

## Edwards promotes fire systems solutions at annual Intersec Convention and Expo Dubai, UAE

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Intersec is an international meeting platform for the security & safety industry. For 19 years Intersec has proven to be a preferred business platform in the MENA region and beyond.

The event featured over 1,200 exhibitors and more than 31,000 trade visitors from 131 countries making it the biggest international exhibition of this kind in the world.

Many key conferences were held during Intersec: Intersec fire safety, Intersec information security, Intersec commercial security, Intersec techtextil Middle East symposium, occupational safety and safety design in buildings.



Intersec attendance exceeded 31,000 visitors

Edwards participated in the exposition at the United Technologies pavilion. Highlighted were the building automation systems integration capabilities of the FireWorks product and the flagship EST3 emergency communications platform.



Yasser AlBassam and Chito Adapon, Edwards's international sales, and Mrs. Mayssam Msharrafieh and Mr. Mazen Dbouk of Mac-Corp chat after an Edwards presentation.

Edwards also conducted a product session during the convention to offer more one-on-one attention to solution details to Edwards partners.

Yasser AlBassam, international sales manager for Edwards said, "The quality of attendees at both the exposition and our training session was excellent. I was very pleased with the interest shown and the opportunities for new business for Edwards in the region."

The combination of learning and demonstration helped create much greater awareness of the Edwards brand worldwide.