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VIETNAM

AL, IoT & ICT FOR SMART SOLUTIONS

9 - 12 September 2026

Friendship Cultural Palace, Hanoi

TARGET BUYER SEGMENT

— FACTORY SECURITY & SAFETY

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As Secutech+ Vietnam continues to evolve toward **solution-based applications**, understanding **who drives decisions** has become just as important as what technologies are showcased.

In real projects, safety, production, and digital systems are rarely decided by a single role. Instead, they are planned, evaluated, and approved by **different professional groups**, even within the same factory or facility.

To reflect how projects actually move forward, Secutech+ Vietnam has identified **three core target buyer segments** that shape demand across industrial and facility applications.

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The Three Target Buyer Segments

Based on visitor role analysis and on-site engagement, Secutech+ Vietnam identifies three core target buyer segments.

Target Buyer Segment			
Buyers	Segment A	Segment B	Segment C
	Factory Security Safety Decision-Makers	Factory Production & Automation Engineers	Industrial ICT & Integration Professionals
	<ul style="list-style-type: none">Facilities EngineersEHS ManagersSecurity ManagersBuilding Managers	<ul style="list-style-type: none">Manufacturing EngineersQA EngineersAutomation SIMachine Vision IntegratorsRobotics specialists	<ul style="list-style-type: none">OT engineersIT networkingIoT architectsDigital transformation teams

Each segment represents a different decision perspective and engages with solutions in different ways.

This Issue's Focus: Factory Security & Safety Decision-Makers

This issue focuses on the buyer group responsible for ensuring that factories and facilities operate **safely, compliantly, and without disruption**.

These professionals typically include:

- Facility and plant engineers
- EHS managers
- Security and safety managers
- Building and facility management teams

How This Buyer Group Evaluates Solutions

This group approaches sourcing from a **risk- and responsibility-driven perspective**. Their priority questions are often:

- Does the system meet safety and regulatory requirements?
- Can risks be detected and controlled early?
- How do security, fire safety, and facility systems work together?

As factories become more automated and interconnected, this buyer group increasingly favors **integrated safety and facility solutions** rather than standalone products.

Target Buyer Segment Overview — Segment A

To clarify how this buyer group engages with solutions, the framework below maps **Factory Security & Safety Decision-Makers** against six solution categories.

It highlights which solution areas are **primary priorities** and which are secondary considerations, based on their responsibilities and decision logic.

6 Solution Categories			
Buyer	Factory Security Safety Decision-Makers	Factory Production & Automation Engineers	Industrial ICT & Integration Professionals
Solution			
Security & Safety Solutions	PRIMARY CCTV, Access Control, Perimeter, Patrol, Workforce Safety	<div>MORE INFORMATION COMING SOON</div>	
Fire & Emergency Technologies	PRIMARY Fire Alarms, Suppression, Evacuation, NFPA Compliance		
AI + Vision Technologies	SECONDARY AI Safety Analytics, People Flow, Behavior Detection		
IoT & ICT Infrastructure	SECONDARY Sensors, Networks, Safety Platforms		
Light Automation & Robotics			
Smart Building Management	PRIMARY/ SECONDARY BMS, Energy, HVAC, Emergency Integration		

****PRIMARY / SECONDARY** indicates relative solution priority from the perspective of this buyer segment.
**Details for other buyer segments will be introduced in upcoming issues.

Why This Buyer Segment Matters To Exhibitors

For many projects, these decision-makers:

- Define **safety standards and system scope**
- Influence **budget approval and vendor shortlisting**
- Act as the **first decision gate** before other technical teams become involved

For exhibitors offering factory safety, fire protection, or facility security solutions, this buyer group often represents the **earliest and most direct buying intent**.

Coming Next: Other Buyer Segments

Modern Factory and Facility Projects Involve Multiple Decision-Makers.

In the next issues of this series, we will introduce:

- Buyer segments focused on **production efficiency and automation**
- Buyer segments leading **digital integration and system connectivity**

Together, these segments form the complete decision chain behind today's industrial and facility projects.

Secutech+ Vietnam 2026 Show Info

Date: 9 - 12 September 2026 | **Venue:** Friendship Cultural Palace, Hanoi

Start with the buyers who define safety standards and approve facility systems.

Meet factory security and safety decision-makers at Secutech+ Vietnam 2026 and position your solutions where compliance, risk control, and operational decisions are made.

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For more inquiries

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SECUTECH+
VIETNAM
IN CHINA'S EAST ASIAN MARKET

TARGET BUYER SEGMENT

FACTORY PRODUCTION & AUTOMATION ENGINEERS

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Align Your Solutions with Factory Production & Automation Engineers

As smart factories evolve, efficiency, automation performance, and quality stability have become non-negotiable operational requirements.

Vietnam's Industry 4.0 acceleration is driving **real purchasing demand** for modular, scalable automation solutions that can be deployed incrementally — especially across SME-led manufacturing environments. With policy support, clearer standards, and growing implementation ecosystems, factories are moving beyond exploration toward **practical automation execution**.

Following last week's focus on [Factory Security & Safety Decision-Makers](#), this week we spotlight another core buyer segment - **Factory Production & Automation Engineers** shaping demand across smart factory and building applications.



Target Buyer Segment Focus:
Factory Production & Automation Engineers

This buyer group is responsible for translating production requirements into **real, deployable automation systems** on the factory floor.

These professionals typically include:

- Manufacturing and production engineers
- Automation engineers and system integrators
- QA and inspection engineers
- Machine vision and robotics specialists

These professionals are deeply involved in **technical evaluation, system integration, and performance validation** — making them a key audience for solution providers.

What Are They Sourcing For?

Production and automation engineers assess solutions based on measurable production outcomes, not abstract capabilities.

They are responsible for:

- Improving production efficiency and throughput
- Maintaining quality consistency and inspection accuracy
- Ensuring automation systems operate reliably within existing workflows
- Upgrading production lines without disrupting ongoing operations

For exhibitors offering automation, robotics, machine vision, or industrial connectivity solutions, this buyer group represents **hands-on buying intent** — where decisions are made close to the production line.

They Are Actively Sourcing In 3 Key Solution Categories.

Light Automation & Robotics

- Robotics
- AMR
- Pick and Place

AI + Vision Technologies

- Machine Vision
- Inspection & Robotics

IoT & ICT Infrastructure

- Industrial Connectivity & Digital Factory Integration

These categories directly support production optimization, system interoperability, and scalable automation strategies.

Why This Buyer Group Matters to Exhibitors

Factory Production & Automation Engineers are the buyers who **decide what actually gets deployed on the production floor**.

If your solutions help factories:

- Run faster and more consistently
- Upgrade automation without full line replacement
- Integrate vision, robotics, and control systems seamlessly

They are key focus group at Secutech+ Vietnam

who define technical requirements, evaluate real on-site deployment value, and decide whether solutions can scale across production lines, making them critical influencers in automation and smart factory purchasing decisions at the show.

Coming Next: The Final Buyer Segment

Modern factory and facility projects involve multiple decision-makers working across operations, automation, and digital systems.

Next week, we will introduce the buyer group focused on **industrial ICT, system integration, and platform-level connectivity** — completing the decision chain behind today's smart factory and facility projects.

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Start with the engineers who turn automation into production results.

Meet factory production and automation decision-makers at Secutech+ Vietnam 2026 and position your solutions where efficiency, quality, and scalability decisions are made.

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