

Press release

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Secutech Vietnam to accommodate show expansion

The premium sourcing and networking platform is set to fully occupy the Saigon Exhibition & Convention Center in Ho Chi Minh City. The 11th edition will take place from 16 – 18 August 2018 as strong growth in Vietnam’s economy continues to raise demand for safety and security products.

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutechvietnam.com
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The 2018 edition is expected to surpass the attendance figures of previous years as over 300 exhibitors (2017: 270) are estimated to partake in the show in over 10,000 sqm of floor space. A large number of international exhibitors and visitors are also expected to be attracted by the opportunities offered at Secutech Vietnam.

Solution providers at this year’s show will come from more than 20 countries and regions, including Japan, Malaysia, Singapore, South Korea, Taiwan, the UAE, the UK, the US and Vietnam. Products from the categories of professional security, fire and safety to smart home and home automation will be on display to buyers, distributors and system integrators coming from industries including property, construction, infrastructure, and manufacturing.

“With friendly FDI policies and low import taxes, Vietnam has become a major manufacturing hub with the fastest economic growth in the ASEAN region. In tandem with this growth, we have seen rising demands for security and fire safety products to meet the growing security needs in industries such as manufacturing and construction. Vietnam’s booming property market has also created a huge appetite for products in the category of smart home and home automation,” said Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. She continued: “All of these factors combined have created significant business opportunities for both suppliers and buyers at this year’s show, which we expect will exceed all other years in terms of visitor and exhibitor numbers.”

Vietnam debuts for SMAhome, Singapore Pavilion and Z-Wave Pavilion demonstrate show growth

SMAhome will make its Vietnam debut this year to meet the demand for smart home products that has been driven by Vietnam’s booming property sector. With a history of success at other Secutech shows, the platform serves as a B2B sourcing platform that promotes the use of smart home technology and automation. Products here will include solutions for home security, home automation, intelligent building and energy saving.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

As part of SMAhome, two pavilions will allow buyers and exhibitors to connect with one another in dedicated areas. The Singapore Pavilion will gather leading suppliers, including Kedacom International, Leap Network, Ubergard, Servo Dynamics and Coselec, to showcase products in areas including, surveillance solutions, key management systems, RFID solutions and network solutions. Meanwhile, the Z-Wave Pavilion will introduce suppliers with turnkey solutions and techniques in smart living, smart home, smart building and the hotel sector, among others to Vietnam.

Away from SMAhome, the concurrent Fire and Safety showcase will contain products and solutions from leading suppliers in the fields of active fire safety, passive fire safety, disaster prevention, rescue equipment and industrial safety and environmental sanitation. Buyers of the related products are expected to include system integrators, distributors, manufacturers, consultants, importers and end users.

Additional highlights at Secutech Vietnam 2018 will include a fringe programme of seminars, covering the topics of fire safety and smart home solutions. The seminars allow visitors to keep informed about latest industry trends and information. Finally, a business matching happy hour will be held to connect exhibitors with potential buyers, while premium VIP tours will give buyers the opportunity to explore the exhibition hall with a guide and gain a better understanding of the exhibitors available to them.

Secutech Vietnam is supported by the Vietnam Fire and Rescue Police Department, the Ministry of Public Security, the Ministry of Science & Technology, the Ministry of National Defence, the Vietnam Chamber of Commerce & Industry, and ASPA Vietnam among others.

For more details, please visit www.secutechvietnam.com. Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to michelle.chu@newera.messefrankfurt.com.

With ten events, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Germany, Asia, the Middle East, South America and East Africa.

Further information at www.safety-security.messefrankfurt.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40

Secutech Vietnam
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percent). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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