

Press release

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## Overwhelming industry response at Secutech Vietnam signals bright future

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**Reflecting the growing optimism surrounding the local market, Secutech Vietnam, the most influential security and fire safety trade fair in the country, recently concluded on 21 July after attracting 12,016 visitors. This year's show featured a lively and bustling atmosphere, with 350 exhibitors from 23 countries and regions presenting their latest products across 12,000 sqm of exhibition space. Alongside Vietnam's commitment to ongoing smart city, industrial and manufacturing projects, the show provides fertile ground for suppliers to explore this abundant business potential.**

"We are delighted to have received strong government support at this edition as evidenced by the presence of representatives from the Ministry of Public Security of Vietnam and the Security Industry Department at the opening ceremony. A standout supporter was the Fire and Rescue Police Department, to whom we extend our special thanks for their huge contributions to this year's fair. Undoubtedly, this is a testament to Secutech Vietnam's influence and alignment with the country's ongoing policies for citizen safety. The show also served as the ideal platform to celebrate the 61st Anniversary of the Traditional Day of the People's Police Force, while our strategic move to Hanoi this year has attracted more diverse visitors. It's been great to see participants connecting with government officials and buyers from diverse backgrounds," says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch.

"Exhibitors unveiled innovative new products, including intelligent video analytics, facial recognition, IoT-based security systems, and many more. The concurrent Fire & Safety and SMABuilding events also presented the latest development in these two areas, offering meaningful crossover business opportunities. It's a joy to see how far the local industry and overseas manufacturers have developed in recent years. As the industry continues to evolve at a rapid pace, events like Secutech Vietnam are essential for keeping channel players up to speed with the latest technologies."

Value-added fringe events throughout the three-day show helped participants maximise their business opportunities and stay up-to-date on the industry's latest topics. More than 330 one-on-one business meetings were arranged to help facilitate connections between exhibitors

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
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and potential buyers. Additionally, a series of seminars and conferences provided attendees with the latest insights and trends in the security industry, covering major topics such as intelligent fire and rescue equipment, mobile access control, smart transportation & license plate recognition.

At the show, exhibitors agreed that Secutech Vietnam plays an essential role in bringing all corners of the industry together in one place as they continue to place great importance on the Vietnamese market.

“We are showcasing our unified video management platform which is powered by AI. This year’s show is an excellent arena for us to meet potential distributors and partners and then expand our business in the region. The timing could not be better because Vietnam’s economy is booming along with the rise of smart cities, safe cities, and advancements in transportation, public safety, and fire safety. One of the standout features of the fair is that it is not just about buyer and seller. It is also about influencers and consultants, and end users.”

**Mr Avinash J Trivedi, VP – Business for Development, Videonetics**

“We are a provider of Video Management Systems (VMS), offering total solutions to OEMs including ready-to-market products with the OEMs own branding. We use Secutech Vietnam to approach more system integrators and contractors. We also view the fair as an excellent opportunity to engage with potential projects and deepen our market penetration. Vietnam has become an important target market for us due to its growth potential. Local buyers are keen to learn and adopt new technology, so they often come to this kind of large-scale event and they are very interested in our booth.”

**Mr Andy Wen, SEA Regional Director, Network Optix**

“Secutech Vietnam gives us a great opportunity to demonstrate the capabilities of our security solutions. It also enables us to meet new clients from different Vietnamese provinces and vertical markets, as well as from around the world. We have met a lot of potential customers from the government and commercial sectors as well as factories, seeking products with AI applications to improve performance. This is no surprise as there is currently a big trend in big data and IoT to connect everything together.”

**Mr Mai Xuan Cuong, Sales Manager, Silversea**

“We are showcasing our AI cameras designed specifically for street use. The fair helps us to build strong brand visibility. In addition to our main customers from Vietnam, we also met many clients from Taiwan, Thailand, Hong Kong, and China. This fair is an ideal platform for manufacturers and distributors like us to network with more of our target customers. I see big potential in Vietnam as the market is gradually turning its attention to AI-powered smart solutions. Soon, the Vietnamese market will be the focal destination for suppliers from Southeast Asia as well as around the world to market their hardware and software solutions.”

**Mr Nguyen Dinh Hai, Director, Shenzhen TTV Digital Technology Co Ltd**

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“We are a nationwide organisation representing manufacturers, installers

and sellers of fire equipment and other firefighting related items. Our members are eager to introduce the latest Japanese products to the Vietnamese market, and this year's show enabled them to connect with agents in Vietnam for product distribution. With recent concerns over karaoke fires in Vietnam, the importance of early fire detection, evacuation and extinguishment is more critical than ever. That's why many of our companies displayed a range of automatic fire extinguishing systems as well as evacuation equipment to local agents and distributors."

**Mr Suzuki Kazuo, Managing Director, National Fire Equipment Society (Organiser of the Japanese pavilion)**

Some visitors travelled long distances to source products at the fairground because the show enables them to get in touch with a range of quality brands within a short period of time.

"Our company offers an array of services including fire system maintenance for high-rise buildings and commercial lots, and the installation of fire alarm and sprinkler systems across Malaysia. This was my first time visiting Secutech Vietnam, and I was truly impressed by the scale of the show. It's also an incredibly informative trade fair. The suppliers here possess extensive knowledge about fire systems. I also discovered innovative concepts and well-designed products at the show which I believe can be introduced to the Malaysian market."

**Mr Eugene Aragusundram, Managing Director, SU Fire Engineering Sdn Bhd**

The next edition of Secutech Vietnam will take place from 14 – 16 August 2024. For more details about Secutech Vietnam, please visit [www.secutechvietnam.com](http://www.secutechvietnam.com). Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to [michelle.chu@taiwan.messefrankfurt.com](mailto: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](http://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 2,160 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

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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](http://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](http://www.messefrankfurt.com)

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