

Final report

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A review of Secutech Vietnam: what were the star performers at last week's security trade fair?

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What's new in security? What are the priorities for buyers in Vietnam? And how has the pandemic affected the business environment? After a three-year absence due to the pandemic, these were the questions that were answered at last week's Secutech Vietnam, which focused on new opportunities in one of the fastest recovering economies in Asia. With high praise from all corners of the security and fire safety industries, the three-day fair recently closed its doors on 20 August after a successful reunion of 250 exhibitors and 8,896 trade visitors at the Saigon Exhibition and Convention Center.



Visitors explore the fairground at the 15th edition of Secutech Vietnam. Source: Messe Frankfurt

According to Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch, the broad diversity of visitors to this year's fair is proof of a balanced rebound in the market: "In a reflection of the stable recovery in the Vietnamese economy, visitors came from many different industry segments including construction, manufacturing, hospitality and transportation. The feedback from exhibitors, as well as the discussions generated during the seminar sessions confirmed a high degree of optimism for the security industry in Vietnam. We are delighted that this year's fair has played an important role in supporting networking and business matching, particularly given the challenges faced by exhibitors over the past three years."

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What were the priorities for buyers?

Given the balanced recovery in the real estate and construction sectors, the Singapore pavilion, renowned for its smart security systems, received some of the highest foot traffic throughout the three days with buyers interested in biometrics, surveillance technology, video software and access control systems.

“There was clearly some pent up demand among visitors to network and find new suppliers,” says Ms Tsai. “In this respect, exhibitors were pleased to connect with key players and decision makers from across the country, and especially those from southern provinces that are propelling smart city projects. In addition to this, the fire safety sector was our strongest feature this year, with most of the leading brands present alongside a country pavilion from Japan featuring well-known suppliers of disaster prevention and rescue equipment. The enthusiasm from buyers for these features reflects the rising opportunities in buildings and factories as safety awareness increases.”

Spanning some 6,000 sqm of floor space, and with exhibitors from 15 countries and regions in attendance, this year’s fair covered the full range of security, smart building and fire safety solutions. “The real strength of this year’s fair was its product diversity,” Ms Tsai adds. “Given that buyers and system integrators from across Asia have a diverse range of safety and security priorities, Secutech Vietnam provides the most comprehensive platform in the country to meet these demands. Following years of consistent growth, the previous edition before the pandemic was the largest edition so far. With continued support from the industry, we are confident that we can return to this strong growth footing in the years to come.”

Exhibitor comments

“We would like to thank the organisers for providing so much support. We’re showcasing our unified computing platform which is comprised of cutting edge video management, AI video analytics, facial recognition and traffic management systems. The quality of the visitors to our booth has been very good. We definitely plan to participate again as there is a growing market here with an enthusiastic client base.”

Mr Avinash Trivedi, VP – Business Development, Videonetics (India)

“We are here to showcase a brand new range of control panels along with detectors for commercial and residential applications. We are also using our presence on the show floor to meet local manufacturers and distributing partners to expand our presence in the Vietnamese market. So far our experience has been very good. It’s been busier than we expected under the circumstances, and we are looking forward to it being even busier over the next couple of days.”

Mr Martin O’Donnell, Operations Manager, Wizmart, Europe Office (Taiwan)

“As a leading manufacturer of safety products, Draeger is thrilled to be able to present our products here at Secutech Vietnam. This is our third

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year at the show and it is once again a big gathering; all of the key influencers are here. Secutech Vietnam is an extremely influential show that attracts a lot of relevant buyers from within the fire industry. That's why we've taken the opportunity to present all of our latest products at the fair."

Mr Francis Yee, Business Field Manager, Emergency & Rescue, Draeger (Germany)

Feedback from buyers

"My company works as a distributor and we are looking for fire extinguishing products and smoke detectors. I am pleased to have already found some suitable products from a few manufacturers. Depending on the feedback and needs of my clients, I will certainly consider co-operating further with these suppliers. The show has given me an opportunity to learn about what's up-and-coming in the industry, including the latest innovations."

Mr Le Van Nhanh, Sales & Technical Engineer, AES Technology (Vietnam)

"My company distributes construction-related products and also oversees construction projects. I'm here at Secutech Vietnam in order to take a look at the latest security equipment and get an idea of the price points. I can certainly see that there is a wide range of cutting-edge technology at the fairground."

Mr Chau Duc Vinh, CEO, Vinh Hanh Trade (Vietnam)

The next edition of Secutech Vietnam will take place from 16 – 18 August 2023. 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@taiwan.messefrankfurt.com.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With ten 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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of

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Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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

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