

CLOSING REPORT

October 2024

25,830 trade visitors and 897 exhibitors: it-sa Expo&Congress breaks new records as leading IT security event

- Visitor numbers up 33 percent as it-sa Expo&Congress underpins its role as a leading trade fair for information and personal dialogue
- New exhibitor record is testimony to the importance of the event as the platform for the IT security sector
- Large overseas contingent, three international pavilions and high-ranking attendees from government bodies and European agencies.
- The accompanying Congress@it-sa fosters knowledge transfer and in-depth discussions among experts
- Digital platform it-sa 365 offers services for the event and year-round information and networking options

Four exhibition halls and new records in all relevant areas: With 25,830 trade visitors* from 65 countries (19,449 and 55 countries in 2023) and 897 exhibiting companies (795 in 2023), the it-sa Expo&Congress emphatically underlines its importance as Europe's leading event for the industry. "The it-sa Expo&Congress is thus consolidating its position as the key gathering for personal dialogue among IT security experts. The fact that visitor numbers are up by a third reinforces the importance of it-sa Expo&Congress as a meeting place for international knowledge-sharing on cybersecurity. I am especially pleased to be gathering so many trade visitors in Nuremberg, because as they work side by side with the IT security industry at the it-sa Expo&Congress, they are all paving the way to greater security in the digital world!" explains Frank Venjakob, Executive Director it-sa, at the close of the event.

Pavilions from Israel, Austria and the Czech Republic highlight the particular importance of the it-sa Expo&Congress, as does the presence of representatives from the political arena and German and international governmental and supranational institutions. With the presentation of the ATHENE Startup Award UP24@it-sa to



22 – 24 October 2024

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*The figures for visitors, exhibitors and display area at this exhibition are determined and certified according to the standard definitions of FKM, the Society for Voluntary Control of Fair and Exhibition Statistics.

LocateRisk and two dedicated special display areas for young companies for the first time, the event was also a trend barometer for cybersecurity start-ups. With its 55 presentations and the return of the annual convention of IT security managers from regional and local authorities, Congress@it-sa extended the range of information available on trends in IT security.

Record-breaking visitor numbers: up 33 percent

This year's round of the it-sa Expo&Congress more than lived up to its reputation as the key gathering place for the IT security community at the heart of Europe. An amazing one-third increase in the number of visitors compared with the previous year, including an even higher growth in visitors from other countries, is further proof of how important the event is to the industry.

More exhibitors than ever – fifth hall to be added next year

In recent years, the evolution of the it-sa Expo&Congress has also been characterised by a rapid growth in exhibitor numbers. For the next event from 7 to 9 October 2025, the signs are that the response from exhibitors will be outstanding yet again: Even before the fair was over, exhibitors were able to secure their booking for the following year. "Many companies took advantage of the pre-booking option offered at the event. More than 80% of this year's hall area has already been filled with registrations received at the fair," says Frank Venjakob. To continue to offer the sector the ideal setting for showcasing its products and services, the display area available next year will be enhanced with the addition of Hall 8 (2024: Halls 6, 7, 7A, 9).

Discussions among cybersecurity authorities at the it-sa Expo&Congress

To mark its opening, Bavarian Minister Albert Füracker hosted an official reception on the eve of the trade fair. The guests included high-ranking representatives of the German Federal Ministry of the Interior and Community, the German Federal Office for Information Security, the German IT Security Association (TeleTrust) and Bitkom. Parallel to the trade fair a working meeting was held between the German Federal Office for Information Security and the European Union Agency for Cybersecurity (ENISA). Numerous representatives of the bodies responsible for cyber security in European countries also came together at the it-sa Expo&Congress.

Six forums with around 400 presentations and panel discussions

This year, the programme of forum presentations in the exhibition halls was even more extensive than before with around 400 sessions. The forums explored regulatory issues, for example about the expected requirements of NIS-2, presented technical solutions and discussed industry trends. A highlight of the forum programme was the special keynote “Quo vadis cyber risks?” by Peter Hacker, who addressed current and future threats in the exponential digital transformation process. IT security, according to Hacker, needed to be embedded as a separate area of responsibility at the C-suite level. However, this was only the case in four percent of companies in the German-speaking regions. Hacker suggested that by delineating concrete risks, corporate leaders would identify the dangers and thus also the potential of investments in IT security to protect their companies.

LocateRisk wins ATHENE Startup Award UP24@it-sa

LocateRisk won the pitch for the award for the best cybersecurity start-up from the German-speaking regions and can now look forward to its prize money of €7,500. The Darmstadt-based company offers automated risk analyses and digitized workflows to improve IT security processes and the prevention of cyber-attacks. Second and third places (and €5,000 and €2,500 respectively) went to Red Mimicry and CyberDesk.

Congress@it-sa: expert knowledge and sector-specific topics

The accompanying Congress@it-sa started on 21 October and offered expert knowledge for specific industries and user groups. The highlights included the annual convention of IT security managers from regional and local authorities, and the lecture series by the German Federal Agency for IT Security “30 years of IT baseline protection: yesterday, today, tomorrow”. There were other presentations, workshops and panel discussions e.g. on cyber resiliency, NIS 2, or the new AI directive.

Premium partner TeleTrusT: contract signing cements further collaboration

The German IT Security Association (TeleTrusT) has been supporting it-sa as a premium partner since 2018. During the VIP tour on the first day of the fair, TeleTrusT Managing Director Dr Holger Mühlbauer and Peter Ottmann, CEO of NürnbergMesse Group, signed a cooperation agreement to extend their partnership for a further two years.

Handing over the baton: Thimo Holst is the new exhibition director

The current exhibition director of it-sa Expo&Congress, Frank Venjakob, is retiring after the it-sa Expo&Congress. In future, the position will be held by his colleague Thimo Holst, who has been working at NürnbergMesse since 2010 and is currently responsible for event development and execution in his capacity as Senior Manager International Events. "I am looking forward to working on the ongoing development of it-sa together with its seasoned team and in close consultation with industry representatives," he declared.

it-sa 365: support for visitors and live impressions of the fair

The digital platform it-sa 365 provided online services for the trade fair on site and beyond. For example, forum presentations were broadcast online and entertaining interviews with experts were streamed live from the it-sa@home studio. As a result, it-sa 365 offered a comprehensive live programme for all those who were not able to attend the event in person. The interactive floor plan and functions like the exhibitor and product search and matchmaking tool provided further orientation. During the fair itself, around 4,600 active users took advantage of the options offered by the digital platform.

it-sa 365 offers year-round information on IT security

IT security professionals can get the latest expert knowledge not just once a year at the it-sa Expo&Congress but on a daily basis on the it-sa 365 digital platform. As well as the overview of currently more than 1,000 companies and information on their products, and the platform's useful matchmaking options, the focus is on knowledge transfer. Specialised articles and interactive presentations on topics like critical infrastructure, OT security or regulatory issues are therefore regular features. Currently, it-sa 365 boasts more than 18,300 users, an increase of more than a third compared with the previous year (around 13,400 users in October 2023).

Save the Date: it-sa dates onsite and online

it-sa Expo&Congress: 7 – 9 October 2025, Exhibition Centre Nuremberg

Digital trade fair review: 5 December 2024, itsa365.de

About it-sa

The it-sa supports IT security professionals with its offerings for secure digitalisation. As the “Home of IT Security”, it provides a wide range of information, networking opportunities and knowledge transfer on IT security and data protection, both onsite and online. The it-sa Expo&Congress in Nuremberg is the leading European event for the industry, while the it-sa 365 digital platform gives IT security professionals access to specialist information and networking options at all times online.

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