

Press release

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## Secutech Vietnam 2019: New Smart Factory Conference to address security, management efficiency and energy savings

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**Visitors to the upcoming edition of Secutech Vietnam will have plenty of opportunities to gather market intelligence, thanks to the introduction of the new 'Smart Factory Conference' to the show's fringe programme. As the region's leading trade fair for the security, fire safety and smart building sectors, the fair provides a programme of educational events that cover technological trends, government regulations and industry outlook.**

"Vietnam's Smart Factory market is on an upward trajectory," said Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. "Newly built manufacturing facilities are being integrated with smart factory systems and there is also a need for ageing manufacturing infrastructure to be upgraded with smart solutions. For this reason, there is a growing appetite for information among prospective buyers which we hope the Smart Factory Conference will fulfill. It will be especially useful for investors, owners of industrial parks, consultants, contractors, architects, suppliers and government officials."

Vietnam's manufacturing base is gradually moving towards industry 4.0, an automation trend of connected devices, the internet of things, artificial intelligence and cloud computing. Against this backdrop, speakers at the Smart Factory Conference will demonstrate how factories that use new technologies to automate processes such as production and energy management can become more efficient and cost effective.

Another discussion point will be intelligent video solutions. With a focus on video analytics, access control and production surveillance, conference speakers will explain how both factory security and production efficiency can be improved.

In addition, there will be an exploration of government regulations and the most up-to-date fire safety systems, including alarms, detectors, fire proof materials and extinguishing systems.

### **Dedicated seminars for fire safety and smart hotel sectors offer even more intelligence**

Besides the Smart Factory Conference, visitors to Secutech Vietnam 2019 will be able to benefit from two other elements of the fringe

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

programme.

The Fire and Industrial Safety Seminar will cover best practices and solutions for disaster prevention in buildings and industrial settings. Meanwhile, the Smart Hotel Seminar will update attendees on solutions that improve hotel management and guest experiences, including energy and building management platforms and smart access control systems.

The Smart Factory Conference is jointly organised by Houselink JSC, Messe Frankfurt New Era Business Media Ltd and Vietnam Advertisement & Fair Exhibition JSC. Houselink JSC is Vietnam's first developer of an online e-bidding and market intelligence platform for the construction market.

The conference will take place on 15 August at Secutech Vietnam 2019, which runs from 14 – 16 August at the Saigon Exhibition and Convention Center. In 2018, the fair set new records, attracting over 13,800 buyers (2017: 12,097) and 310 exhibitors from 20 countries and regions (2017: 270).

For more details, please visit [www.secutechvietnam.com](http://www.secutechvietnam.com). Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to [michelle.chu@newera.messefrankfurt.com](mailto: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](http://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 €715\* 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 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

Secutech Vietnam  
Saigon Exhibition & Convention Center,  
Ho Chi Minh City  
14 – 16 August 2019