



# AFRICA SECURITY SHOW 2024

**9 - 11**

**JULY 2024**

KENYATTA INTERNATIONAL  
CONVENTION CENTRE

[www.africasecurityshow.com](http://www.africasecurityshow.com)



INNOVATING  
THE FUTURE OF  
**SECURITY**

Co-located:



# About Africa Security Show Kenya

Africa Security Show (AFSS) Kenya 2024, is the premier trade platform connecting you with top suppliers, manufacturers, distributors, and industry leaders worldwide. This event focuses on Commercial Security, Cyber Security, Safety & sEC, and Fire and Rescue, providing a unique opportunity to expand your global reach.

Engage with experts and explore the latest innovations in security solutions, including **AI, Blockchain, 5G, IOT, and enterprise Cyber Security**. Join insightful discussions led by industry pioneers, gain inspiration from expert speakers, and discover cutting-edge technologies that are reshaping the security landscape.

Expand your business horizons by tapping into one of the world's leading emerging markets. AFSS Kenya 2024 is your way to discover new territories and enhance your export activities. Don't miss out on this exclusive chance to network, learn, and access game-changing solutions in security.



**5,000+**  
Industry  
Attendees



**100+**  
International  
Exhibitors



**10+**  
Countries



**30+**  
Top Media  
Organisations



**20+**  
Industry  
Leading  
Entities



**20+**  
Global CTO &  
CIO Speaker



# Country Overview & Market Insights

In 2024, the security industry in Kenya is expected to experience growth, with the market projected to reach US\$8.6 million, an annual growth rate of 9.57%.

The cybersecurity market in Africa is projected to grow by 12.00% (2023-2028), resulting in a market volume of US\$3.54 billion in 2028.

Investors can be attracted by the positive growth trend in the security market in Kenya, the projected growth in the cybersecurity industry, and the expected rise in security threats in Kenya.

In its 2024/2023 national budget, Kenya allocated approximately 2.2 billion towards the operations of its national security agencies, indicating a substantial investment in the security sector.

Global companies operating in Kenya anticipate facing the highest rates of security threats in 2024, including supply chain attacks, malicious damage to company property, and violence against employees. This highlights the significant demand for security solutions in the country.

**The detailed segments and sub-segment of the market are explained below:**

## Threat Intelligence & Response Management

- Identity & Access Management
- Data Loss Prevention Management
- Security and Vulnerability Management
- Unified Threat Management
- Enterprise Risk and Compliance
- Managed Security



# Why AFSS Kenya 2024?



## EXHIBITION

Generate more business opportunities and be where your customers and partners are. Develop highlight engaged relations through one-on-one interactions.



## CONFERENCE

Attend conference sessions and gain knowledge and insights from top experts on hot topics that matter with global trade.



## HYBRID PLATFORM

Be where your customer and partners and develop highly engaged relationships through one-on-one interaction with your in the background. Also take advantage of our B2B platform.



## B2B MATCHMAKING

This programme creates a proactive pre-show platform enabling exhibitors, pre-registered visitors and walk in visitors to view profiles of participants and select who they want to meet at the event.



## GAIN MAXIMUM BRAND EXPOSURE

Over 3,000 + trade visitors from around Kenya, providing an unrivalled opportunity for Global Exhibitors to participate in a growing Kenya marketplace.



## GENERATE MORE BUSINESS

Over 90 % of attendees at ABS Kenya are either decision makers, purchasers or traders, underlining the fact that the event delivers real business opportunities.



## VIP BUYERS CLUB

As a VIP Buyer you will have exclusive access to the VIP Buyers Lounge at ABS with complimentary Wi-Fi, coffee, tea & water throughout the day.



## LAUNCH NEW PRODUCTS

Fast-track your product launches within one of the fastest growing economies in Kenya. Get hands on with decision makers in the Kenya market.

# AFSS Kenya Key Sectors



- Video Management & Analytics
- Biometrics / RFID
- Intruder & Burglary Alarm Equipment
- Authentication Systems
- Biometrics / RFID
- Video Management & Analytics
- Access / Entrance Control
- Surveillance, CCTV, DVR, etc.



- Personal Protection Equipment
- Safety at Work Equipment
- Security at Work, Health at Work
- Fire Fighting Equipment
- Emergency Alarm & Warning Systems and Rescue Equipment
- Fire Prevention & Protection
- Technical Textiles and Wearable Security, etc.



- Home Security
- Auto Controlling & Integration
- Exterior Management Systems
- Security Cameras
- Physical Security Information Management System
- Telecommunication System
- Energy Management, etc.



- Content Monitoring
- Digital Signature
- Data Access Protection
- User Rights Management
- Back-up / Recovery Systems
- Software Protection
- Anti Virus/Spam, etc.



- Border Control
- Protective Barriers
- Access Control Protocol
- Physical Access / Entrance Control
- Mechanical Access
- Critical Infrastructure Protection
- PSIM, etc.



- Scanner and Walkthrough Metal Detectors
- Law Enforcement
- Airport and Aviation Security
- Mobility Land and Marine
- Equipment for Police Forces
- Armoured Vehicles
- Logistic Support & Equipment, etc.



## Why Kenya?

Kenya is a key player in East Africa and is a vital communications and logistics hub. The country has an important Indian Ocean port and strategic land borders with Ethiopia, South Sudan, Uganda, Tanzania and Somalia.

MIE Groups has chosen Nairobi the capital of Kenya as the host city of the upcoming Africa Security Show (AFSS) 2024.

Kenya is the regional leader in ICT in East and Central Africa and considered as one of the top innovation hubs in sub-Saharan Africa.

The county's vision is Nairobi being "City of choice to invest, work and live in" Nairobi is also the country's largest city by population, 5.1 million in 2022.

## The Venue

The Kenyatta International Convention Centre is an icon and landmark for Kenya. KICC boasts of being the leading facility in the meetings industry in East Africa and has held quite a number of regional and international conferences like the World Bank Conference in 1973, Inter-parliamentary Union summit in 2008, other UN based conferences, 8th African Growth and Opportunity Act (AGOA) to name a few. Discover more about our business events solutions, including exhibitions, entertainment arenas, conference facilities and activities.





# AFSS Kenya Co-located Shows



## AFRICA TECHNOLOGY SHOW

Experience International, regional and local disrupting technologies and IT innovation. Connect with like-minded professionals from industry, government, startups and academia



## CTW KENYA

Is a 3 day exhibition that strategically caters to the Kenyan market. It offers an ideal B2B/B2G platform for national and global industry partners, investors, and entrepreneurs to tap into the significant business prospects within Kenya's trade and services sector.



## AFRICA FOOD SHOW

Africa Food Show (AFS) 2024 in Kenya, is the premier gathering for global food and beverage suppliers eager to expand into the African market chain.



## eAFRICA HACKON

AfricaHackOn, based in Nairobi & Ghana, is a Cyber Security collective dedicated to fostering excellence through, capacity building and development of a strong community of experts in Africa.



## FAB AFRICA

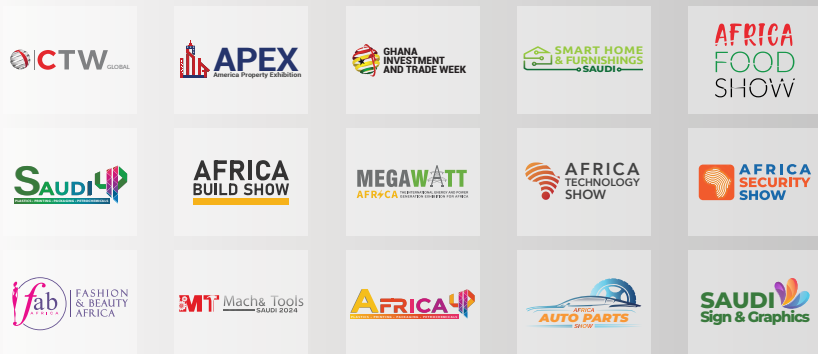
FAB-AFRICA is the meeting place for fashion and beauty under one roof, a -3day B2B Beauty and fashion trade show with the last day open to consumers. A platform for inspiration, information, and connection.

# ABOUT THE ORGANIZER

## ABOUT MIE GROUPS

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA  
3 Offices in Africa  
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

## MIE GLOBAL PLATFORMS



# BOOK YOUR STAND NOW!

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