

Press release

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Secutech Vietnam to be rescheduled to October 2021

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To provide more time for the public health situation in Vietnam to improve, and for the local government's vaccination initiative to take effect, Secutech Vietnam, the country's most influential trade fair for the security and fire safety industries, has been rescheduled to 29 September – 2 October 2021. Originally scheduled to take place in August, the 2021 fair will be held at the Friendship Cultural Palace in Hanoi for the first time since 2016 to connect exhibitors with more distributors, system integrators and trade buyers from the north of the country.

Having enforced strong prevention measures to contain Covid-19, the Vietnamese government is now aiming to vaccinate 70% of its population by the end of this year¹.

In the eyes of Secutech Vietnam's organisers, this will not only alleviate the effects of the pandemic, but it will also boost business confidence. "Moving Secutech Vietnam to October provides more time for the public health situation to improve in order to attract more buyers later in the year," says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch Office. "In addition to safety, the rescheduled event will offer better business value, helping participants make up lost ground after a challenging year to date."

October's event will mark only the third occasion since 2008 that Secutech Vietnam has been held in Hanoi

"The relocation will bring exhibitors in close proximity to industrial parks and smart city projects, allowing suppliers to build deeper connections with the northern market," says Ms Tsai. "With Vietnam occupying a long and narrow stretch of the Indochinese peninsula, the northern market has traditionally been difficult for southern suppliers to reach. October's event offers a great chance for new bridges to be built."

Signs of recovery

Although the pandemic has severely impacted global business, there are encouraging signs that a strong end to the year is within reach for the

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¹ "Thailand begins mass inoculations as ASEAN fights supply shortages," Nikkei Asia", Nikkei Asia.
<https://s.nikkei.com/3jx9AuH>. Retrieved 30 June 2021

security industry in Vietnam. The country has stood out as one of the strongest economic performers during the pandemic, with the IMF forecasting 6.5% GDP growth in 2021. For security industry players, an array of construction, real estate and industrial projects in progress across the country represent a healthy market for products such as surveillance, alarm, access control, and fire safety systems.

Tailored for northern Vietnam

With strong official support from industry associations and government departments, the 2021 edition of Secutech Vietnam is set to attract a wide array of project owners, system integrators and trade buyers from the north of the country.

This is particularly true for the fair's concurrent Fire & Safety event, which will be co-located with the 60th anniversary celebrations of the Vietnam Fire Department. Hosted by the Ministry of Public Security, the celebrations are set to draw key players from the country's fire safety industry.

Additional public health precautions to be implemented

Vietnam's relative 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. Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to 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.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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

Secutech Vietnam
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20 – 23 October 2021

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. 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