

Press release

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Secutech Vietnam secures new dates in August 2022

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Security industry professionals can now start marking their calendars for the return of Secutech Vietnam. Following the deferral of the 2021 edition due to the pandemic, the fair will make its homecoming from 18 – 20 August 2022 at the Saigon Convention and Exhibition Centre in Ho Chi Minh City. Having achieved consistent year-on-year growth in scale prior to the pandemic, expectations for a return to normality at Secutech Vietnam are naturally high. Fairgoers can expect to find opportunities across all major product sectors in the security industry, as well as focused networking and brand building occasions at concurrent events for smart building and fire safety.

“We are thrilled to confirm new dates for Secutech Vietnam at an early stage. The confirmation gives exhibitors some certainty when planning their marketing budgets for the 2022 calendar year,” says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch. “Given that domestic travel within Vietnam was suspended for much of 2021, we are aiming to attract participants from both the north and the south of the country next year, to reconnect exhibitors with qualified buyers from different geographic regions.”

The 2022 fair is expected to feature 380 exhibitors across 11,000 sqm of exhibition space. The previous edition in 2019 attracted nearly 70% of its visitors from the construction, real estate or industrial sectors. With a similar demographic expected to turn out next year, the organisers have arranged the most relevant ‘need-of-the-moment’ product zones for 2022. These include biometrics and RFID, components and accessories, software platforms, parking solutions, PA systems, as well as smart home and factory solutions. Police, disaster prevention and rescue equipment will also be featured.

Easing the process of doing business in Vietnam

The World Bank has indicated that Vietnam’s GDP growth could return to pre-pandemic levels of 6.5 – 7% from 2022 onwards¹. The manufacturing

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¹ “Vietnam’s economy is forecast to grow by about 4.8 percent in 2021: WB,” World Bank.

<https://bit.ly/2Yqc8SO>. Retrieved 7 October 2021

sector and the smart building market, which have been a focus of Secutech Vietnam since 2018, are expected to make gradual recoveries. “Vietnam is still an emerging market when it comes to security, but with its ambitious industrial policy, vibrant construction sector and population of almost 100 million, there is enormous potential to tap into,” says Ms Tsai.

Attracting the most relevant industry stakeholders and associations from across the country, Secutech Vietnam is a natural starting point for exhibitors to establish themselves in the local market. Major government and commercial sector players are routinely drawn to the concurrent ‘Fire and Safety Vietnam’ event, which receives extensive support from the Vietnam Fire Department and regularly hosts international exhibitor pavilions from Korea, Japan and Singapore.

The fair’s footprint also extends into the smart building sector, helping participants network and keep pace with IoT surveillance, access control and building management solutions for homes, commercial buildings and factories.

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 twelve 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 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

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percent) and the State of Hesse (40 percent).

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

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