in both the live demonstrations and the additional visitor attractions. The four free-to-attend seminar theatres, Securex Seminar Theatre, powered by UNISA, Facilities Management Seminar Theatre powered by Broll Integrated Facilities Management, the Saioosh Seminar Theatre, and the Working at Height Theatre, powered by SafetyCloud, were packed to capacity on all three days of the shows. In addition, the visitors were able to take in the SAIDSA Techman Competition, the OSPAS Awards, the SAIOSH Health and Safety Conference, the SAIDSA and ESDA breakfast, the K9 Law Enforcement demo, the new products display and the premier visitor lounge.

“The success of Fireexpo can be attributed to several stakeholders, our exhibitors, the visitors seeking fire safety solutions, the industry bodies we have partnered with, our sponsors and our media partners. Fireexpo and the co-located expos were so successful this year and the demand from exhibitors has been so high, that we will be expanding into Hall 4 for the 2024 event, which will be held at Gallagher Convention Centre from 28 to 30 May 2024,” says Anderson.

Organisations wishing to exhibit at Fireexpo 2024 can contact



Zelda Jordaan on email: zelda.jordaan@montgomerygroup.com to book a space or capitalise on a sponsorship opportunity. Engage with Fireexpo 2024 on social

media using the show hashtag **#Fireexpo2024**.

Our photo collage includes both Fireexpo and A-OSH 2023 photos. Enjoy! ▶



