

Security 2011 Exhibition Brings Global Security Challenge's APAC Finals to Australia

- *International competition recognises security start-ups and SMEs with prize funds totalling US\$500,000*
- *Applications close Thursday, June 30, 2011*

SYDNEY – June 27, 2011 – Security 2011 Exhibition (August 24 – 26, Sydney Convention & Exhibition Centre), organised by Diversified Exhibitions Australia, will host the APAC finals of the 6th Global Security Challenge. The Global Security Challenge (GSC), a creation of UK-based OmniCompete, is an international competition with prize funds for security start-ups and businesses totalling US\$500,000. Applications close this Thursday, June 30, 2011 (23.59 PDT/PST).

Supported by US Department of Defense agency, the Technical Support Working Group (TSWG), BAE Systems plc and Nauta Capital, the Global Security Challenge looks for new technologies and innovations that address public security needs. The competition features two categories, one for startups, which is open to embryonic companies, concept projects or university research projects, and one for SMEs (small and medium enterprises) with annual revenue and investments under US\$15million. The GSC is completely free to enter and makes no demands on IP or company ownership.

Areas of technology that will be considered include but are not limited to: Vehicle or person-borne explosives detection and response, personal protective equipment, cyber security, intrusion detection, biometrics, emergency response / situational awareness, detection sensors, aviation and public transport security, facility and personnel decontamination, video surveillance, RFID, data-mining, biotechnologies, and explosive trace detection.

The brainchild of OmniCompete, Global Security Challenge was conceived at London Business School in 2005, where the founders met during their MBAs. GSC top contenders from previous competitions have subsequently generated over US\$100 million in investment and acquisitions. Last year, Australian company iWebGate won the competition in the Best Security SME of the Year category.

“We are excited to bring the Global Security Challenge to Sydney for Security 2011 Exhibition,” said Kobe Johns, Exhibition Manager for Security 2011 Exhibition at Diversified Exhibitions Australia. “The application deadline is looming, and we strongly encourage regional start-ups and businesses to find inspiration in iWebGate’s success and enter the competition.”

For more information on the Global Security Challenge’s competition categories and to enter, please visit <http://www.omnicompete.com/security>

Details of the GSC APAC finals will be announced next month.

About Security 2011 Exhibition

Security 2011 Exhibition is the must-attend trade show for security professionals in Asia Pacific. Now in its 26th year, Security 2011 is expected to attract more than 4,500 visitors from government and private enterprises, including security consultants, facilities managers, security and safety officers and installers. The 2010 exhibition attendees had a combined buying power of more than \$10 billion.

More than 100 companies have already secured their place at Security 2011 Exhibition, including leading brands such as Assa Abloy, ADI Global Distribution, Mobotix, Dedicated Micros, Genetec, NESS, AXIS, Motorola, Geutebruck, Identive Group, and Gallagher Security Management Systems.

Security 2011 Exhibition is endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend for free at <http://www.securityexpo.com.au>

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About Security 2011 Exhibition & Conference

[Security 2011 Exhibition & Conference](#) is the largest exhibition and conference event created specifically for the Australian security industry. The event, supported by the peak security industry body ASIAL, and other industry associations, delivers an unparalleled opportunity for exhibitors to showcase security solutions, products and services to a highly targeted and influential audience.

About Diversified Exhibitions Australia

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: www.divexhibitions.com.au