

CWC Group Limited

Major Projects in Saudi Arabia Boost Fire, Safety and Protection Markets

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Protex Arabia 2011

Saudi Arabia is the second largest market in the world, with a \$97 billion forecast spend on homeland security alone over the next 8 years; equating to a massive \$12 billion per year on projects in a rapidly evolving market. The Kingdom of Saudi Arabia has 24 separate agencies and organisations employing more than a quarter of a million people; there is priority for installation of the latest security systems, surveillance mechanisms, safety standards and other measures to ensure the health, safety and protection of all in the work place and domestically.

The construction industry in Saudi Arabia in particular has seen an increased awareness of the problems and enforcement of safety regulations, due to the number of major projects underway in Saudi Arabia, including the \$6 billion development of the Makkah-Madinah Railway, the expansion of King Abdulaziz International Airport and the development of Jeddah Islamic Seaport. These projects have led to a boom in demand for safety training and equipment, fire services, detection and alarm systems. Even more money is being spent on the security sector that will help to protect and maintain this economic growth. With Saudi Arabia supplying the majority of the world's crude oil and 50% of its GDP being contributed by the oil and gas sector, the security of this sector alone is a very real business opportunity.

In response to these market developments, Jeddah will now host the first international trade exhibition to focus on fire, safety and protection in the Kingdom; Protex Arabia 2011. Running between 13-16 March 2011 at the Jeddah Centre for Forums & Events, Protex Arabia has been initiated through the outstanding demand from both local and international market leaders such as Firex, NAFFCO, Harco, Bosch, SFECO and Dupont, who have recognised the long-standing need for a platform of this sort in Saudi Arabia. Huge enthusiasm has been shown by the Public Security Police and the Saudi Civil Defence; this includes the Civil Protection Public Department, the Safety Public Department, the Fire Fighting and Rescue Public Department and the Command and Control Centre.

Protex Arabia 2011 will focus on the three areas that are the fastest growing sectors and crucial to the Kingdom; protection - commercial security and IT security, aviation, homeland security & policing, fire & rescue and health & safety, to meet the ever-increasing standards expected. Trade professionals can enter the exhibition for

free by registering online, or alternatively onsite at the exhibition venue.
Protex Arabia 2011, 13-16 March 2011, Jeddah Centre for Forums & Events, Saudi Arabia, www.protex-arabia.com

Notes to the Editor:

1. Protex Arabia 2011 is the first international trade exhibition to focus on fire, safety and protection in the Kingdom of Saudi Arabia.
2. Event dates: 13,14,15,16 March 2011. Location: Jeddah Centre for Forums & Events, Jeddah, Saudi Arabia.
3. Protex Arabia 2011 is run by two market leading organisers in the Kingdom. Al-Harithy Company for Exhibitions and The CWC Group. Al-Harithy are the most established organiser in the Kingdom with more than 30 years' expertise delivering quality trade shows, whilst their international partners, The CWC Group, are the longest serving international organiser in the Kingdom delivering events in Saudi Arabia at the very highest level over the past 12 years.
4. For more information contact Louisa Nightingale: LNightingale@thecwcgroup.com
+44 20 7978 0018
5. For more information about Protex Arabia visit the event website
<http://www.protex-arabia.com>

The CWC Group is an award-winning company which specialises in energy and infrastructure, developing knowledge, creating commercial opportunities and strategic solutions for government and industry by offering professional training, conferences and exhibitions.

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