

Press release

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## Moving to Hanoi – Secutech Vietnam returns in August 2021

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**To coincide with the Vietnam Fire Department’s 60<sup>th</sup> anniversary celebrations, Secutech Vietnam is relocating to the Friendship Cultural Palace in Hanoi for its 2021 edition. The move away from its traditional location in Ho Chi Minh City will help the fair’s security and fire safety exhibitors develop their business in Northern Vietnam by connecting them with more distributors and system integrators from the region. The fair is scheduled to take place from 25 – 28 August 2021, with an expected 400 exhibitors in attendance.**

The August event will mark only the 3<sup>rd</sup> occasion since 2008 that the fair has been held in Hanoi. Commenting on the switch in location, Ms Regina Tsai, Deputy General Manager, Messe Frankfurt New Era Business Media Ltd, says: “Having previously been deferred in 2020 due to COVID-19, the relocation of Secutech Vietnam offers a great chance for exhibitors to re-establish industry connections and explore new market opportunities in the North, which is home to an array of government projects and industrial zones.”

Ms Tsai adds: “Both the Vietnam Fire Department and the Ministry of Public Security are long term supporters of Secutech Vietnam. With their backing, the fair is expected to attract a strong turnout of leading distributors and key players from the country’s security and fire safety industry. With nine months remaining before the fair opens, we have already received a high volume of inquiries from distributors and system integrators.”

In a turbulent year for global business, Vietnam has stood out as one of the global success stories in the fight against COVID-19. This has positioned the country to exit 2020 as one of the fastest growing economies in the world, according to the IMF. Hanoi, the commercial centre of the north, is expected to see growth of almost 4%, with regional projects driving the industrial and construction sectors to an expected 6.7% rise in 2020<sup>1</sup>.

### **A tailored platform for the Northern market**

Catering to the numerous growth sectors in Northern Vietnam, the 2021

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

<sup>1</sup> “Hanoi’s economy estimated to grow by 3.94% in 2020”. Nhan Dan: <https://bit.ly/2LmRHQ9>.

fair will feature dedicated application areas for factories, industrial parks, commercial and residential buildings, retail and SMBs as well as parking lots.

Concurrent events for fire safety and smart building, together with Secutech Vietnam's commercial security coverage, will encompass the full scope of products and solutions. This includes the latest surveillance systems, access control, software, building automation and management, lighting control, intercoms, fire extinguishing equipment, alarms, sensors, PPE, disaster prevention equipment and more.

Secutech Vietnam's renowned fringe programme of seminars and forums will also return to keep industry players up to speed on important security and fire safety topics.

With its strong track record in containing COVID-19, Vietnam is an attractive market for international brands, who have a variety of avenues to reach their target audience at exhibitions, including utilising local or regional sales offices.

### **Additional public health precautions to be implemented**

Vietnam's success in containing COVID-19 has allowed exhibition activity to safely return in the country. To provide a hygienic and safe environment for participants to carry out their business activities, the organisers of Secutech Vietnam will enforce additional measures at the fair. These include: onsite temperature checks, frequent sterilisation of public areas, and distancing measures for conference and seminar attendees.

For more details about Secutech Vietnam, 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@taiwan.messefrankfurt.com](mailto:michelle.chu@taiwan.messefrankfurt.com).

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With fourteen 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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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,

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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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)  
\* preliminary figures 2020

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