

RETURNING TO SEOUL FOR A FRONT ROW SEAT TO THE FUTURE OF SECURITY

Mahir Hodžić, General Manager at a&s Middle East, shares his impressions from his second visit to SECON & eGISEC, Asia's largest integrated security expo

■ By: Mahir Hodžić
mahir.hodzic@asmideast.com

Returning to Seoul for SECON & eGISEC 2025 felt less like a routine business trip and more like stepping back into the command center of the global security industry. That was my first impression on this second visit to Korea's premier security trade event.

As someone who had already experienced the sheer scale and ambition of this event, I thought I knew what to expect. But I was wrong. This year's edition didn't just match my previous impressions—it surpassed them in every possible way.

With the generous support of our Korean hosts, I had the privilege of immersing myself once again in the world's fastest-evolving sector. SECON has long held a special place on our calendar, and this year, with over 410 exhibitors from 15 countries and nearly 26,000 industry professionals in attendance, it reaffirmed its role as Asia's undisputed leader in integrated security events.

AI Isn't Coming—It's Already in Command

If there's one overarching theme that defined SECON & eGISEC 2025, it was clear: artificial intelligence is no longer a futuristic talking point—it's the new foundation. Under the event's guiding theme, "A New Security Paradigm Powered by AI," we witnessed firsthand how AI is being embedded deep within the architecture of both physical and cyber security solutions.



From video surveillance and access control to threat detection and identity management, AI wasn't just sprinkled in—it was the engine driving innovation. One standout example came from Hanwha Vision's AI BOX, a modular system that brings AI analytics to standard cameras, along with Dynamic Privacy Masking (DPM) to meet worker safety standards. IDIS, another industry heavyweight, showcased its NOVA Line equipped with a 1-inch image sensor and robust AI analytics for situational awareness. IntellivIX's Gen AMS was another highlight for us: an AI-powered system that generates surveillance logs autonomously using generative AI, showing just how far automation in this space has come. Meanwhile, iNNODEP demonstrated its MLOps-based auto-labelling technology

for large-scale video analytics, underscoring a clear direction: scale and precision must now go hand in hand.

Bridging Physical and Cyber Domains

SECON has always been about more than just technology displays; it's about demonstrating integration across disciplines. Nowhere was this more apparent than in the convergence of physical and cyber domains. We're witnessing a maturing approach where access control, video analytics, and cybersecurity operate in synchrony, not isolation.

Suprema's BioStar X caught our attention for this very reason. By merging facial recognition-based access control with AI-enhanced video analytics and



automating actions like product delivery post-verification, the solution redefined operational fluidity. Deepnoid's SkyMaruSecurity, which uses real-time X-ray image analysis to identify 20 types of prohibited items, pushed the frontier of aviation security with remarkable efficiency. The eGISEC segment of the event, with its dedicated focus on cybersecurity and digital transformation, offered a compelling look into the future of Zero Trust architecture. With presentations from players like AhnLab, whose XDR platform integrates AI-based threat detection and a large language model (LLM) assistant for log analysis, it became evident that adaptive, behavior-driven security is quickly becoming the gold standard. Weeds Korea's BlackBox Suite and Pribit's PacketGo ZTNA stood out as mature, ready-for-market solutions designed around continuous verification and personalized data protection. These were not concepts in development—they were already protecting networks in real time.

International Collaboration and Insight Exchange

Aside from the products and the sessions, one of the most enriching aspects of SECON is always the people. We held numerous high-value meetings with long-standing partners and new prospects alike. These conversations provided vital insights into the evolving security priorities across East Asia. The Korean market, in particular, continues to be a beacon of innovation, especially when it comes to implementing smart city frameworks and scalable AI deployments.

Thanks to the warm hospitality of our partners and the tireless effort of the organizers, we had meaningful exchanges not just about technologies, but about strategies, cultural nuances, and long-term cooperation. The Hosted Buyer Program alone facilitated over 530 business matchmaking sessions. With representatives from 35 countries, the cross-pollination of ideas and perspectives was both rich and instructive.

What made the event even more impactful was its simultaneous hosting of the UNIDO ITPO Korea delegation program, connecting industry professionals with policymakers from 24 developing countries. These conversations reminded us that while the tools may evolve rapidly, security remains a global, shared concern—and so does the responsibility to get it right.

Reflections on the Conference Sessions

With 26 conference tracks and 116 sessions, SECON 2025 was also an intellectual feast. From Advanced Persistent Threats (APT) and DDoS trends to deepfake mitigation and smart city integration, the knowledge exchange was intense.

It was a pleasure listening to Mr. Young Suk Lee from Korea's Ministry of the Interior and Safety, who emphasized the need for cross-sector collaboration to combat rising cybercrime. Meanwhile, Oh Jun Yoon from the National Intelligence Service laid out an equally compelling vision of security resilience through AI, automation, and intelligence sharing. These were not theoretical proposals—they

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were backed by data, use cases, and clear implementation roadmaps. The discussions highlighted how the Zero Trust model is no longer an option, but a necessity. In an era of fragmented networks and ever-more creative attack vectors, only adaptive and integrated approaches can deliver true peace of mind.

What I Took Home

This year's visit to SECON wasn't just about seeing what's new—it was about seeing what's next. And what's next is clear: we are transitioning into a phase where traditional security boundaries no longer apply. AI has become the common thread stitching together physical infrastructure, digital environments, and human behavior.

There's also a noticeable shift from reactive to proactive models. Whether through real-time monitoring, generative log reporting, or predictive behavior analysis, the goal now is to detect and defuse threats before they materialize.

From a&s Middle East's standpoint, our second participation at SECON has once again proven immensely valuable. The access to emerging technologies, the depth of strategic dialogue, and the scale of international engagement all confirmed that Seoul is not just a venue—it's a hub where the future of security is being designed, tested, and launched.

Until Next Time, SECON

To our partners, colleagues, and the incredible SECON & eGISEC 2025 organizing team: thank you. Your expertise, generosity, and vision made this a standout event. We return with renewed energy, sharper insight, and a deeper commitment to driving security innovation across the regions we serve.

Until the next edition—stay secure, stay smart, and keep building the future. ■