

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



## New exhibitor records as Secutech Vietnam 2024 further elevates country's urban safety and security

**Ho Chi Minh City, 18 July 2024. At this morning's press conference, the organisers of Secutech Vietnam announced the upcoming fair will host a record number of fire safety and security exhibitors across 12,000 sqm at the Saigon Exhibition and Convention Centre (SECC) from 14 – 16 August 2024. Seen by many industry players as the ideal platform to seize new business opportunities, this year's fair will welcome 400 exhibitors (up 11%) from 17 countries and regions. Country pavilions from Japan and Singapore will also feature various innovations that capture buyers' attention, while the high-traffic Korea Pavilion is set to expand this year. An expected 13,000 visitors will source at the platform, featuring buyer delegations from across Asia, including Cambodia, China, India, Malaysia and Thailand. Vietnam's largest security and fire safety trade show is supported by the government, and will foster connections between various systems integrators, installers, distributors, end users, and Vietnamese government officials.**

Addressing the assembled media and industry players at the press conference in Ho Chi Minh City, Ms Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd – Taiwan Branch, commented on the growing need for fire safety and security measures: "With Vietnam's economy continuing to rise and become more globally integrated, the country's heightened focus on urban and infrastructure development has accelerated the growth of IoT-based smart building, home automation, and smart parking solutions markets. This presents key opportunities for the fire safety and security sectors, reflected in the record exhibitor signups at this edition. By returning to Ho Chi Minh City, which is Vietnam's economic core and one of Southeast Asia's most dynamic cities, we hope industry players can capitalise on the multitude of emerging business prospects."

While Vietnam relies on a multitude of sectors to boost its economy, private and public investment in infrastructure grew to 5.7% of GDP in recent years<sup>1</sup>, bolstered by new business policies to attract foreign direct investment capital. A growing focus on construction projects for public works fuelled demand for products such as security cameras and building automation systems, fireproof equipment, and alarm systems, all product categories at Secutech Vietnam.

The upcoming show's exhibitors hail from key industry hubs such as Bulgaria, China, Germany, Hong Kong, India, Japan, Kazakhstan, Korea, Malaysia, Singapore,

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<sup>1</sup> Vietnam Law & Legal Forum Magazine, <https://vietnamlawmagazine.vn/vietnam-among-top-domestic-infrastructure-investors-ambassador-71650.html>, published 19 April 2024

Switzerland, Taiwan, Thailand, the UAE, the UK, the US, and Vietnam. Highlighted domestic and international exhibitors include ATEIS SE, Chuyen, Gallagher, Gumsung Fire & Security HD Fire, JF Tech, Leelen, Musun Techwin, Network Optix, NK Tech, Nohmi Bosai, Puwell Cloud, S-TEC Vina, Silversea, Skyworth, Sunell, Synology, Tohatsu Corporation, VinaForm, Udyogi and Wisualarm. The stellar lineup will showcase AI-integrated solutions, smart building technology, intelligent security products, fire safety developments, and more.

The fair will present numerous opportunities for cross-sector collaboration, with exhibitors showcasing a comprehensive range of fire safety and security products to meet the demands of system integrators, IT engineers and different vertical market users, from industrial and commercial facility management, to architecture and construction. Concurrent shows Fire & Safety, SMABuilding, and ParkTech, will also showcase the latest products and solutions, such as state-of-the-art fire prevention advancements, building management software, and smart parking sensors.

Beyond the booths, attendees can learn about new market insights and industry trends at the fair's fringe programme. This year's topics are smart solutions for building a secure and safe factory and industrial zone; and fire safety, specifically fire prevention and rescue technology. There will also be outdoor demonstrations allowing fairgoers to further explore products' features and functions.

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:**

<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 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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