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ATHENS 2027



**Secure What Matters.
Empower What's Next.**

SMART SECURITY

Where Innovation Meets Protection

Smart Security is the dedicated security sector of **HXG Expo 2027**, Europe's meeting point for modern protection technologies. The sector brings together professionals, innovators, and decision-makers who shape the future of safety in homes, cities, and digital environments.

Smart Security highlights the full spectrum of today's protection needs. From residential and commercial systems to advanced surveillance, cybersecurity, cloud protection, and AI-driven monitoring, the sector creates a clear view of how security evolves in a connected world.

This is more than an exhibition. It is a working environment where attendees discover solutions, test products, attend technical sessions, and connect with experts building the next generation of secure infrastructure.

Visitors can explore interactive zones, hands-on demonstrations, and real use cases powered by AI, IoT, smart analytics, and intelligent access control. Whether the goal is to protect a household, a business campus, or a digital network, Smart Security provides a direct path to practical solutions and strategic collaboration.

Smart Security at HXG Expo is where innovation becomes protection and where companies gain the visibility and partnerships they need to grow in a competitive market.



About Us

Smart Security is organized by **NEXT LVL EU Limited (NLE)**, a company dedicated to building world-class B2B platforms that connect industries and accelerate innovation. Our vision is simple. Create events that help businesses grow, help ideas scale, and help technologies find real applications in global markets.

With more than twelve years of experience in international exhibitions, NLE has built a strong reputation for designing and delivering high-impact events. Our team brings together manufacturers, startups, investors, government bodies, and decision-makers in practical environments where real business happens.

NLE is the organizer behind several major industry platforms, including:

- **HXG Expo**, a unified innovation showcase across six sectors: Smart Security, Genergy, CMTECH, FinTech, Smart HomeTech, and the Start-Up Hub.
- **CMTECH**, focused on computing, AI, mobile systems, and digital infrastructure.
- **FinTech**, centered on financial technology and the digital transformation of financial systems.
- **Smart HomeTech**, highlighting automation, smart living, and consumer innovation.
- **Genergy**, dedicated to sustainable energy, mobility, and clean technology.
- **Start-Up Hub**, a launchpad for early-stage companies seeking visibility, partners, and investment.

Smart Security, co-presented at **HXG Expo 2027 in Athens**, is one of our flagship sectors. It brings together global leaders in cybersecurity, surveillance, access control, and integrated protection systems. More importantly, it reflects our commitment to creating environments where ideas move from concept to implementation.

At NLE, we believe the future is built through cooperation. Smart Security is one of the places where that future takes shape.



Scope

A Complete View of Smart Security

Smart Security provides a comprehensive, practical view of how protection works today. It brings together the technologies, strategies, and real-world applications that are shaping the next generation of security. The sector merges physical, digital, and automated solutions into one focused experience so visitors can see how safety works across homes, businesses, and online ecosystems.

What the Sector Covers

Smart Home Security

Modern home protection systems include advanced sensors, smart locks, automation hubs, monitoring tools, and connected alert platforms.

Business and Enterprise Security

Access control, biometric identification, enterprise surveillance, smart cameras, and AI analytics that support safer operations and stronger infrastructure.

Cybersecurity

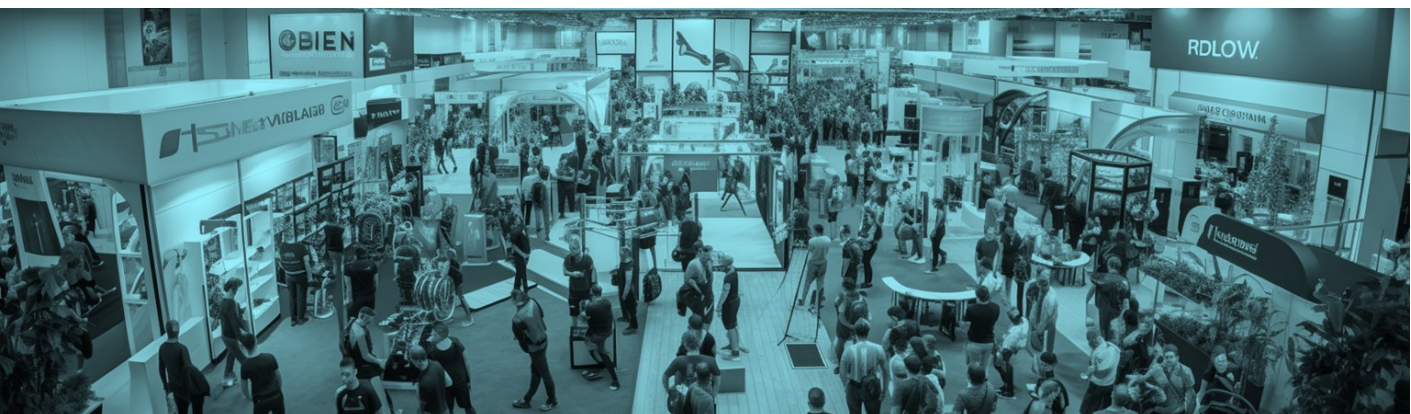
Threat detection, cloud security, data protection frameworks, encryption, compliance tools, and identity management are designed for an increasingly digital world.

More Than an Exhibition

Visitors gain access to a full program that supports learning, collaboration, and practical decision-making. The program includes:

- Hands-on workshops and guided product demos
- Keynotes with global industry leaders
- Insights on compliance and regulatory standards such as GDPR, HIPAA, and ISO
- Real case studies that show how companies manage risks
- Collaboration zones for startups, scale-ups, and enterprise partners

Smart Security is not just a showcase. It is a forward-focused environment where innovation becomes real solutions, where companies find partners, and where practical ideas and clear execution shape the future of protection.



Sector Highlights

Explore the Full Spectrum of Smart Security

Smart Security is built around three essential pillars that define modern protection. Each pillar brings forward the latest technologies, real demonstrations, expert insights, and practical knowledge that show how security is evolving across daily life, business operations, and digital ecosystems.

1. Smart Home Security

See how AI, IoT, and mobile systems are transforming home safety. This track presents real-time alert tools, automated locks, intelligent cameras, and home automation platforms designed to protect residents while offering comfort and ease of use. It is the ideal space for anyone looking to upgrade residential protection with simple, connected solutions.

2. Business Security

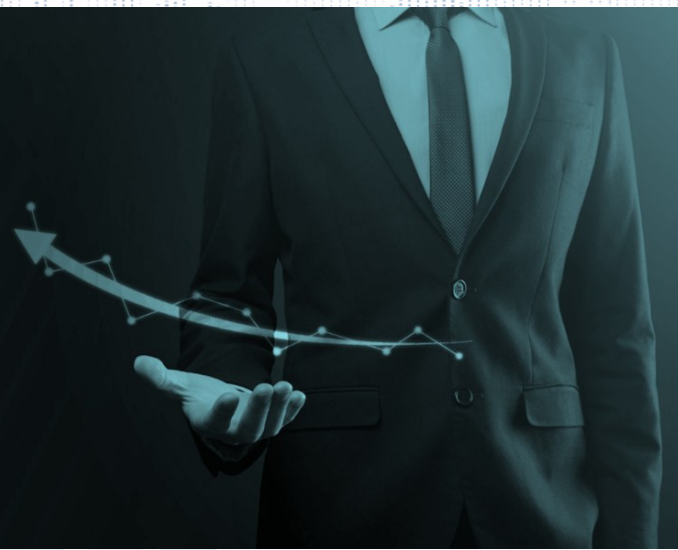
This track delivers a full view of how companies can secure their operations. Explore access control, biometric identification, smart surveillance, and AI-driven analytics that help businesses protect people, assets, and data. Learn how modern security solutions support compliance, efficiency, and strong day-to-day performance.

3. Cybersecurity

As digital activity grows, safeguarding data becomes a strategic priority. This segment focuses on the newest threats and the tools designed to stop them. Topics include cloud protection, ransomware defence, threat detection, identity management, and zero-trust models. Attendees gain practical knowledge that helps them build stronger, safer digital environments.

Smart Security brings all three pillars together into one powerful experience. It helps visitors understand the landscape, explore solutions, and make informed decisions that matter.

**Technology That
Protects.
Connections That
Last.**



expo

Segment Expansions

Smart Home Security

Connected living with real-time protection

Smart home security is reshaping how people protect and manage their living spaces. Visitors can explore smart locks, motion sensors, AI cameras, and real-time alert systems that combine safety and convenience. The segment also shows how different devices connect through one platform so homeowners can manage everything easily from anywhere.

Key features:

- Live smart home demonstrations including locks, alarms, and cameras
- IoT integration and home automation systems
- Sessions on privacy, compliance, and user-friendly design

Business Security

Protecting infrastructure, people, and daily operations

For any business, security is a core requirement. This segment presents modern solutions that safeguard facilities and digital environments through access management, biometric systems, AI surveillance, and integrated monitoring tools. Attendees also receive guidance on risk management, regulatory compliance, and building scalable security frameworks for different industries.

Key features:

- Advanced video surveillance, access control, and monitoring systems
- Workshops on GDPR and HIPAA compliance
- Case studies from retail, manufacturing, logistics, and corporate settings

Cybersecurity

Protect your data and secure your future.

Cybersecurity sits at the heart of modern risk management. This segment focuses on current threats and the strategies needed to defend digital environments. From ransomware resilience to cloud protection and zero-trust principles, attendees gain clear insights into the tools that protect networks, systems, and identities.

Key features:

- Expert panels on threat response, resilience, and best practices
- Interactive demos of endpoint and cloud security tools
- Access to resource guides, frameworks, and practical toolkits

Why Exhibit

Gain visibility. Build trust. Accelerate growth.

Exhibiting within the Smart Security sector at **HXG Expo 2027** is a strategic opportunity to stand out in a fast-moving industry. It gives your company a direct line to the people who influence buying decisions and shape the future of security across residential, commercial, and digital environments.

Your booth becomes a platform for engagement, product validation, and meaningful business conversations with an audience actively seeking new and reliable solutions.

What You Gain

High-value exposure

Showcase your products and services to a curated audience of professionals, corporate buyers, integrators, and public-sector decision makers.

Live demonstrations

Present your solutions in real time and give visitors a clear view of performance, usability, and practical application.

Quality leads

Connect with visitors who are ready to invest, upgrade, or partner. These interactions often turn into long-term business opportunities.

Industry credibility

Strengthen your position as a trusted innovator through sector visibility, conference participation, and media presence.

Market insights

Collect feedback, understand customer needs, and identify competitive gaps to guide product and strategy improvements.

Sales acceleration

Drive conversions, close deals on-site, and expand your professional network with distributors, integrators, and enterprise clients.

Smart Security is the stage where emerging brands gain traction and established players reinforce leadership. It is the place to stand out, connect with the right audience, and grow with confidence.

Why Attend

Discover. Connect. Advance.

Attending the Smart Security sector at **HXG Expo 2027** gives you direct access to the ideas, technologies, and people shaping the future of protection. It is a practical learning environment where visitors explore solutions, build professional relationships, and gain insights that support real decision-making.

What You Gain

Network with industry leaders

Meet senior professionals, innovators, and decision-makers from across the global security ecosystem. Build relationships that open new opportunities.

Learn from experts

Join structured sessions, keynotes, and workshops that address the most important challenges in smart security. Gain knowledge you can apply immediately.

Experience innovation firsthand

See real demonstrations of AI surveillance, cybersecurity systems, IoT integration, smart monitoring, and advanced protection tools.

Advance your career

Access certification programs, training modules, and practical content designed to strengthen your professional skills and help you grow.

Stay ahead of the curve.

Discover real case studies, trend analysis, and future insights that support better planning and smarter strategy for your organization.

Smart Security gives you everything you need to protect your home, strengthen your business, or secure your digital environment. It is the place where knowledge, technology, and partnerships come together to support your goals.



Who Exhibits

Smart Security brings together companies that shape the future of protection. Exhibitors represent the full chain of solutions that keep homes, businesses, and digital environments secure.

1. Business Security Providers

Companies offering access control systems, video surveillance, biometric entry, perimeter protection, and enterprise-level monitoring. These solutions support safe operations across retail, corporate, industrial, and public environments.

2. Cybersecurity Companies

Vendors specializing in antivirus, threat detection, cloud protection, identity access management, and endpoint security. These exhibitors help organizations safeguard digital assets and respond to modern cyber risks.

3. IoT and Integration Platforms

Firms focused on smart device interoperability, automation hubs, and unified control platforms. Their solutions enable seamless communication across sensors, cameras, alarms, and smart devices.

4. Consulting and Research Firms

Analysts, risk auditors, and security advisors offering market intelligence, compliance guidance, and strategic insights. These partners help businesses plan and implement secure systems.

5. Insurance and Risk Firms

Organizations linking security solutions with risk reduction, compliance benefits, and insurance incentives. They provide an additional perspective on the financial impact of strong security practices. Smart Security gives every exhibitor a platform to strengthen credibility, reach qualified buyers, and position their brand at the center of the future protection landscape.

Visitor Profile

Who Attends

Smart Security attracts a high-value audience of professionals who influence decisions, evaluate solutions, and lead security strategies across industries.

Visitors include:

- CISOs, IT Managers, and Security Directors
- Facility Managers and Property Developers
- Corporate, Retail, and Industrial Security Leaders
- Startups, Investors, and Innovation Teams
- Government Agencies, Public Authorities, and First Responders
- Smart Home Enthusiasts, Integrators, and Tech Consumers

Smart Security brings all these audiences together in one environment, creating a direct path to collaboration, product evaluation, and informed decision making.

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**THANK YOU FOR JOINING US
AT THE SMART SECURITY IN HXG EXPO.
TOGETHER, WE'RE SHAPING
THE FUTURE OF PROTECTION
SMARTER, STRONGER, AND SAFER.**



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MEC (Mediterranean Exhibition Center)