

Press release

14 August 2019

Secutech Vietnam opens today with an even sharper focus on smart building and smart factory verticals

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Ho Chi Minh City takes its place at the centre of Asia's security world this week, as a record 380 exhibitors aim to catch the attention of trade buyers at the 12th edition of Secutech Vietnam. Displaying best-in-class products in the fields of safety, security and fire, the trade fair takes place at the Saigon Convention and Exhibition Centre from 14 – 16 August 2019.

According to Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, the fair has adapted to accommodate emerging vertical markets: "Thanks to the traction of Industry 4.0, a new wave of IoT adoption is taking place in Vietnam. With this in mind, we have introduced the 'Smart Factory Conference' to the fair's fringe programme. This adds to what is already an exciting exchange platform for the smart city and smart building markets."

By further easing the process of doing business in Vietnam, the fair continues to gather support from both industry associations and new exhibitors. In fact, as the market for security products in Vietnam has matured, exhibitor participation has risen for six consecutive years. In celebration of the fair's expansion, Ms Tsai added: "This year we are delighted to be recording an 11% rise in exhibitor numbers. Last year the fair attracted 13,800 trade visitors, and at the coming edition we are anticipating yet another strong turnout from system integrators, distributors, consultants and related trade buyers."

Solution providers from 21 countries and regions will showcase their products across 11,000 sqm of exhibition space at the fair, including the likes of Avigilon, Bosch, Hanwha Techwin, Hitron, KPS, LILIN, PHUC BINH, Nha An Toan (a distributor of Hikvision and ABB products), and ZKTeco.

Concurrent SMABuilding Vietnam event to accommodate buyers from different segments

In the smart building sector, demand for connected IoT products can be broken down into four main categories: smart homes, smart apartment buildings, smart commercial buildings and smart factories.

Security applications are a key demand, but buyers also seek solutions

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for energy savings and management efficiency. With this in mind, Secutech Vietnam's concurrent SMABuilding Vietnam event provides a sourcing hub for related products such as building management platforms and energy-saving systems, as well as access control systems, biometrics, IP surveillance solutions and intercoms.

One of numerous highlights of the event is the Singapore Pavilion. As a leader in cloud services and IoT technology, Singapore is home to some of the world's premier digital solution providers. The Pavilion will provide a one-stop destination for buyers to connect with suppliers of smart building and security technology, including ASME, Force 21, Kedacom, Multron, Servo Dynamic, Ubergard, and Worldtags.

Another cluster of international brands is the Shenzhen Pavilion. Organised by the Shenzhen Circular Economy Association and the Shenzhen Municipal Commerce Bureau, the pavilion gathers more than 20 leading suppliers to showcase up-to-date solutions not only for smart building and smart home, but also transportation.

In addition to excellent product variety, trade visitors will be able to gather relevant industry information at the event. In fact, a series of conferences and seminars ensure that visitors will leave with up-to-date market intelligence in the areas of smart factories and fire & safety.

In collaboration with Houselink JSC, the new Smart Factory Conference has been introduced to meet the needs of contractors, consultants, investors, end users and other related stakeholders from Vietnam's expanding smart factory sector. Shining a spotlight on Industry 4.0, topics will include security solutions for industrial zones, factory automation management as well as the implementation of appropriate fire systems for industrial premises.

Fire Safety and Rescue Vietnam provides focal point for quality equipment

Bringing the full fraternity of regional fire safety stakeholders together is the concurrent 'Fire Safety and Rescue Vietnam' event.

International exhibitors will be trying to capitalise on high demand in the Vietnamese fire safety sector, as rising awareness has raised demand for higher standard equipment.

The sector draws demand from a variety of different verticals, including high rise buildings, factories and industrial parks. Thanks to the current construction boom, real estate developers in particular are investing in high standard products for their latest projects.

The Korea Fire Institute and the Japan Pavilion are two international pavilions offering a wide selection of quality products including fire extinguishers, alarms, rescue equipment and first aid kits. The pavilions join a total of 28 exhibitors, both domestic and international, such as Akao, Hatsuta, Jinwoo, Kobayashi, Masteco, Rezontech, and Shilla Fire. Other products that can be located at the event include fire trucks, personal protection equipment and sprinkler systems.

Supplementing the event is the 'Fire and Safety Seminar', which will provide information about new technologies and best practices for disaster prevention in factories and buildings.

Business matching centre pairs trade buyers with the most relevant suppliers

To help visitors navigate Secutech Vietnam's wide range of products and solutions, a business matching service will run throughout the three days of the fair. Based on vertical markets, or specific products of interest, catered tours will ensure that trade buyers connect with the most appropriate suppliers for their business needs. Visitors can pre-register for the service online, or visit the business matching centre during the fair.

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.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With thirteen trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America.

Further information at www.safety-security-fire.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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com