

PRESS RELEASE

22 October 2024

## 15th round of it-sa Expo&Congress in Nuremberg breaks records with almost 900 exhibitors and large international contingent

- The 15th round of the it-sa Expo&Congress from 22 to 24 October will foster dialogue, collaboration and partnerships to combat cybercrime.
- Record-breaking exhibitor numbers in four halls for the first time
- Large overseas contingent and three international pavilions
- Six forum stages and special keynote by Peter Hacker
- Congress@it-sa provides detailed technical and sector-specific knowledge transfer

From 22 to 24 October 2024, IT security professionals will gather at the it-sa Expo&Congress at Exhibition Centre Nuremberg. The 15th round of Europe's leading platform for the sector is set to break new records with almost 900 German and international exhibitors (795 in 2023), four exhibition halls, and around 400 forum presentations. The trade fair shows the huge need for knowledge transfer in matters of cybersecurity. With international pavilions from Israel, Austria and the Czech Republic, this year's edition further underlines the importance of cross-border collaboration. The it-sa Expo&Congress is again offering a platform for young companies through two special display areas and the ATHENE Startup-Award UP24@it-sa. The accompanying Congress@it-sa fosters in-depth discussions on specific issues of IT security, for example by hosting the annual convention of IT security managers from regional and local authorities. On the eve of the event, a reception held by the Bavarian Ministry for Finance and Regional Identity was attended by representatives of exhibiting companies and high-ranking officials from governmental and administrative bodies. For the first time, the digital platform it-sa 365 offers a digital guide to the trade fair with interactive floor plans and will also live-stream parts of the trade fair programme.

**22 – 24 October 2024**On-site in  
Nuremberg, Germany**Online 365 days a year**

Your digital platform

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**Geschäftsführer  
CEO**  
Peter Ottmann

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“Dialogue, collaboration and concerted action are called for to protect businesses, government institutions and society from cybercrime. And that’s exactly what it-sa is all about. The it-sa Expo&Congress offers a unique market overview and a framework for in-depth personal discussions among experts from Germany and other countries,” explains Frank Venjakob, Executive Director it-sa.

### **More exhibitors and larger display area: trade fair remains on track for growth**

In four halls for the first time (6, 7, 7A, 9), the it-sa Expo&Congress presents the offerings of nearly 900 German and international IT security vendors – an increase of 10 percent compared with the previous year. There is also a larger display area, which has grown by 18 percent to more than 20,000 square meters.

### **International IT security dialogue**

As cybercriminal structures become established worldwide and attackers are increasingly collaborating on their criminal business model, the risk of successful attacks is growing. The it-sa Expo&Congress is therefore even more important as an international dialogue forum on protection measures. Exhibitors from 28 countries, pavilions from Israel, the Czech Republic and Austria, and a 10 percent increase in the number of international exhibitors are further evidence of this vital role. One in four exhibitors travels to Nuremberg from other countries, while numerous international companies register for the event via their subsidiaries in Germany. At a national level, joint trade fair exhibits by IT security providers from Bavaria, Baden-Württemberg and North-Rhine Westphalia underscore the importance of the it-sa Expo&Congress as a leading industry event.

### **Extensive forum programme on six stages**

A key feature of the it-sa Expo&Congress is its comprehensive forum programme. On six stages, one more than in the previous year, exhibitor and product-neutral presentations as well as panel discussions from the “itsa insights” series provide valuable understanding of current cybersecurity topics. These include regulatory requirements like the EU’s NIS 2 directive, artificial intelligence, technical trends, and an assessment of the current threat situation.

**“Quo vadis cyber risks?” – special keynote by Peter Hacker**

This year too, one of the highlights of the forum programme is the special keynote address on the last day of the fair. This year’s speaker Peter Hacker is an expert on digital transformation, cybercrime and cybersecurity and the founder of Distinction.global, a think tank for cybersecurity in Switzerland. Hacker will analyse current trends and threats associated with cyber risks, AI and geopolitical tensions and explore future developments.

**The special keynote will take place at noon on 24 October in Knowledge Forum C (Hall 7).**

**Major showcase for newcomers thanks to dedicated startup areas and ATHENE Startup Award UP24@it-sa**

For the first time, young companies will demonstrate the dynamism and innovative strength of the cybersecurity sector on two special display areas in Halls 6 and 9. Five startups will present their pitches for the coveted ATHENE Startup Award UP24@it-sa: AlpenShield, CyberDesk, LocateRisk, Mitigant and RedMimicry will endeavour to win over the expert jury and take home the title of “Best Cybersecurity Startup 2024”.

**The pitches for the ATHENE Startup Award UP24@it-sa will take place at 15:30 on 23 October in Knowledge Forum F (Hall 9).**

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

The accompanying Congress@it-sa, which started on 21 October, offers expert knowledge on concrete topics and for specific industries and/or user groups. The congress highlights include 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”. Presentations, workshops and panel discussions will provide in-depth information on topical issues such as cyber resilience and the new AI and NIS-2 directives at European level.

For information on the supporting programme for the it-sa Expo&Congress, go to: **[www.itsa365.de/rahmenprogramm](http://www.itsa365.de/rahmenprogramm)**

### **Opening reception**

A reception to celebrate the opening of the it-sa Expo&Congress was held the day before at the official Nuremberg residence of the Bavarian Ministry for Finance and Regional Identity. Minister Albert Füracker invited an expert discussion panel consisting of high-ranking representatives from the German Federal Ministry of the Interior and Community, the German Federal Office for Information Security, the German IT Security Association (TeleTrust), and Bitkom.

### **it-sa 365 assists with trade fair visit and brings the event live online**

The it-sa 365 digital platform provides comprehensive support for organising a visit to the trade fair. A search function for exhibitors, products and other experts, a matchmaking tool and an interactive floor plan are just some of the options for effectively preparing a visit to the trade fair. At the same time, registered users of it-sa 365 can use it-sa@home to access the fair even if they cannot attend in person. A selection of live streams from the forum programme and interviews from the trade fair TV studio allow users to experience the it-sa Expo&Congress wherever they are.

### **About it-sa**

The it-sa trade fair 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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