2019 POST-SHOW REPORT
EVERYONE AND EVERYTHING YOU NEED TO KNOW IN INFORMATION AND CYBER SECURITY

“Infosecurity Europe is a great place for us to launch new products, giving great exposure to our target audience”
Skurio, (Exhibitor, 2019)

“Infosecurity Europe has a great, vibrant atmosphere where you can catch up with friends but also make new connections”
Nigel Stanley, CTO at TÜV Rheinland

“If you are serious about doing cyber security it’s definitely an event you need to attend”
Brian Chappell, Senior Product Manager, BeyondTrust

“Infosecurity Europe is a great place for us to launch new products, giving great exposure to our target audience”
Skurio, (Exhibitor, 2019)
The 24th edition of Infosecurity Europe welcomed over 18,000 infosecurity professionals from 89 countries through its doors. From visitors discovering the latest cybersecurity innovations, to exhibitors building and strengthening partnerships.

Visitors were able to enjoy over 160 hours of complimentary education presented by 289 thought-leaders and speakers in over 243 free to attend conference sessions led by industry influencers. In addition, exhibiting companies demonstrated their thought leadership alongside end-user CISOs at the sharp end of information security. New for this year was Futuresec — addressing the future of the information security industry by focusing on people and innovation — and two in-depth symposiums on securing SMEs and Cybersecurity for CNI & II. We also had the 3rd annual Women in Cybersecurity Networking Event, a popular part of the Infosecurity Week calendar of events.

Infosecurity Europe is proud to support new companies and innovation in the industry, as demonstrated by our DCMS Cyber Innovation Zone and start-up pitches. The winner Winners of the DCMS Cybersecurity Innovation competition was Hack the Box and shortlisted companies included Keepnet Labs and Titan IC.

Over 350 international exhibitors attended the show. Leading companies at Infosecurity Europe this year who were showcasing their latest tools and technologies included Microsoft, Cisco, AT&T, Tripwire, Crowdstrike, Palo Alto, Qualys, Tenable, Proofpoint, Forescout, Splunk, and many more.
**VISITOR PROFILE**

- 89 Countries represented
- 88% UK Visitors
- 12% International Visitors

**Top 10 Vertical End-User Industries Represented by Visitors**

1. Finance/Banking/Insurance 26%
2. IT 21%
3. Government 10%
4. Consultancy 9%
5. Telecommunications 6%
6. Media/Broadcasting 6%
7. Retail/Wholesale Distribution Medical/Health 5%
8. Care/Pharmaceuticals 5%
9. Education & Training 5%
10. Other 7%

**Visiting Companies by Employees**

1. 1 to 24 21%
2. 25-99 13%
3. 100-249 9%
4. 250-999 13%
5. 1000+ 44%

**Breakdown of Visitor Interest Areas**

1. Governance, risk and compliance 9%
2. Threats, exploits & vulnerabilities 13%
3. Incident response & security operations 8%
4. Cyber physical & IoT 7%
5. Cloud security 19%
6. Data protection 8%
7. Human Factor 4%
8. Application Security 8%
9. Applied cryptography 2%
10. Identity & access 5%
11. Automation, Machine Learning & AI 6%
12. Mobile security 3%
13. Security architecture & engineering 8%
VISITOR PROFILE

Social Media Reach

Followers 16,500
Total engagement 12.8 K
Link clicks 3,128
Organic impressions 1.5m

Followers 2,710
Engagements 850
Clicks 823

Members 3,541

Visitors by Job Function

Information Security - 48%
Consultancy - 23%
Marketing/Sales/Business Development - 9%
Business/General Management - 6%
Other - 14%

Top 10 Product Areas of Interest for Visitors

- Anti-Virus
- Data Breach Incident Management
- Data Breaches
- Data Loss Prevention
- End Point Security
- Firewalls
- Intrusion Prevention/Detection
- Penetration Testing
- Risk & Vulnerability Assessment
- Security Monitoring
EXHIBITOR PROFILE

A European hub of opportunity, bringing a worldwide community together under one roof.

Make sure you’re on the map

In June 2020, the global security industry will return to Infosecurity Europe, on its 25th anniversary to learn about the future of security. Make sure you’re on the map. This annual security event is critical to today’s changing landscape. Exhibiting at Infosecurity Europe places your brand on the cybersecurity agenda. Returning exhibitors have already begun booking for Infosecurity Europe 2020. Don’t miss your chance to secure your place. Contact us now to make sure you don’t miss your chance!

Why expand your customer network through Infosecurity Europe?

You will unlock a global network of senior information security decision-makers such as CISO, CSO, Head of Information Security and Head of Cybersecurity. Exhibiting at Infosecurity Europe puts you face-to-face with thousands of key decision makers who are eager to discover your tech and innovations – it’s the ultimate environment to foster new partnerships.

• Showcase your security products and services to the right audience
• Be a part of the global security conversation, ensuring your technologies are at the heart of innovation development
• Meet face-to-face and have conversations with potential customers
• Stand out from your competitors and reinforce your commitment to the security industry
• Generate global business with high-quality buyers
• Launch your latest security innovations to a captive audience
• Network with key decision makers and forge productive relationships
• Establish and strengthen your supply chain by meeting existing and new partners

Austria
British Virgin Islands
China
Croatia
Czech Republic
Denmark
Estonia
Finland
Japan
Latvia
Lithuania
Luxembourg
Norway
Poland
Republic Of Korea
Romania
Singapore
South Africa
Spain
Sweden
Switzerland
The Netherlands
Turkey
UK
Ukraine
United Arab Emirates
USA

393 Main stand holders
69 Sharing companies
91 First time exhibitors
The theme for Infosecurity Europe 2019 was Cybersecurity 4.0: Complexity, Risk & Resilience, reflecting the increasingly complex challenges facing the infosec community. The purpose of the Infosecurity Europe content programme is to support professionals in tackling these challenges.

We had a full content programme running throughout the three days, providing practical learning and insight that you could take away and apply to your own organisation to improve security posture and maturity. The event gave attendees the chance to learn from their peers, including CISOs, technical experts and industry thought leaders.

Actionable Insight, Ideas & Inspiration

The Infosecurity Europe 2019 conference brought together leading industry experts to share insight and experience, and provide actionable takeaways that attendees could apply directly to improve their organisation’s security posture.

Attendees gained new approaches to enable them to streamline their information security strategy, accelerate the effectiveness of their security tactics to harden their defences and create a security posture fit for the challenges of tomorrow.

What was new for the 2019 conference?

With 10 conference theatres, including the NEW Insights Stage and NEW Cybersecurity for SME Symposium, the event was packed full to the brim with curated content. There was so much to listen to and experience to stimulate your mind, and get some solid take-aways to apply to your business.

FutureSec: A brand new special event that took place on the last day of Infosecurity Europe, addressed the future of the information security industry by focusing on People and Innovation. It was an opportunity to discover how to start and develop your cybersecurity profession and find out which skills will futureproof your career. In addition, a panel session provided start-up companies with guidance on how to develop their business, including how to raise finance, write a business plan and promote their products and services.
The Infosecurity Europe conference brought together a host of inspirational speakers to share best practice on how to tackle today’s challenges and prepare for future ones.

Speakers included:

Kate Adie
Former BBC
Chief News Reporter

Jamie Bartlett
Senior Fellow, Demos,
Bestselling Author

Dame Inga Beale
Former CEO,
Lloyd’s of London

Troy Hunt
Founder,
Have I Been Pwnd

Ciaran Martin
CEO, NCSC

Adam Banks
Chief Technology & Information Officer, Maersk

William Hill
Killian Faughnan Group CISO

Dee Deu
CISO, British Land

Florence Mottay
CISO Europe, Ahold Delhaize

Peter Goodman
Chief Constable of Derbyshire,
Lead for Cyber, NPCC

Dr Keyun Ruan
Google Cloud Engineering,
Google

Tom Cignarella
Director, Security Coordination Center, Adobe

Paula Kershaw
CISO, Europe & UK, HSBC

Peter Brown
Group Manager Technology Policy, Information Commissioner’s Office

Matt Gordon-Smith
CISO, Anglo American

Shawn Scott
Head of Information Security,
Thames Water

Ewa Pilat
Global CISO, Jaguar Land Rover

Bobby Ford
VP & Global CISO, Unilever

Stefan Treloar
Head of Information Security & Business Continuity, IG Group

Deborah Haworth
Head of Information Security,
Penguin Random House UK
AUDIENCE INSIGHT

Each day, in the Keynote Stage we ran different poll questions to find out attendees thoughts about the big industry big issues.

This is what they thought.

Do you think it’s likely there will be an attack on the UK’s critical national infrastructure this year?

- Yes 69%
- No 31%

In 2019, have you been experiencing difficulties in getting investment in security from the board?

- Yes 55%
- No 45%

We found that, despite the fact that most people thought there was an increased likelihood of an attack, the industry itself feels underprepared, with a lack of investment and qualified professionals.

Infosecurity Europe is fighting this by bringing together key thought-leaders in the industry to create a more prepared and dynamic environment.

Are you confident the UK has enough cybersecurity-skilled professionals to meet the growing demands of an increasingly digital economy?

- Yes 14%
- No 86%
JOIN US FOR OUR 25TH ANNIVERSARY, TO CELEBRATE EVERYTHING INFOSEC ON 02-04 JUNE 2020

Keep the conversation going all year round by following us online.

@infosecurity

www.infosecurityeurope.com
www.infosecurity-magazine.com