



OLYMPIA LONDON, 2-3 DECEMBER

PRESS RELEASE

**BREAKING NEWS - NINETEEN EVENTS ANNOUNCE THE LAUNCH OF - INTERNATIONAL CYBER EXPO 2020, 2-3 December 2020 – Olympia, London**

17<sup>th</sup> March 2020 - Nineteen has announced the launch of International Cyber Expo 2020 (ICE2020) a dedicated global event uniting the worlds of cyber and physical security in the National Hall – Olympia, co-located with its market leading event – International Security Expo (ISE) 2-3 December 2020.

International Security Expo is the Global Premier Event for Government & End Users within the counter terrorism and security space, attracting over 14,000+ vetted visitors, from over 115+ countries including 65+ hosted country delegations.

In the last edition of the event 37% of the entire ISE audience stated that ‘Cyber’ was one of their top priorities. Whilst the show already had a ‘Cyber Security Zone’ supported by ADS & Tech UK this large increase in interest in cyber coupled with the huge growth experienced by the industry as a whole, in terms of new companies and exports specifically gave organisers confidence coupled with feedback from existing exhibitors to give this community its own dedicated global event.

Tristan Norman – Group Exhibition Director at Nineteen Group comments ***‘There is no hiding from the increasing prominence of cyber security within the traditional physical security realm. With over 5342\* visitors attending ISE to seek out suppliers and education specifically within cyber security.’***

***He continues ‘There is a large correlation between our audience who are interested in cyber and who also have responsibility for Critical National Infrastructure (CNI) – This is a perfect example of where the frequency of traditional physical security threats, is now superseded by the frequency of cyber-attacks from serious organised crime and terrorism on CNI. A fully blended and comprehensive security approach encompassing cyber and physical security is now paramount.***

Peter Jones – Group CEO – Nineteen Group comments – ***‘This is another exciting development for Nineteen Group. Cyber has long been a core element of ISE and now with the power of Phoenix Equity partners behind us it gives Nineteen the ability to Launch major scale global trade exhibitions that address key needs even in these unprecedented times.’***

International Cyber Expo will curate both high level content and exhibitors to address the convergence between cyber and physical security as well as other adjacent areas of cyber security which are relevant our audience anticipated to be in excess of 6000+ international vetted visitors.

We look forward to a welcoming the cyber community and offering our existing audience a brand new game changing event platform at Olympia in December.

*\*Source: ISE 2019 LiveBuzz Registration Demographics Report*

ENDS



## ABOUT NINETEEN GROUP

Nineteen Group is a rapidly expanding, dynamic and ambitious events business organising major-scale trade exhibitions within the security, fire, emergency services, health and safety, facilities management and maintenance engineering sectors. Nineteen's events have a proven track record for attracting leading business decision makers who attend to gain commercial insights into how best to protect people, properties and assets.

Having recently secured substantial private equity funding from [Phoenix Group](#), Nineteen Group has embarked upon an ambitious growth strategy to become the UK's most successful events group. At the heart of Nineteen Group lies over 100 years of industry experience and an unrelenting commitment to deliver customer satisfaction. The company is run by a team of passionate people who care deeply about what they do, love the excitement of live events, and bring their unique personalities to work to make a difference to customers. As a result, Nineteen Group is constantly striving to push the boundaries with its events and deliver a rewarding experience for both exhibitors and visitors.

For more information contact:

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