

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



## Abundant business opportunities await industry players as Secutech Vietnam returns in August

**Ho Chi Minh City, 18 March 2024. As the global supply chain continues to shift, with manufacturing as a key driver, Vietnam, ASEAN’s fastest growing market has grown bolder in its development aspirations. From integrated security to fire safety, smart building, and smart parking solutions, these business prospects are emerging. Secutech Vietnam 2024 will once again take place at the heart of the country, Ho Chi Minh City, at Saigon Exhibition and Convention Centre, from 14 – 16 August 2024. Industry professionals are set to capture market transformations and opportunities across all sectors in the security industry. Country pavilions and concurrent events, including ‘Fire & Safety’, ‘SMABuilding’ and the newly introduced ‘ParkTech’ – an ideal platform for the parking industry, will offer even more sourcing opportunities.**

With a population of 101 million and an abundant workforce comprised of young and skilled labour coupled with flexible labour regulations, Vietnam stands out as one of the most appealing business environments among similarly positioned economies in the region. The government authorities are targeting a GDP growth of around 6.5%<sup>1</sup> in 2024, particularly in the foreign direct investment (FDI) sector. To support the business section, the government will implement new and supportive policies that align with market opportunities and changes. Smart city projects, strong construction sector and increased urbanisation will expedite the growth of IoT based smart building, home solutions and smart parking markets.

Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch, shared her enthusiasm for the upcoming fair: “Vietnam is the major manufacturing hub with the fastest economic growth in the ASEAN region. Thanks to the country’s ambitious industrial and urban planning policy, the markets for safety and security solutions, smart home and home automation, and smart parking are booming. This year, we will also see the inaugural ‘ParkTech’ event, which focuses on the growing sector of smart parking solutions. Secutech Vietnam continues to progress in tandem with the advances of technologies. We hope peers can capture the unique market opportunities in the flourishing Vietnamese market.”

With five months still remaining before the 17<sup>th</sup> edition of Secutech Vietnam opens its doors, 87% of booth space has already been sold out. The fair is expected to house 400 exhibitors across 12,000 sqm of exhibition space. A wide coverage from across multiple

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<sup>1</sup> Vietnam news, <https://vietnamnews.vn/economy/1636547/2024-gdp-target-of-6-6-5-per-cent-feasible-experts.html>, published 15 November 2023

industries including construction, retail, hospitality, parking will attract system integrators, urban planners, distributors and trade buyers from both public and private sectors to visit.

### **Extensive sourcing opportunities at concurrent events and country pavilions**

Vietnam has recently requested a review and revision of the national technical standards for fire safety in buildings and construction projects, with an aim to ensure the standards align with the relevant laws and regulations in Vietnam's practical conditions<sup>2</sup>. As a result of this endeavour, there will be a significant surge in the demand for fire prevention products and solutions, making the 'Fire and Safety' event, supported by the Fire and Rescue Police Department a must-visit spot for buyers.

These days, building managers need more data on what's happening around them. With the help of IoT, the data will be readily available to analyse and used to improve the working of the smart building, making its operations more secure and safe. 'SMABuilding' will enable visitors to source the full spectrum of smart home and building solutions. That said, exhibitors will present advanced security systems, energy savings and management for industrial, residential and commercial properties.

IoT demand and adoption of vehicles primarily fuel Vietnam's smart parking market growth. With the growing demand of security solutions, 'ParkTech' brings together parking industry stakeholders to share insights on Vietnam's parking systems, featuring products such as smart parking sensors, camera systems, mobile apps and payment solutions, data analytics parking guidance systems and electric vehicle charging.

International exhibitors from Japan, Korean and Singapore will display a range of professional security, fire and safety, intelligent building, network solutions and home automation in the form of country pavilions. Korea pavilion will be returning stronger, occupying double the exhibitor space compared to the previous edition.

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).

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.

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

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<sup>2</sup> Vietnam+, <https://en.vietnamplus.vn/ministry-of-construction-request-review-of-fire-prevention/253955.vnp>, published 6 March 2024

**Press information and photographic material:**

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

**Links to websites:**

<https://www.facebook.com/secutechseries>

<https://www.instagram.com/secutechseries>

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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 more than € 600\* 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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\* Preliminary figures for 2023