

Press release

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## Secutech Vietnam to relocate to Hanoi during earlier July 2023 timeslot

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**Secutech Vietnam is taking the opportunity to attract more fire safety and security industry players from the north of the country by moving to the Friendship Cultural Palace in the capital city, Hanoi for its 2023 edition. Benefiting from strong official links with local authorities, the upcoming fair will cooperate with the Vietnam Fire Department and the Ministry of Public Security to celebrate the 61st Anniversary of the Traditional Day of the People's Police Force during the three-day fair. Originally scheduled to take place in mid-August, the fair will now be held from 19 – 21 July 2023.**

"It's important for us to hold Secutech Vietnam in a place that will benefit participants the most, and the temporary move will definitely maximise the business opportunities for both exhibitors and buyers particularly after the pandemic disruption," explains Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch. "We are honoured that Secutech Vietnam is considered the perfect platform for the Ministry of Public Security to celebrate its most important event of the year. Their full support of the show will not only draw high-level government officials, but also attract a large number of overseas and local fire safety and security industry players."

Ms Tsai adds: "With plenty of ambitious construction projects in progress, Hanoi and its surrounding regions represent one of Vietnam's biggest markets not just for fire safety equipment, but also for smart building and security solutions. The move will put exhibitors in closer proximity to this growing market."

Despite the challenges posed by the pandemic, the World Bank expects Vietnam's final GDP growth figures for 2022 to reach an impressive 7.5%<sup>1</sup>. The government has emphasised foreign direct investment as a means to support different levels of the economy, including smart city development and advanced manufacturing. As a municipality administered by the central government, Hanoi attracts a considerable portion of this investment. "Most regions are participating in the smart city drive, but Hanoi has undoubtedly been one of the most active cities. For exhibitors, it is a logical step to present their expertise to buyers in the

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<sup>1</sup> The World Bank, [bit.ly/3Vfk6RB](https://bit.ly/3Vfk6RB), published 8 August 2022.

region,” continues Ms Tsai.

### **What’s ‘new and next’ for the market in Hanoi?**

Surveillance systems and sensors for the smart city market are expected to be among the most in-demand features at Secutech Vietnam, but buyers will also have plenty of other attractions to turn their attention to. Participants will also be able to take the advantage of building connections with channel players working on critical infrastructure and government projects in the region. Advanced security systems, energy savings and management in the application of factory, industrial premises, residential properties, commercial buildings and hotel are set to dominate across the fair’s concurrent “SMAbuilding” event. The fair will also return with its popular zones for transmission & components, software & platforms, fire-proof materials, disaster prevention & rescue, PPE & occupational safety.

### **Fire & Safety exhibitors to benefit the most from relocation**

Arguably the biggest beneficiary of the move to Hanoi will be the fair’s concurrent ‘Fire & Safety Vietnam’ event, which will be full of advanced equipment that suppliers from the region are well known for. This, coupled with ongoing construction projects and stricter fire regulations in Vietnam, has led to high expectations for the concurrent event in July.

Exhibitors will present a complete range of disaster prevention and rescue equipment including extinguishers, alarms, firefighting gear and vehicles. Thanks to support from local authorities and industry associations, a strong turnout of buyers from government and private sector infrastructure projects is expected.

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 nine 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 2,200\* 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 €450 million\*. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and

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\* Preliminary figures for 2022

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