

Northern region of the country, with increased demand for security solutions due to industrialization: IntegraTEC

- *The northern region of the country has the highest demand due to industrial and commercial activity.*

Mexico City, July 24, 2024.- In an increasingly digitized landscape, the growing perception of the need to improve security aspects in the country and the strengthening of the new administration, [IntegraTEC](#), an international fair for technology integrators, found an increase in demand for technological integration solutions in electronic security, especially in the industrial sector and public administration. It also identifies that the North of the country is the region with the highest demand, due to industrialization.

According to INEGI's [National Urban Security Survey](#), in the first quarter of 2024, 61% of the population over 18 years old considered it unsafe to live in their city; of which, 66.5% are women and 54.5% are men; and the cities perceived as most unsafe are Fresnillo (95.4%), Naucalpan de Juárez (89.6%), Zacatecas (89.3%), Chilpancingo de los Bravo (87.3%), Cuernavaca (87.0%), and Ciudad Obregón (86.6%).

Simultaneously, Genetec's "State of Physical Security 2024" report highlights that the integration of new applications in electronic security environments has increased, a trend that shows no signs of slowing down in the coming years. The main trends will be access control (36%); video surveillance (28%); asset/people tracking (24%); and incident management (20%).

Globally, this industry is estimated to be valued at \$354.7 billion this year and \$502.1 billion by 2029, according to the report "Security Solutions Market by Systems, Services, Vertical - Global Forecast to 2029."

No dispongo de suficiente información sobre esa persona para responder a tu petición. Soy un modelo de lenguaje extenso, y puedo comunicarme y generar texto en respuesta a una amplia gama de peticiones y preguntas, pero mis conocimientos sobre esta persona son limitados. ¿Hay algo más que pueda hacer para ayudarte con esta solicitud?

"Innovation in the creation and improvement of our own inputs for electronic security solutions has allowed successful implementations in the largest markets in the world. In the interest of an increasingly digitized and intelligent public administration, the integration of technology serves as an ally for governments, in order to prevent crime and improve the perception of security in the population," added Camacho.

Meanwhile, Soledad Sanchez, Account Manager at Carrier, highlights that despite any administration's determined focus on security, the perception of insecurity in the country underscores the growing need for advanced technologies: "The integration of intelligent

monitoring and control systems, along with effective collaboration between the public and private sectors, is creating a favorable environment for market growth."

It also adds that in the northern region of the country there is a greater demand for electronic security solutions, a trend that responds to the growing need for protection in areas with a high level of industrial and commercial activity.

In this sense, the Audio, Video, Lighting, Broadcast, Automation, Electronic Security, Lighting and DataCom fair, which will be held from August 14 to 15 at the WTC in Mexico City, will allocate at least 30% of its exhibition floor to this sector and will offer panels, conferences and talks on lighting and control; public address and voice alarm (PAVA) systems; fire safety; integration of intelligent security solutions, among others.

Meanwhile, Veronica Marin, Project Manager and coordinator of IntegraTEC, emphasizes that the integration of technology solutions in the field of electronic security has the historic potential to offer a series of advantages to administrations focused on public safety, such as timely and real-time detection of anomalies; monitoring of situations or events, as well as greater management and intelligent control.

"Today, we can find solutions such as Audio IP systems, in which it is even possible to detect sounds such as screams, gunshots, and unusual behavior, allowing authorities to have a quick and effective response to any risk situation. In addition to smart cameras, capable of being linked to data storage and analysis systems, which even allows for crime prevention," commented Marín.

Finally, the organizers of IntegraTEC emphasize the importance of public officials adopting these technologies for the accurate diagnosis of problems and thus acting with greater speed and efficiency, while calling on them to approach these types of solutions for proper public safety management.

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About IntegraTEC

With a history of over 12 years in Latin America, it is the only annual and regional trade show for technology integration in Audio, Video and Lighting, as well as Broadcast, Electronic Security, Lighting, Automation and systems integration or DataComm. It arises from the evolution and merger of the TMI LATAM, DataNet and Tecnotelevisión&Radio fairs, as a space for the exchange of knowledge and business for integrators, distributors and end users of transversal and cutting-edge technological solutions in systems integration.

For more information about IntegraTEC, visit: <https://www.integratec.show/en/>