

Press release

17 August 2022

Secutech Vietnam opens in Ho Chi Minh City after three-year pandemic pause

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Following Secutech in Taipei earlier this year, another influential trade fair for the security and fire safety industries is making its homecoming this week. Located in one of the most promising markets in South East Asia, Secutech Vietnam is preparing to open its doors from 18 – 20 August at the Saigon Exhibition and Convention Center with over 250 exhibitors participating. Pavilions from Japan and Singapore are leading a charge of international exhibitors from 15 countries and regions at the fair, with many of these brands presenting a new wave of safety innovations that have been inspired by the pandemic, including advanced biometrics and surveillance systems.

Expectations for this week's fair have been steadily rising over the past few months. In July, quarantine measures for international travellers to Vietnam were lifted, while in Q2, the country's GDP grew at its fastest pace in 11 years as the manufacturing sector expanded. This potential is attracting many new entrants to the market.

"This will be our first participation at Secutech Vietnam," says Mr Ian Stewart, the Founder of Software Risk, an industry-leading provider of security guard management software. "Among all the Asian markets that we are interested in, Vietnam has one of the biggest potentials for growth in terms of infrastructure and the adoption of technology. We have set up a joint venture with local companies which have been in the market for more than five years to tap into the tremendous potential in the country, especially focusing on physical security and facility management operational software solutions."

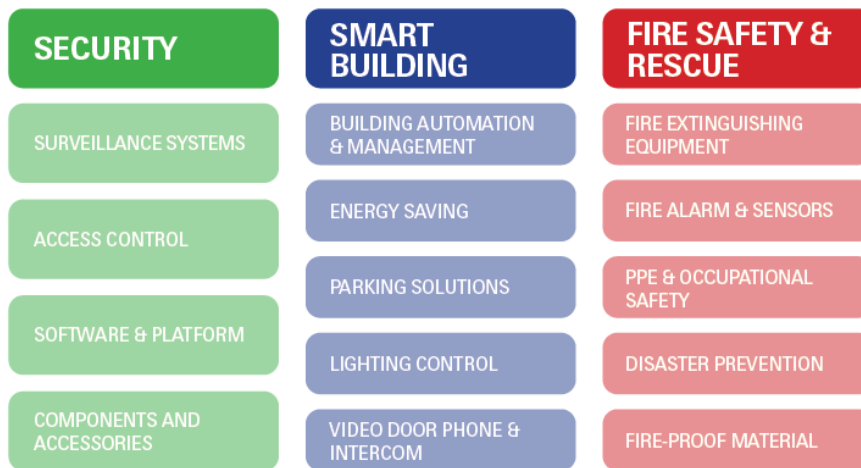
Software Risk is joined at the fairground this week by more than 250 other exhibitors, all aiming to meet the likes of distributors, project owners and system integrators from the regional market. In anticipation of the opening day, Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch, says: "Considering the challenges that the past few years have presented, we are delighted to be opening Secutech Vietnam this week with so much support from exhibitors and industry associations alike. Vietnam has a user base that actively pursues technical advances, and this appetite for innovation is reflected across the show floor, particularly in the areas of surveillance, biometrics and

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fire safety. The fair has retained a good degree of internationality and product diversity despite the pandemic, and this is something that we are extremely proud of.”

Secutech Vietnam 2022 at a glance

- 250+ exhibitors from 15 countries and regions
- Country pavilions from Japan & Singapore
- 5,900 sqm exhibition space
- Onsite business matching service
- Topical fringe programme:
 - Smart Security Conference (18 – 19 August)
 - Smart Fire Safety Seminar (18 August)
- Outdoor fire & safety demonstrations
- Product coverage across three core areas:



Visitor registration for Secutech Vietnam is now open. 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

Secutech Vietnam
 18 – 20 August 2022
 Saigon Convention & Exhibition Centre
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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 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