



## THE CCTV MARKET IN CE, SE AND EASTERN EUROPE Romania, Poland, Turkey, Ukraine, Estonia

The market of the CCTV and video surveillance systems is expanding in the emerging markets in CE, SE and Eastern Europe, as a result of the continuous expansion of the modern retail, medical services and banking sectors in the region.

Additionally, in many countries in the region, video monitoring systems are required to be installed in schools, universities, hospitals and other locations where such devices have proven their benefits such as:

- general decrease in acts of vandalism in the monitored areas
- drop in delinquency
- decrease in shoplifting
- possibility to gain a body of evidence in case of a crime
- increase of a feeling of security amongst inhabitants



Examples of countries in CE, SE and Eastern Europe that registered growths of the CCTV and video surveillance market are presented below.



### **Romania**

The Romanian market of the video security technology and services registered growth in the recent years. Usually, the CCTV systems in Romania are used in modern retail, banks, hotels, shopping centres, public spaces etc.

Modern retail in Romania has registered important developments in 2011:

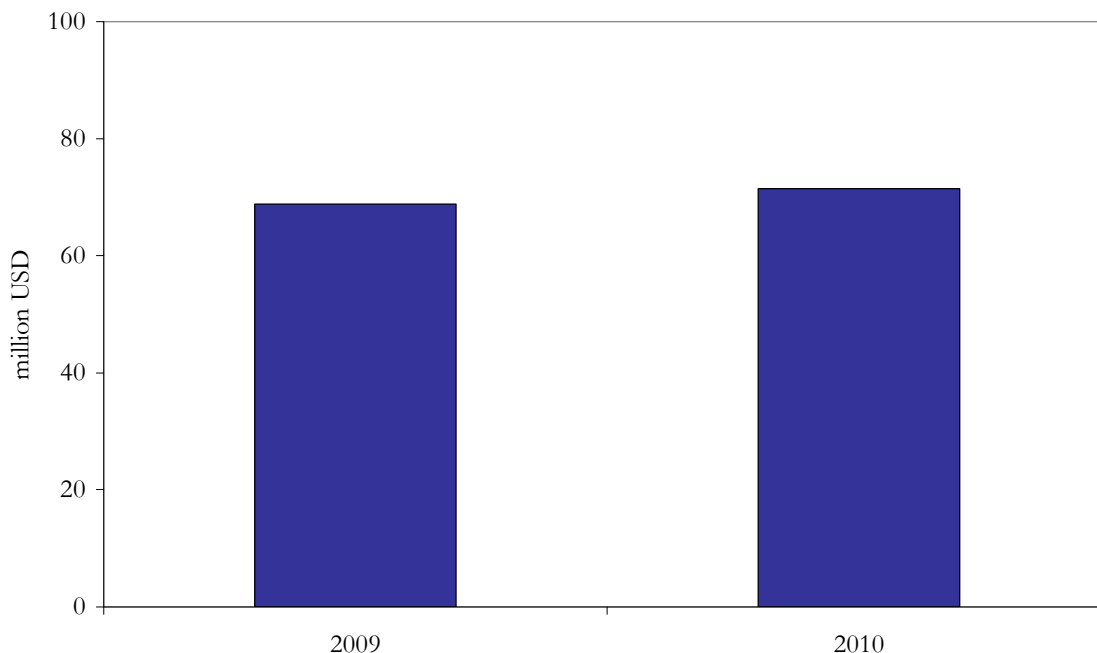
- Carrefour opened in October 2011 its 8th supermarket in Bucharest. At national level, Carrefour has 39 supermarkets and 23 hypermarkets.
- Lidl opened 11 stores in October 2011 and has in construction another 17 units. At present, the expansion strategy targets cities with over 30,000 inhabitants.
- Kaufland will open at least four new stores by the end of 2011, reaching almost 70 units at the national level.
- Mega Image opened in November 2011 its 100th supermarket in Romania. The retailer expanded mainly in Bucharest, where it has 75 stores, and in the neighbouring areas.
- Cora opened in October 2011 a store in Arad, following investments of five million EUR. Cora plans to open 20 - 25 stores by 2015 in Romania.
- H&M will open three new stores in Romania in November 2011, located in Bucharest, Oradea and Constanta. So far, the retailer has eight stores in Romania, out of which five are located in Bucharest.
- C&A opened in October 2011 its 13th store in Romania. By the end of 2011, C&A intends to have a network of 17 stores in Romania.
- Maritimo Shopping Center in Constanta was opened in October 2011, following investments of over 100 million EUR.

According to the decision of the Ministry of Education, Research, Youth and Sports in Romania, for the high-school graduation exams, all the examination rooms in schools have to be equipped with video surveillance equipment. It is expected that this will generate a market demand for the imported CCTV and digital equipment.



The imports of television cameras in Romania recorded some 71 million USD in 2010, up by approx. 4% compared to 2009.

### Imports of television cameras in Romania



*Source: Romanian Center for Trade and Investment*

### Poland

At present, CCCTV systems are installed in Poland in shopping centres, banks, public buildings, stadiums, streets, schools, kindergartens etc.

Bytom city in Poland has one of the most advanced systems of urban monitoring in the region. At present, the Polish - Japanese Institute of Information Technology in Bytom performs a two-year research project on innovative solutions leading to an increase of the security in cities and local properties. The main outcome of the project will be a system of automatic identification of behaviour and people and a method of detecting dangerous situations.

Other city in Poland that uses high-tech systems is Poznan that has cameras acting within an umbrella system of monitoring and enable the identification of people both during the day and at night.

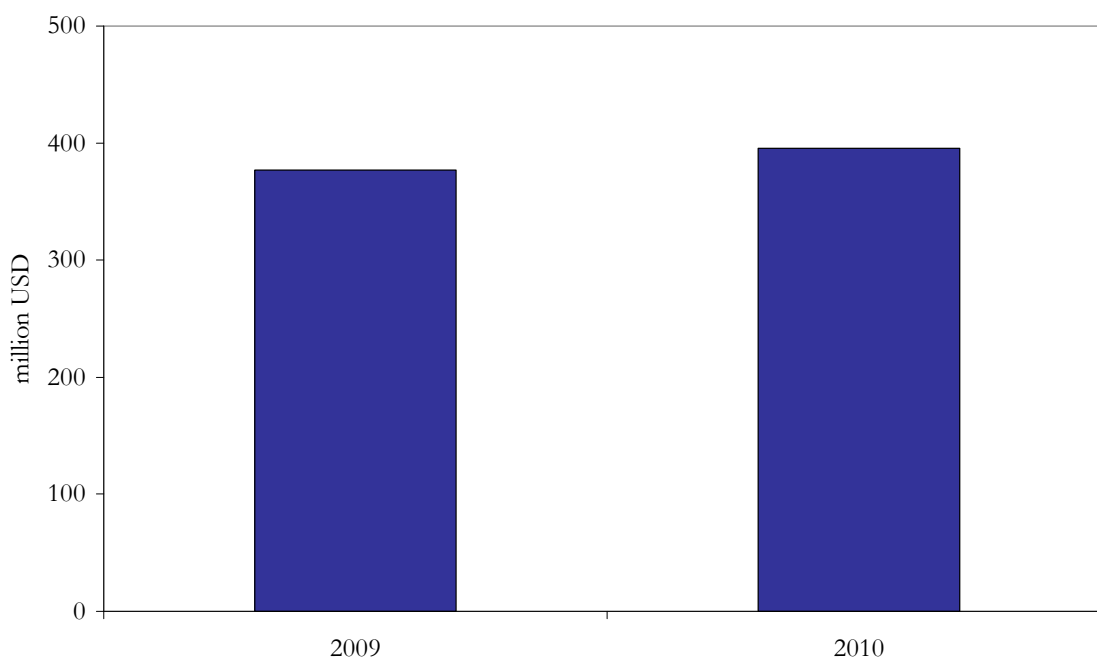
As a result of using CCTV cameras in Poland, petty crime in monitored regions of Radom fell by 50% and in other cities by 25 - 75%. In areas with CCTV cameras there was recorded a radical decrease in assaults, hooligan pranks, thefts, destruction of property and an increase in the obedience of the rules of traffic.

The strategic placing of the CCTV cameras on eight roads leading in and out of Jaworzno city in Poland reduced drastically the car thefts in the city. The high tech cameras which cost PLN 600,000 can record video, take photos and zoom in to see exactly the vehicle driver. As a result of the cameras using, the success rate in fighting all crime in the city is up to 40%.

In Poland, funds from the local governmental resources or EU are available for monitoring systems. The costs of the investment can also be covered by the police, a private sponsor or a foundation established for this aim.

The imports of television cameras in Poland recorded an increase by approx. 5% in value in 2010 compared to 2009.

### Imports of television cameras in Poland



*Source: Central Statistical Office of Poland*

## Turkey

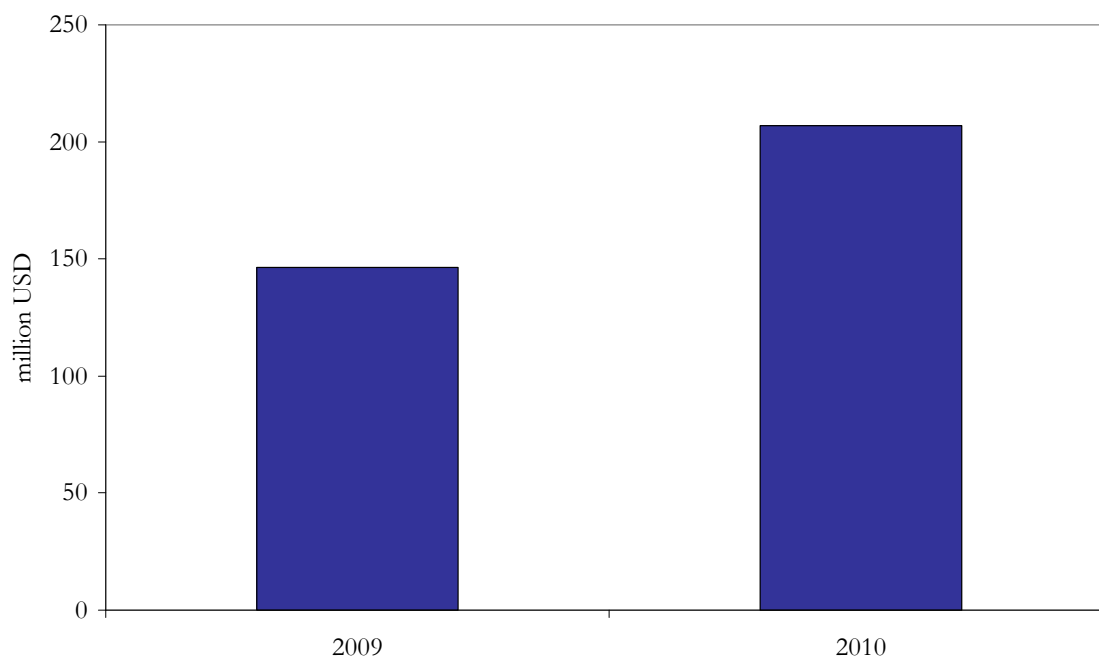
The security awareness gradually increased in Turkey and more and more individual and corporate users choose to use video surveillance systems.

According to Pronet, one of Turkey's leading suppliers of security surveillance system products and services, there is a great interest in electronic security systems in Turkey.

Pronet targets to increase its number of Turkish customers from 75,000 at the beginning of 2011 to 310,000 in the next three years. The company estimates revenues of 50 million USD in 2011. Pronet has a market share of approx. 50% in the Turkish security and surveillance market.

The value of the imports of television cameras in Turkey recorded a growth by approx. 41% in 2010 compared to the previous year.

**Imports of television cameras in Turkey**



*Source: Turkish Statistical Institute*

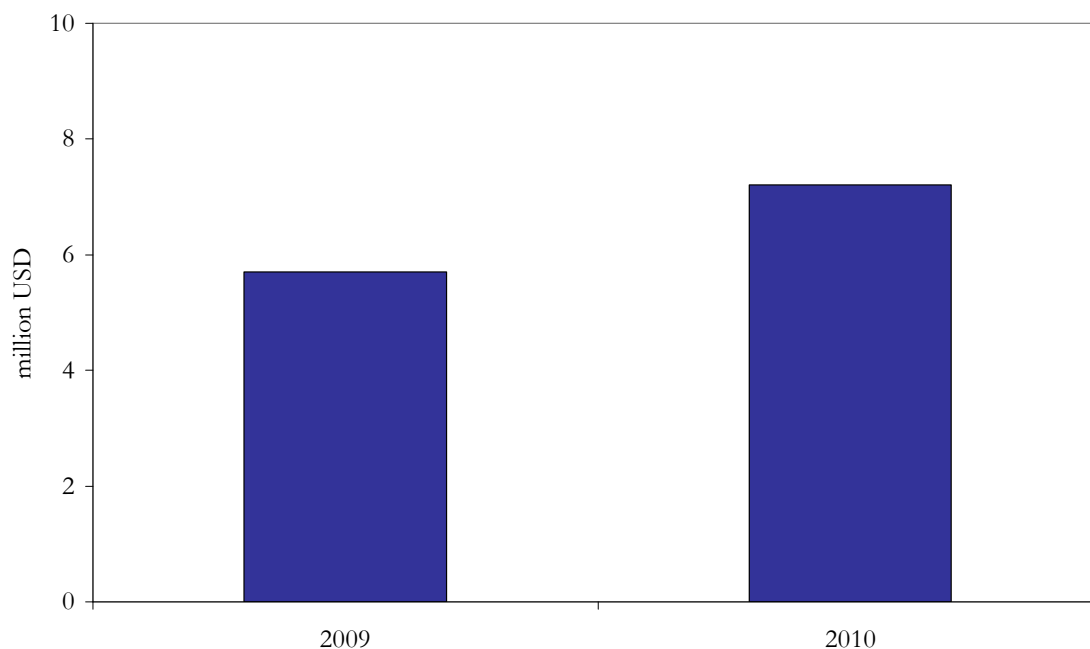
## Ukraine

In the preparation of the 2012 European Football Championship, about 4,000 CCTV cameras will be installed in Ukraine in order to control the law and order in the streets and other public areas.

The cameras will be connected to a unified system of hundreds of cameras of banks, shops and companies.

The value of the imports of television cameras in Ukraine recorded in 2010 a growth by approx. 26% compared to 2009, reaching some 7.2 million USD.

**Imports of television cameras in Ukraine**



*Source: State Statistics Committee of Ukraine*

## Estonia

According to Moody's, the Estonian economy is expected to expand by 7% in 2011 and 3% in 2012. Annual GDP growth in 2011 across the Baltics is predicted at 3.5% and consumer confidence is rising. One example is a major shopping centres owner, Linstow Center

Management, which recently reported uninterrupted turnover growth over the last 14 months in all 6 Baltic properties it manages.

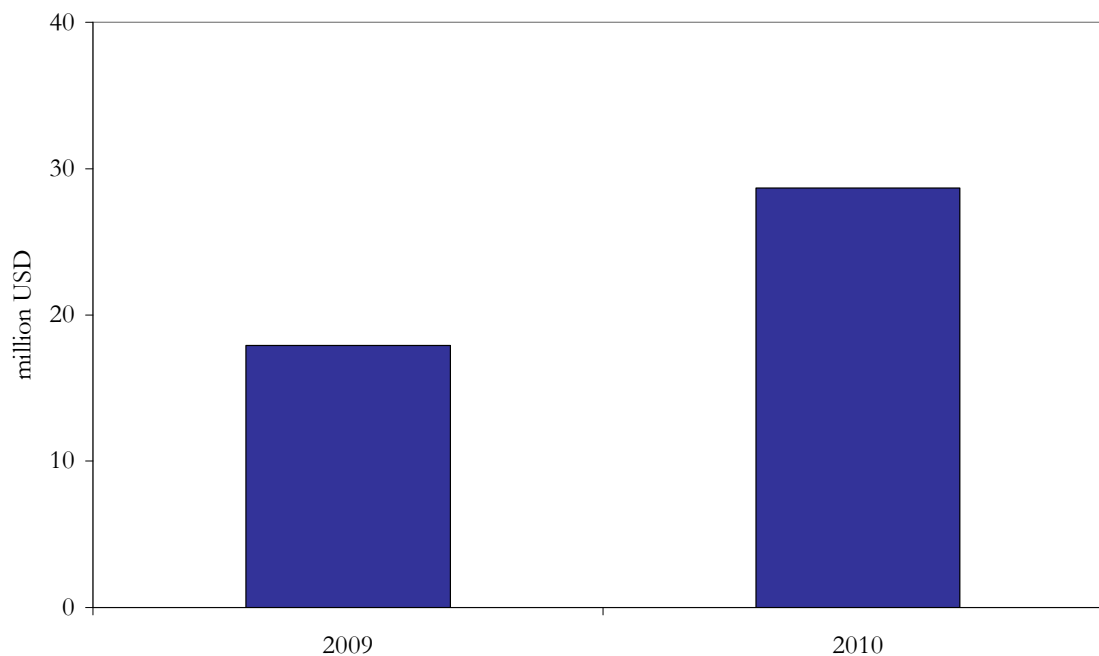
Major retail chains and banks are currently planning expansion in the Baltic states.

According to Statistics Estonia, the retail sales of goods of retail trade enterprises in Estonia in September 2011 recorded 323 million EUR, up by 4% at constant prices compared to September 2010. Since February 2011 compared to the same month of the previous year, the retail sales have shown a stable growth. During the first nine months of 2011, the retail sales in retail trade enterprises in Estonia increased by 3.5% at constant prices compared to the corresponding period of the previous year.

According to the Estonian Retailers Association, the number of shops in Estonia has tripled in the last 20 years.

In 2010, the value of the imports of television cameras in Estonia recorded an increase by approx. 60% compared to 2009.

#### Imports of television cameras in Estonia



*Source: Estonia National Statistical Office*



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**Sources for this report:** *Krakow Post, New Poland Express, Hürriyet Daily News, Ukraine Business Online, Bizwords, Ziarul Financiar, Business Review, Baltic Business News, Property Magazine*

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