

Press release

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Strong visitor turnout expected at Secutech Vietnam, opening 19 July

Rachel Leung
Tel. +852 2230 9297
rachel.leung
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutechvietnam.com
STVN23_OR

All eyes are turning to Secutech Vietnam as high-level government officials attend the opening ceremony to kick off the show. In a tribute to the ongoing synergies between the public and private sectors, this week's fair is also commemorating the 61st Anniversary of the Traditional Day of the People's Police Force, connecting exhibitors with government representatives from the Ministry of Public Security of Vietnam and the Fire and Rescue Police Department. Taking place from 19 – 21 July at the Friendship Cultural Palace in Hanoi, more than 350 local and overseas exhibitors are set to unveil their latest products and technologies across 12,000 sqm of exhibition space.

The strong international presence at the fair indicates that overseas players are eager to seize opportunities in the Vietnamese market, driven by the country's high demand for security and fire safety solutions. As one of the largest trade fairs in this field in Vietnam, Secutech Vietnam has assembled suppliers from 23 countries and regions. In addition to country pavilions from Japan, Korea, Singapore and Vietnam, individual exhibitors are also present from Belarus, Belgium, Bulgaria, Canada, China, the Czech Republic, France, Germany, India, Italy, Luxembourg, Malaysia, New Zealand, Poland, Sweden, Taiwan, the UAE, the UK and the US. This international diversity is expected to attract some 12,000 visitors from Vietnam and the wider ASEAN region to source from the fair's broad range of product categories including two concurrent events: Fire & Safety and SMAbuilding.

As Vietnam embraces smart city initiatives and advances in technology, the country's security and fire safety market offers enormous potential for local and overseas suppliers to deliver innovative solutions. Suppliers will showcase their latest hardware, components, and software platforms, emphasising integration with AI-enabled solutions that cater to the market's needs.

Major industry names headline fringe programme on high potential markets and technologies

To maximise benefits for participants, this year's fair provides a range of value-added fringe events. Special features include the one-on-one business matching programme with language support, connecting

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35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

buyers with the most suitable international suppliers. Informative seminars will also take place across all three days, addressing industry topics such as the impact of the fourth industrial revolution on fire and rescue equipment.

On 20 July, two of the industry's most talked-about topics – Mobile Access Control, and Smart Transportation & License Plate Recognition (LPR), will be discussed in the Smart Security Solution Conference powered by asmag.com.

Mobile access control systems are expected to gain popularity in Vietnam, across sectors such as commercial buildings, residential complexes, hospitality, education, and healthcare. These systems offer real-time visibility and control, and provide high security and operational efficiency. The dedicated seminar will feature thought leaders from ASIS Technologies, ASTEC, Gallagher Security, Salto Systems, SilverSea Joint Stock Company, Techpro JSC and Zoom Tech.

With the Vietnamese government emphasising a well-connected and secure transportation network to support economic growth and citizen safety, this topic is another area of focus at the fringe programme. Measures have been implemented to monitor traffic flow effectively, detect and respond to security threats in real-time, and safeguard passengers and cargo. Industry leaders from Motorola Solutions, Network Optix, Pixelab Technology Berhad and Videonetics will provide first-hand market intelligence at the Seminar on Smart Transportation & License Plate Recognition (LPR).

Also expected to attract considerable footfall is the outdoor fire safety demonstration, located at the demo area at Hall C. This demonstration is dedicated specifically to the latest fire vehicles and ladders, as well as fire safety and rescue skills presented by Vietnamese government units.

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 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.

Secutech Vietnam
19 – 21 July 2023
Freindship Cultural Palace
Hanoi

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 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world.

Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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