

CLOSING REPORT

13 October 2023

it-sa Expo&Congress 2023 sets new records

- **New bests: 795 exhibitors from 30 countries, largest international attendance by both exhibitors and visitors**
- **19,449 industry professionals on site and about 3,300 active users on the it-sa 365 online platform**
- **Quantum Optics Jena wins the ATHENE Startup Award UP23@it-sa; Enclaive and Mondoo place second and third**
- **Extensive conference and forum programme, with special keynote speech from crime and intelligence analyst Mark T. Hofmann**
- **Bitkom extends honorary sponsorship for three years**
- **Next year: Hall 9 to be added, plus pre-booking**

From 10 to 12 October, it-sa Expo&Congress once again turned the Nuremberg Exhibition Centre into the “Home of IT Security” for 19,449 trade visitors (+30 percent) from 55 countries and 795 exhibitors from 30 countries. At the fully booked Halls 6, 7 and 7A and the accompanying Congress@it-sa, the whole focus was on current trends in IT security and on knowledge sharing and networking. From administrators to C-level executives, everyone with responsibility for cybersecurity gathered here. The highlights of the accompanying programme were the special keynote speech “Hacking the Hackers” by crime and intelligence analyst Mark T. Hofmann, and the presentation of the ATHENE Startup Award UP23@it-sa to Quantum Optics Jena. Online, the it-sa 365 digital platform offered additional networking opportunities. During the event roughly 3,300 active users could also watch live presentations from the main programme and get impressions of everything that was happening. At a state reception the evening before the event’s opening, held at the Bavarian State Ministry of Finance and Regional Identity, representatives from exhibitor firms met with VIPs from government and administration. Visits from national and international government and industry representatives, along with accompanying events like the Bitkom



10–12 October 2023

On-site in
Nuremberg, Germany



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Your digital platform

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* The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

Executive Dinner and the German-Czech IT security breakfast, organised by TeleTrustT, were further indications of it-sa's importance as a platform for dialogue on cybersecurity.

"it-sa Expo&Congress has set new best records", said a very pleased Frank Venjakob, NürnbergMesse's Executive Director for it-sa. "More exhibitors and more space than ever, in three booked-up halls – all of that once again highlighted it-sa Expo&Congress's importance for the IT security industry. It's also the place for IT security officers to go when they want to talk over cybersecurity issues – that's clear from 30 percent more visitors than for the last edition, and the high level of international participation." This year's increase in international visitors was especially noteworthy: 29 percent more visitors came from outside Germany, especially from European countries. And activity on the it-sa 365 digital platform showed that it-sa has also forged a successful connection between the in-person experience and online options. "it-sa has thus lived up to its aspiration to be the 'Home of IT Security' above and beyond the physical event itself", Venjakob added.

Pre-booking for it-sa 2024 with an additional hall

While the event itself was still in progress, exhibitor companies could secure their chance to participate in the next edition of it-sa Expo&Congress at a pre-booking booth. The early bookings have already claimed substantially more space than for this year. Many exhibitors are planning to expand their booth area. To meet rising demand, Hall 9 will be added to the space for it-sa 2024, as an extension of the combination of Halls 6, 7 and 7A that is familiar from previous years.

Five open forums and special keynote speech on "Hacking the Hackers"

The roughly 370 forum presentations offered a broad range of information on technical topics, regulatory and other legal developments, and new challenges like the growing threat of AI-assisted attacks. The shortage of skilled workers was also a topic – what's the best way to appeal to women and attract them to professions in the IT security sector? Three panel discussions in the "Women in Cybersecurity" series explored this question. Conclusion: Companies are called upon to make offers that promote women in order to harness their special potential for cybersecurity.

The Special Keynote Speaker at it-sa Expo&Congress 2023 was crime and intelligence analyst Mark T. Hofmann. In “Hacking the Hackers” he explored perpetrators’ psychology, and pointed out how an understanding of cybercriminals can strengthen an entity’s own “human firewall”. Like other presentations given in English at the international forum, the special keynote speech was also webcast live on it-sa 365. Users of this service will shortly also have all the presentations from the open forums available on demand.

Three winners of the ATHENE Startup Award UP23@it-sa

Quantum Optics Jena placed first for this year’s ATHENE Startup Award UP23@it-sa. The young company made a persuasive pitch for its solution for Quantum Key Distribution (QKD) and can now celebrate its first place award of EUR 5,000 (sponsor: Deutsche Telekom Security). Second place, with a prize of EUR 2,500 (Kaspersky) and third place, with EUR 1,250 (Infinigate), went to Enclave and Mondoo.

Bitkom’s honorary sponsorship extended

The cooperation arrangement between the Bitkom digital association, as honorary sponsor, and NürnbergMesse, as the organizer of it-sa, was extended at a contract signing that accompanied a tour attended by an impressive array of VIPs. Bitkom will thus continue to support it-sa as the conceptual sponsor alongside the Federal Office for Information Security for another three years.

Congress@it-sa, the annual meeting for IT security chiefs at a State and municipal level

Congress@it-sa offered knowledge transfer away from the trade fair’s hustle and bustle, with a diverse programme of some 50 specialist presentations. Once again this year, the trade show was accompanied by this annual conference of state and municipal IT officers, which is intended for IT security personnel in government administration.

A digital assistant for the show: Active use of it-sa 365 for it-sa Expo&Congress

it-sa 365 extended the event experience into digital space. The hybrid channel “it-s@home” provided online video impressions from the halls and live interviews with attending professionals and exhibitors. During the event, some 3,300 people used the dialogue platform’s features. Most of them attended entirely online, thus helping to expand it-sa’s reach. Those on hand in Nuremberg also used it-sa 365 as a digital assistant for the show, and benefited from its networking opportunities.

it-sa 365 connects the IT security community 365 days a year

Even after the event is over, it-sa 365 continues to connect the IT security community in digital space. Among the most important upcoming dates are the IT Security Talks in April and June 2024. Here providers will have the chance to present their products and solutions online, and to network with IT security officers. Many more options fill out the schedule, including Digital Preview Day, which will provide a glimpse of the upcoming it-sa Expo&Congress 2024. Thus for a growing number of users (currently around 13,300), it-sa 365 will bridge the gap until the next edition of the annual it-sa Expo&Congress.

The next it-sa Expo&Congress will be held from 22 to 24 October 2024 at the Nuremberg Exhibition Centre.

IT Security Talks will be held from 16 to 18 April and from 11 to 13 June on the it-sa 365 digital platform.

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