

BRAZIL security market report

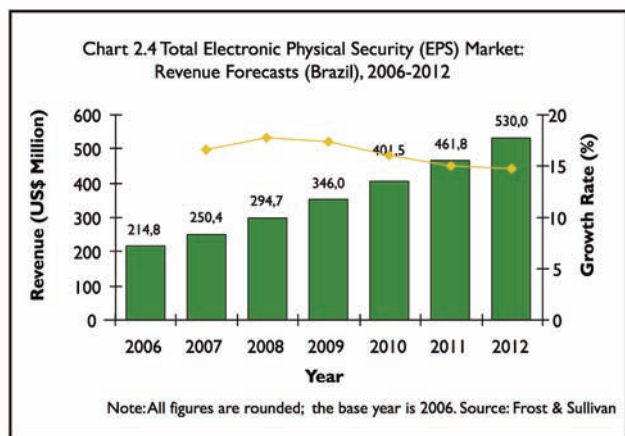
With a current cumulative average growth rate estimated at 16.2 percent through 2012, the demand for electronic physical security products in Brazil is growing at more than twice the rate of GDP.

The Security Industry Association (SIA) sees abundant opportunity in the Brazilian market for electronic security companies and SIA's *Brazil Security Market Report* details all of these market insights and trends by technology and market sector.

Foreign direct investment (FDI) in Brazil has increased to US \$15.5 billion in 2005 and US \$20.0 billion in 2006. FDI is expected to continue to increase by 10 percent in 2007, and by 9.5 percent per year through 2009.

SIA's *Brazil Security Market Report* quantifies the security industry and business opportunities for each of the technologies examined, including: Alarms, Fire, Video Surveillance, Electronic Article Surveillance and Access Control.

Total Electronic Physical Security Market and growth through 2012



Order your copy today at
www.siaonline.org

SIA Member Price: \$1500
Non-Member Price: \$2500

Investment Opportunities Abound for US Security Companies

The market volume of the Brazilian electronic security market reached US \$214.8 million in 2006 and is expected to reach \$530.0 million by 2012. By 2012, the proportions of the market held by various technologies are expected to be:

- alarms 15.7%;
- fire detection and monitoring systems 5.8%;
- video surveillance systems 41.9%;
- electronic article surveillance (EAS) 9.7% and;
- physical access control systems 26.9%.

Market Sector At A Glance: Banking

- Brazil's banking sector spent US\$3 billion on automation and new technologies in 2005, an increase of 10% over 2004.
- Approximately 90% of the banking terminals are EMV-compatible, causing fraud rates to decrease by more than 80% since 1999.
- The banking sector accounted for 25% of the IT investments in the country in 2005.
- Use of debit cards accounted for 28% of the total transaction volume in 2006.

SIA's *Brazil Security Market Report* is available in PDF format, downloadable on a secure server.

: cf'a cfY']bZcfa Uh'cb'W'bhUWf5'U]b' HU'ncfZ'G-5'ij'gUYg'
a UbU'YfZ'U'+\$' !*(+!, (, %cf'UH'ncf4' gl'cb']bY'cf["

BRAZIL SECURITY MARKET

THE SECURITY INDUSTRY ASSOCIATION REPORT



Go Global with
SIA's International
Security Market
Reports

visit www.siaonline.org to order

