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## Messe Frankfurt expands portfolio to include cybersecurity fair in Abu Dhabi

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**Messe Frankfurt is further expanding its international portfolio: Between 15 and 17 May 2024, Messe Frankfurt Middle East will be celebrating the premiere of HITB+in{:cyber} in the Etihad Arena, Abu Dhabi. The event is a joint venture between HITB Ltd. and Messe Frankfurt Middle East.**

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explains: "At more than 50 locations around the world, the Group's global portfolio has played an important role in its strategic company orientation for more than three decades, together with a global sales network consisting of 28 subsidiaries and over 50 sales partners. Along with Intersec in Dubai and Saudi Arabia, HITB+in{:cyber} will help to strengthen Messe Frankfurt Middle East's positioning in the market for safety, security and firefighting."

In this way, Messe Frankfurt is solidifying its market position as one of the world's leading trade fair companies. The most recent partnership with HITB Ltd is part of a series of strategic activities outside Germany designed to strengthen its international position in various sectors. Another 20 or so events are scheduled to make their debut between now and 2025. The strategic partnership between Messe Frankfurt and the Kingpins Show, a leading trade fair in the denim sector, was only announced recently. Messe Frankfurt's new role as partner to the Kingpins Show reinforces the presence of the textile portfolio in the denim sector and underscores the company's efforts in further developing it. Messe Frankfurt also announced that Light + Intelligent Building Istanbul was to be held for the first time in November 2024. This is part of Messe Frankfurt's Light + Building technology segment, which is centred around the Light + Building flagship fair that takes place every two years. The next event is scheduled to be held in Frankfurt am Main between 3 and 8 March 2024.

### **International trade fair for IT security**

HITB+in{:cyber} will offer extensive insight into the cybersecurity and IT security product groups. It is geared towards local and international IT security managers, Chief Information Security Officers (CISOs), Chief Technology Officers (CTOs), penetration testers, security heads, IT directors, IT students and government representatives. In addition to an exhibition focusing on solutions providers, there will be extensive training courses and workshops, several hackathon programmes for different target groups, competitions and a conference that deals with issues relating to government, finance and telecommunications.

**Press information and photographic material:**

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