

Press release

August 2022

Secutech Vietnam: workplace security and training under the microscope at Smart Security Conference

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutechvietnam.com

In Q2 of this year, Vietnam's economic recovery kicked into high gear as GDP growth reached its fastest pace in 11 years. For the thousands of security industry players set to gather at this month's Secutech Vietnam, this revival is welcome news. With different sectors of the economy including the manufacturing and services sectors expanding, so are the opportunities to implement more efficient security, fire safety and workforce management systems. From 18 – 20 August, exhibitors and seminar speakers will demonstrate how these solutions are not only becoming more advanced, but in many cases they are also becoming more affordable.

Industrial output in Vietnam has risen for eight straight quarters to reach year-on-year growth of 11.5% in June 2022¹. On the back of this data, it's no surprise that solution providers are identifying new opportunities to implement their security products in factories, manufacturing facilities and for private security purposes across the country.

Among more than 250 exhibitors participating at next month's fair are Leacov and OneThird, two Singaporean based companies who will present their security training and management systems for large scale facilities. Discussing the prospects in the local market, the founder of both companies, Mr Simon Ng, says: "With a forecasted CAGR of 7.9% from 2020 through 2027, the private security market in Vietnam is poised to reach USD 1.3 billion by 2027. Rapid economic growth will fuel strong demands for high standard private security services and systems. Leacov and OneThird, who pride themselves on creating and providing niche and best of class solutions in workforce digitalisation and transformation, is excited to contribute and partake in this high growth explosive market."

Smart Security Conference provides the inside track on cloud and AI solutions

The two companies will join representatives from nine other brands taking part in this year's Smart Security Conference, which addresses

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

¹ Trading Economics: "Vietnam Industrial Production" <https://tradingeconomics.com/vietnam/industrial-production>

workplace security in large scale facilities and mixed use buildings as well as AI-powered security. The line-up also includes ASIS Technologies, Avigilon Asia, IDvaco, iOmniscient, Motorola Solutions Singapore, Network Optix, Software Risk, Vantech and Videonetics.

“The Vietnamese market is traditionally very receptive to new technology,” says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch. “For this reason, we have tried our best to make this year’s fringe programme as informative as possible while tailoring it closely to the needs of the market. The programme will be valuable for buyers from the industrial sector, as well as those from the transportation, hospitality, commercial and residential sectors. Key considerations for these buyers are usually cost and reliability, but automation and convenience are also important factors.”

This year’s fringe programme features 11 seminars and forums held over the three-day fair period. Some highlights to look out for include:

Security Solutions for Large Facilities Seminar

- How small & medium business can benefit from cloud video and access control (Motorola Solutions, Video and Access Control)
- Security solutions for large facilities
- Security for large facilities: why smart security solutions are the way forward

AI-powered Security Seminar

- Smart building solutions
- AI powered video analytics for real world surveillance applications
- Embrace AI: Nx witness - the best VMS for surveillance

Security Solutions for Mixed-use Buildings Seminar

- Solutions for optimising security and building management
- High-tech security service command center solution
- Mobile access control
- Autonomous AI to automate mission-critical security processes

Smart Fire Safety Seminar

- Supported by the Vietnam Fire Department, the seminar will highlight digital transformation in fire prevention and firefighting, as well as the latest fire safety solutions for super high-rise buildings with multiple basements.

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

Secutech Vietnam
18 – 20 August 2022
Saigon Convention & Exhibition Centre
Ho Chi Minh City

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 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