

The 16<sup>th</sup> Moscow International Protection, Security & Fire Safety Exhibition (MIPS) will take place on 19-22 April in 2010. We decided to discuss with its director, Yulia Rodikova, the situation in the security market today and what we can expect at MIPS 2010.

**Correspondent (C): The last time we spoke with you was on the eve of the exhibition. How did it go? What can you say about its results?**

Yulia Rodikova (R): The exhibition marked its 15 year anniversary this year. Despite the difficult economic conditions affecting every business, interest in the exhibition was high: 315 companies took part in MIPS, and a number of countries were represented by national group stands, including the UK, China and Taiwan. I was very pleased with the number of new products and the significant increase in visitors, particularly specialists from the regions.

For the first time, MIPS was held at the same time as the Cardex and IT Security exhibition, which, from this year, will be a sector at MIPS. We received many positive responses about the conference on new security requirements for complex objects. In my view, the exhibition has become an important event for specialists, who, this year, networked much more actively than in previous years.

**C: What is happening in the security market at the moment? How are preparations going for the next exhibition? What is your forecast for next year?**

R: As in other sectors, cost-cutting is taking place in the security market, and this is also affecting marketing. Nevertheless, companies are trying to take part in the exhibition as they understand that it is a unique tool, allowing them not only to present new products but also to speak with clients face-to-face. In addition, the exhibition allows companies to see all the processes taking place in the market, and the possible directions and rates of development of the market. Contact with clients provides quite precise information about production output, potential demand and the real level of prices. Consequently, companies can detect demands in the industry and determine the need for changing the structure of sales, which, in the long run, will allow companies not only to preserve their business but also to open up new avenues of development.

As for MIPS 2010, I can say that, by comparison with the same period of last year, companies have reserved 15% more exhibition space. About 70% is already occupied. This is a very good indicator, which signifies that next year the exhibition will grow rather than shrink. I think this is a result of companies concentrating their efforts on the most effective exhibition.

**C: By which criteria can you assess the effectiveness of the exhibition?**

R: Everyone's aims are different: looking for new clients, supporting relationships with old ones, studying competitors' marketing strategies. And we mustn't ignore the image component, which at the moment is especially important as a company's participation in the exhibition demonstrates its reliability and stable position in the market. In order to keep up with the demands of our exhibitors, every year we carry out market research and surveys. This year, we received positive responses about

both the exhibition and the visitors from 90% of the exhibitors. This information is available on our official website – [www.mips.ru](http://www.mips.ru)

In my view, the most important thing is that contracts are agreed at MIPS. Exhibitors themselves talk about this in their feedback. Many specialists from the regions come to the exhibition, despite cost-cutting. And there are no bystanders at the exhibition, which is a good thing. All the same, the exhibition is oriented primarily to specialists. The decision makers who “do business” gravitate towards the show. An audit shows that the 99% of visitors to MIPS are security market professionals. This is why there is always a real business atmosphere at the exhibition (this is quite apparent from the photos on the website). For our part, we put in a lot of effort to ensure we are of use to our clients.

**C: Do you mean to say that companies decide on participating in MIPS well in advance of the show?**

R: Some companies have both decided and others are deciding. For many, today’s situation is a time of new possibilities, with the chance to take a large share of the market and to win new customers. And this is possible with minimum expenditure. So, according to research conducted in the US, attracting one client to an exhibition is several times cheaper than using the direct sales model. Of course, companies are now paying more attention to alternative methods of promotion (PR, the internet), but exhibitions remain a very important marketing tool. Many companies consider taking part in MIPS an effective anti-crisis solution. This can be seen in participants’ responses this year.

**C: Which companies have already confirmed their participation in next year’s exhibition?**

R: Quite a few and they are all well known to specialists. I don’t think I will be able to list them all! They include: ITV, AAM Systems, Armo Systems, Akyumen, Argus Spektr, Luis+, Skayros Corporation, GK Eliks, Axis Communications, ABC Electronics, Sigma-IS, Bolid, Roksa, Bayterg, Goytebryuk-Rus, DSSL, Ivs-Signalspetsavtomatika, Kaba, Poliset-SB, CBC-Computar, Assa Abloy, Vokord, Tyco, Mitsubishi, Effeft, Fujinon, Paradox, Dedicated Micros, Cias, Satel, System Sensor, EVS and many others. We regularly update the full list of participants on the website. Some companies participate regularly in our exhibition, while others chose MIPS after last year’s successful show.

**C: Which new products will be presented at MIPS 2010?**

R: Companies don’t rush to reveal their plans. Usually, they announce their developments on the eve of the exhibition. I hope that there will be more new products reflecting global trends in the security market. The business programme typically includes seminars, the Best Innovative Product competition, and the international conference “Security of Unique and Technically Complex Objects”. The section on smart cards, ID technologies, data protection and bank equipment will also be significantly expanded.

**C: What new things will the organisers offer exhibitors and visitors next year?**

R: This year, we introduced an electronic registration system for the exhibition, which has worked really well. We will improve the system and increase its effectiveness. In addition to putting up-to-date information about the industry and the exhibitors on the website, we also plan to launch an RSS news feed so that specialists can gain a brief news overview every day.

**C: What are the prospects for new security exhibitions?**

R: The exhibition market is already extremely competitive. Can organisers offer the market something totally new that hasn't been done before by international exhibition companies working in Russia? Unlikely. Therefore, taking part in new security projects is an "experiment" at the exhibitor's expense, as it is not known if the exhibition will be effective. As for the promise of "new visitors", I doubt it. Any professional in the security market has certainly visited one of the existing exhibitions, and is probably in the organisers' database. In my opinion, now is not the time for companies to experiment. The better option is to choose an exhibition that has proven itself over the years.

**C: And finally. Why would you recommend taking part in MIPS?**

R: MIPS is organised by the international company ITE, a leader in terms of the number of trade events it organises in Russia. All the company's projects meet generally accepted international standards. ITE is a unique sign of quality. MIPS has been held annually for the past 16 years. It has stood the test of time, and is noted for its serious reputation, smooth organisation and broad base of specialist visitors. MIPS provides opportunities for effective work and the conclusion of profitable contracts. Well-known companies come to the exhibition. If you are represented at MIPS, it means that your business is successfully developing. At least, that's what the exhibition visitors think. Being present at the exhibition demonstrates reliability and financial stability. And for MIPS exhibitors, it's an opportunity to gain new clients and earn money all year.