

Intersec Briefing

January 17 - 19, 2016

Dubai, United Arab Emirates



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Burj Khalifa, forming the heart of Downtown Dubai, is the tallest man-made structure in the world coming in at 2,722.4 feet (829.8 m).

Situation

- Intersec, held annually in Dubai's Trade Centre Arena and Dubai International Convention and Exhibition Centre, is widely considered the leading international exhibition for the security and safety industries in the Middle East and Africa.

Official Intersec website: <http://www.intersecexpo.com/>.

- Since 1998 it has grown to be a massive affair, and today features nearly 1,300 exhibitors and more than 31,100 visitors traveling from 127 countries.
- The event ran over three days, starting Sunday, January 17th and then closing Tuesday, January 19th, 2016.
- It is attended by a myriad of local and international channel participants, including, but not limited to, existing Farpointe partners, potential OEM EAC partners, integrators and contractors, distributors, consultants and end users.

Observation: Appeared most Middle Eastern visitors hailed from Saudi Arabia.

- Farpointe participated as a stand-alone entity on the Electronic Design stand. This stand was a conglomeration, consisting of numerous independent device and service suppliers to the security industry.
- Intersec is located in Dubai, the most populous city and Emirate in the United Arab Emirates. Since the 1960's Dubai has grown dynamically, emerging as a global destination, as well as the undisputed business hub of the Persian Gulf region. Having recently won the bid for the World Expo, Dubai will host this prestigious event in 2020.

Useful websites: <http://www.visitdubai.com/>, <https://en.wikipedia.org/wiki/Dubai> and <https://www.cia.gov/library/publications/resources/the-world-factbook/geos/ae.html>.

Mission

- Work the three show days of the Intersec trade show, introducing attending qualified regional and international channel participants to Farpointe's premium RFID solutions:
 - *Pyramid Series Proximity*[®]: 125-kHz proximity readers and credentials;
 - *Delta*[®]: 13.56-MHz contactless smartcard readers and credentials;
 - *Ranger*[®]: 433-MHz long range receivers and transmitters.
- Assist the many existing Farpointe partners in participation, identify potential new opportunities and building upon existing installations throughout the Middle East and Africa.
- Speak at a number of partner-hosted professional events in support of the show.
- Maintain connection with the significant number of existing end users in the region, including airports, ports, shopping malls and hotels, as well as build cooperation with corporate partners, such as the local Dubai-based DORMA Design Center.



UAE Airport Project



Persian Gulf Port Project

Partners

- At the Intersec, we took advantage of the opportunity to make contact with a range of partners and channel participants. These participants included:

- ACTatek Pte, Ltd.
- ADI
- AMAG
- Apollo
- Avigilon
- CEM Systems
- Comelit
- Cypress Integration
- DMCC
- DORMA
- Electronic Design
- EMIRTec
- Falco Access Control Systems
- Galaxy Control Systems
- Hedengren



*Intersec opening ceremonies with Dubai's
HH Sheikh Mansoor bin Mohammed.*

- HIP
- IDtech SA
- ISEO
- Kaba
- Keri Systems, Inc.
- LifeSafety Power
- MAXXess Systems
- Morse Watchmens
- RBH Access Technologies, Inc.
- Relevant Secure Innovations
- RS2 Technologies
- Tyco
- VICON
- WatchNET Security

Summary

- Farpointers in attendance at Intersec included:



Scott Lindley
President
[Download vCard](#)



Stephen "Shep" Sheppard
Key Accounts Sales Manager
[Download vCard](#)



Scott Pearson
Independent Sales Director
[Download vCard](#)

- Farpointe was very well represented at the Intersec by many Partners. It was impressive to see the global reach our industry has attained.

Impression: For electronic access control professionals, this is the ISC West of the Middle East.

- Electronic Design did a fine job hosting Farpointe with space on its Intersec stand. Further, in concert with Relevant Secure Innovations, they helped generate a steady flow of qualified electronic access control professionals.
- Surprising was the number of visitors who commented on "The Reader", Farpointe's e-newsletter for access control professionals.

Not receiving "The Reader"? [Sign-up here](#)

- A personal thank you goes out to Rick Caruthers, Executive Vice President at Galaxy Control Systems. Rick provided invaluable advice regarding transport, accommodations and local customs. His hospitality and expert knowledge of the Middle Eastern environment is much appreciated.

Epilogue

To all interested in Dubai:

Dubai, an Emirate of the United Arab Emirates, is unique. It is the world marketplace for the Middle East and Africa, an exotic crossroads between east and west, north and south. I feel strongly now that any reservations someone would have to coming here from a safety standpoint are simply unfounded.

It seemed clear the UAE understands the role it plays in this region, and the requirement to maintain a safe, stable, world-class metropolitan city, from where trade can be conducted easily between individuals from all over the world. It is the major trading hub for the Persian Gulf region.

From what I observed on my recent travels, everyone seems to work to get along in the UAE. The government frowns greatly on any crime, and as a result, it is virtually non-existent. Civic pride is visible in maintaining this environment. While Dubai is an Arab land, for which one must be respectful, it is also clear that commerce and local tourism are fundamental drivers in Dubai.

Everyone knows that there are some places within the Middle East and Africa where travel is not advisable. Some governments have shown instability and safety can be an issue. This is clearly not the case with Dubai. Serious business people in the Middle East and Africa are always looking for a reason to go to Dubai. Upon reflection, it seemed to me as if this is one of the key reasons why Dubai exists.

I do hope that this Briefing helps you to better understand the value Dubai may bring to you and your organization, and diminishes some of the concerns a potential traveler may have.

Wishing you all good business and safe travels,

Shep