

MORE IQ PER QM  
WHEN THE BUILDING  
CAN THINK

**sicherheit.**  
NEW PARALLEL IN BASEL:  
10 – 13 SEPTEMBER 2019



# ineltec.

10 – 13 SEPT.  
MESSE BASEL 2019

THE SWISS FAIR FOR  
INTELLIGENT  
BUILDING TECHNOLOGY

## WELCOME TO INELTEC

In this day and age, we have to adjust to new technologies, digitisation and the latest innovations more than ever before. This applies to every segment of our industry, but in particular to product development and marketing. The focus of our ineltec programme is on innovative concepts with a compelling marketing mix and an ability to improve continuously. The figures show that the specialist trade fair is and will remain an attractive platform for conducting personal business and networking between all market participants.

We intend to develop the successful focus on technology in and around buildings at the next ineltec. The successful implementation of ineltec 2017 has resulted in a new and very promising partnership that we are delighted to exploit to the benefit of ineltec: the security trade fair sicherheit will take place in parallel to ineltec for the first time in 2019. It is the specialist trade fair for security technology and surveillance, protection and prevention and IT security. By integrating sicherheit, we are expanding ineltec's strength as an industry platform and can offer our exhibitors the greatest possible synergy potentials.

Let's make joint use of this unique opportunity. We look forward to exploiting the potential of this cooperation together with you and to pursuing a mutually successful path.

Best regards,



Armin Kirchhofer  
ineltec Exhibition manager



Heinz Salzgeber  
sicherheit Exhibition manager



# THE HUGE DIVERSITY OF THE BUILDING TECHNOLOGY FAIR

## THE SWISS FAIR FOR INTELLIGENT BUILDING TECHNOLOGY

The ineltec fair is the Swiss networking platform, industry meeting point and place where the community of all segments of intelligent building technology are at home. ineltec represents attractive networking opportunities for experts from every discipline of qualified trade and for planners, engineers, associations and manufacturers. Every two years, exhibitors present new and innovative solutions from all sectors of the industry.


Integrated for the first time with the parallel security fair, sicherheit, the programme of integrated system solutions has been expanded further still and offers both visitors and exhibitors new perspectives by presenting cyber defence as a focal topic.

**LIGHT**



- Lighting technology
- Illuminants
- Smart Lighting

**NETWORK**



- Communication infrastructure
- Network technology
- Smart Communications



VSEI Future Workshop

## ENERGY IN THE BUILDING

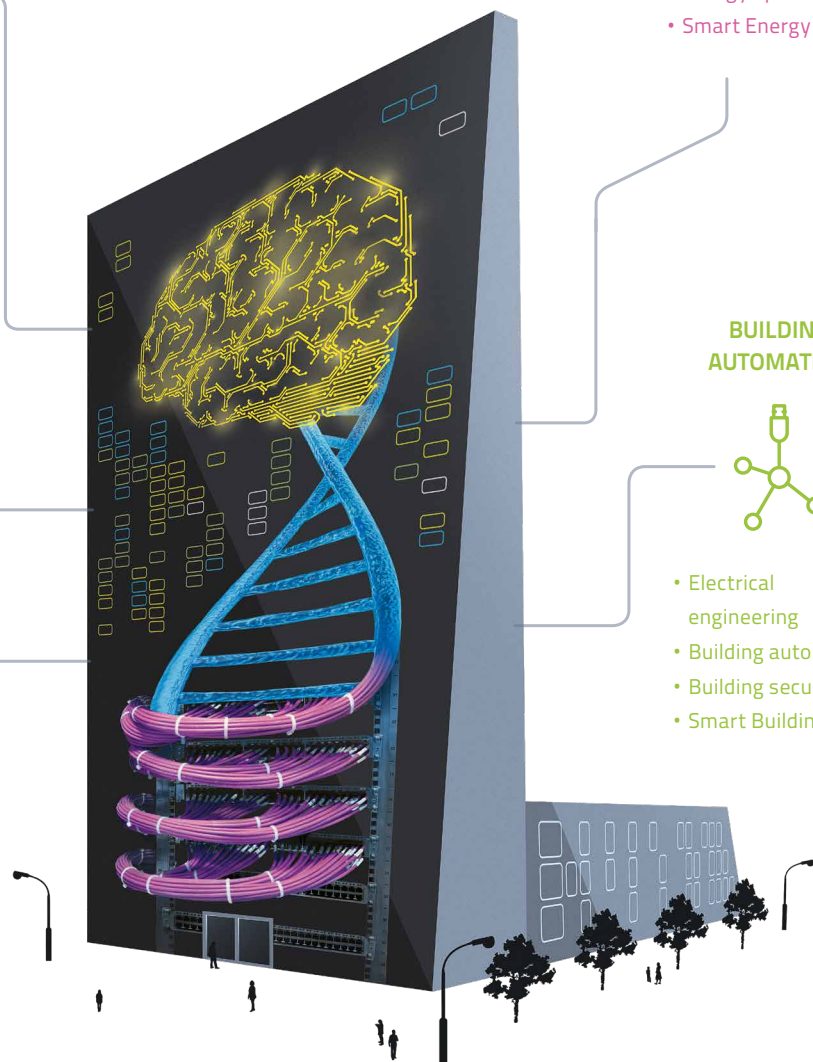


- Decentralised energy generation
- Energy distribution
- Energy storage
- Energy optimisation
- Smart Energy

## BUILDING AUTOMATION

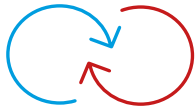


- Electrical engineering
- Building automation
- Building security
- Smart Building



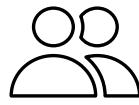
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## INELTEC AT A GLANCE



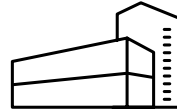
**ineltec.**

**New parallel fair**  
sicherheit with around 6,500 visitors and 100 exhibitors on 10,000 m<sup>2</sup> of exhibition space



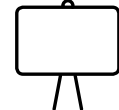
more than  
**17,000**

**visitors**  
Additional exploitable visitor potential with a secondary interest in topics relating to building technology.



**25,000m<sup>2</sup>**

**exhibition space**  
on 2 levels with optimum visitor circulation through the parallel fair.



up to  
**250**

**exhibitors**  
with an increase of 8% in 2017

With parallel fair  
**sicherheit.**

**>20,000**

**35,000m<sup>2</sup>**

**>350**

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## INELTEC IS THE TALKING POINT

**19,000**

**users** on ineltec.ch during the fair month

**29,000**

**newsletter subscribers** with an opening rate of around 40%



Continuation **expansion of the fair platform:** presence in online and offline media through story-telling formats and intensified social media and PR activities



**Network:** Unique stage for networking with stakeholder groups from all segments (CEOs, association representatives, suppliers, media, and many more).

### SICHERHEIT – THE PERFECT COMPLEMENT

**ineltec.**



**sicherheit.**

sicherheit, the Swiss industry platform for security technology and systems, control and surveillance, protection and prevention and IT security, will take place for the first time in parallel to ineltec. The leading trade fairs for two industry segments are joining forces. Exhibitors participating in either fair will benefit from the parallel implementation and comprehensive trade concept. It promotes the presentation of integrated solutions through interdisciplinary cooperation. The concept offers exhibitors and visitors an even more holistic range of interfaces. This cooperation makes it possible to include new digital topics such as cyber security and provide integrated solutions for efficiency, convenience and security.



## SUPPORT PROGRAMME

### From support programme to Future Workshop

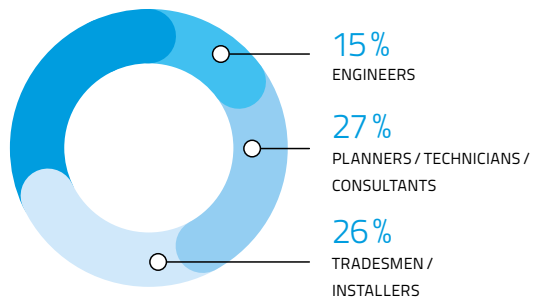
Young professionals become acquainted with innovative and energy-efficient solutions through hands-on exercises at the "VSEI Future Workshop". Around 600 vocational students from the 2nd to 4th year of training will attend the Future Workshop.

An event dedicated to the topic of IT security will take place in parallel to ineltec for the first time. It will deliver a realistic view of future challenges on various knowledge levels. An innovative offer for specialists with a wealth of networking options and synergy potentials.

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### CORE TARGET GROUP OF VISITORS

Significantly increased proportion of planners and engineers (from 27% to 40%). This underscores the relevance of the platform to this target group.



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## PLATFORM INELTEC: YOUR SUCCESS FACTORS

- More than 50% of planners working in Switzerland's electrical engineering segment use the ineltec fair to gain information about the market, trends and innovations.
- Visitors have a high degree of decision-making competence (20% decisive, 32% co-decisive)
- Extended thematic and qualitative environment with providers of security-relevant issues through the integration of the sicherheit trade fair.
- Benefit from the unique networking and business opportunities at ineltec.
- A unique trade fair duo with around 350 exhibitors, approximately 20,000 specialist and a new wealth of innovations and trends
- Make comprehensive system networking accessible – for greater efficiency, convenience and security.

