

news +++ Secutech Vietnam  
Ho Chi Minh City, 14 – 16 August 2024



## Secutech Vietnam 2024 attains new milestone with highest-ever visitor and exhibitor turnout

**Ho Chi Minh City, 26 August 2024. Secutech Vietnam 2024 solidified its position as the country's must-attend platform for the security and fire safety industries, showcasing the latest innovations and amplifying a wealth of business growth opportunities. With both visitor and exhibitor participation reaching new heights, the fair welcomed 15,569 global visitors who connected with 460 exhibitors from 19 countries and regions. Held at the Saigon Exhibition and Convention Center (SECC), the fair concluded on 16 August, and highlighted a diverse product portfolio ranging from AI-powered systems to novel fire protection equipment, demonstrating to fairgoers the possibilities of a technologically advanced future.**

"This year's Secutech Vietnam witnessed an influx of exhibitors and buyers, with record participation all-round. Our visitors' enthusiasm for the latest security and fire safety technologies underscored the immense potential of these industries in Vietnam," said Ms Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd – Taiwan Branch. "The fair's strategic cross-sector design allowed buyers to source a wide range of cutting-edge security products, and discover complementary fire protection and smart building solutions at the concurrent Fire & Safety and SMABuilding events. We not only fulfilled our goal of providing industry professionals with inter-sector business opportunities, but also witnessed the country's market act as a driving force for innovation in these domains."

Vietnam's thriving security and fire safety industries have been galvanised by the country's robust policy initiatives in these sectors. The trade fair received strong support, with representatives from Vietnam Fire and Rescue Police Department and the Minister of Public Security attending the opening ceremony, highlighting the government's focus on advancing these industries.

The fair assembled exhibitors from Bulgaria, Canada, China, Germany, Hong Kong, India, Japan, Kazakhstan, Korea, Malaysia, Singapore, Switzerland, Taiwan, Thailand, Türkiye, the UAE, the UK, the US, and Vietnam. They impressed visitors with various solutions including foam systems, advanced video processing software, fireproof glass, multi-purpose spray nozzles, synergy voice alarm systems, and super dark cameras, revealing the industry's remarkable advancements. Also featuring a global presence, with key international visitors attending from primarily Cambodia, China, India, Korea, Malaysia, and Thailand, Secutech Vietnam remains the industry's leading event for accessing the country's rapidly growing domestic markets.

Beyond the impressive exhibits, industry players delved into essential industry topics at the fringe programme, which allowed attendees to develop their understanding of the different sectors, forge business connections, and keep pace with evolving industries. While its product presentations highlighted innovations, the programme's series of seminars provided deeper insights into market trends, emerging technologies, and best practices. The Innovation Stage highlighted the latest advancements in personal safety equipment, AI-powered security solutions, and fire detection devices. Lastly, the Smart Industrial Solution Conference discussed product applications in industrial settings.

Meanwhile, exhibitors on the show floor highlighted Secutech Vietnam's impact on their business success.

"Our aims for exhibiting again – to grow our market reach, deepen relationships with clients, and introduce innovative products to the Vietnamese audience – have been successful at this edition. In recent years, there have been many devastating fires so I believe the demand for robust fire protection solutions will only increase. We have met with high-quality prospects from the Philippines, Malaysia, and China, and are confident in the industry's long-term growth prospects."

**Mr Xuan Cuong Mai, Sales Director, Silver Sea Joint Stock Company (Vietnam)**

"We connected with nearly 100 buyers on the first day of the fair, primarily from Vietnam, India, and other Southeast Asian countries, who expressed strong interest in our 4G cameras, low-power devices, WiFi solutions, and large-screen cameras. The concurrent Fire & Safety and SMABuilding events also enabled us to engage with customers across the security and fire & alarm sectors. These cross-industry networking opportunities will promote our brand and facilitate our integration into the Vietnamese market."

**Mr Keith Li, Overseas Department Sales Director, Closeli Technology Corp (China)**

"This fair is an important platform to showcase our innovative product technologies, such as our in-house manufactured hardware components and products of different pressure specifications. We hope to identify potential distributors we can work with to help us expand our reach. I was satisfied with the quality of visitors from Vietnam and other countries in the region, such as Korea and China, representing the fire, security and construction industries."

**Mr Prasad Balasubramaniam, Vice President, Cryptzo Engineering PVT Ltd (India)**

"The show has provided us access to the right target audience, allowed us to make new contacts, from electrical contractors to government agencies and partners and dealers, and assess the potential to grow our business in the Vietnamese market, which is highly promising due to its increased receptivity to new technologies. Through networking and from the new enquiries we've received, we are confident that our latest solution has generated significant interest."

**Mr Emmanuel Wilson, Business Development Management, Ateis SE Pte Ltd (Singapore)**

"We have enthusiastically chosen to exhibit at Secutech Vietnam for the past five years, with the goals of introducing our company and finding new customers, as the Vietnamese market is increasingly seeking advanced solutions. This year, we successfully connected with new customers such as consultants and subcontractors. The quality and number of visitors have been even better than previous years, and we greatly appreciate the

opportunity to showcase our high-performance aspirating smoke detectors that can minimise damage during accidents at all facilities.”

**Mr Atsushi Hirosawa, Deputy Regional Sales Manager, Nohmi Bosai Ltd (Japan)**

Visitors emphasised how the fair enabled them to see a diverse range of innovations and make valuable business connections.

“As a consultant who often serves as a bridge between investors and fire protection solutions, this exhibition has provided me with a valuable opportunity to connect with potential suppliers that can contribute to my clients' design profiles. I am sourcing for the latest fire protection equipment and products, and I have gained a better understanding of how these advanced solutions work together to protect facilities. I am impressed by the diverse range of Vietnamese, Korean, and Chinese enterprises, and the chance to reconnect with partners.”

**Mr Hoang Tuy Chan Linh, Architect, Vertical Studio (Vietnam)**

“It is my first time attending Secutech Vietnam, sourcing a wide range of products related to access control, locks, and smart home solutions. I discovered exciting new avenues to grow our product portfolio. I also connected with our current suppliers from the Far East and spoke with them about expanding our business relationship. I'm impressed by the innovative technologies on offer, particularly in the areas of security, access control, and energy-saving solutions like solar-powered products.”

**Mr Gary Smith, Commercial Director, ICS Security Solutions Ltd (UK)**

The moderator of a fringe event discussed valuable topics and takeaways from the panel.

“The speakers and I delved into safety, security, and AI application in critical industrial domains. We highlighted practical, cost-effective technical solutions that factories and industrial parks can leverage to enhance their management, security, and safety measures for workers. The discussion around sustainable development was especially insightful and applicable to our association's initiatives on smart and environmentally-conscious industrial practices. This was an invaluable opportunity to engage with experts, identify new industry trends, and gather insights that I am excited to share with my peers.”

**Dr Le Hoai Quoc, Chairman, Ho Chi Minh City Automation Association  
(Moderator of the Smart Industrial Solution Conference)**

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 email [michelle.chu@taiwan.messefrankfurt.com](mailto:michelle.chu@taiwan.messefrankfurt.com).

For more information on Safety, Security & Fire shows worldwide, please visit <http://safety-security-fire.messefrankfurt.com>

**Press information and photographic material:**

<https://secutechvietnam.tw.messefrankfurt.com/hochiminhcity/en/press.html>

**Links to websites:**

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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](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).

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