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**secutech+ VIETNAM** 9 - 12 September 2026  
Friendship Cultural Palace, Hanoi  
AI IoT & CT FOR SMART SOLUTIONS

## 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 |   |  |  |
|----------------------|---|--|--|
|                      | Segment A<br>Factory Security<br>Safety Decision-Makers   | Segment B<br>Factory Production &<br>Automation Engineers  | Segment C<br>Industrial ICT &<br>Integration Professionals   |
| Buyers               | <ul style="list-style-type: none"><li>Facilities Engineers</li><li>EHS Managers</li><li>Security Managers</li><li>Building Managers</li></ul> | <ul style="list-style-type: none"><li>Manufacturing Engineers</li><li>QA Engineers</li><li>Automation SI</li><li>Machine Vision Integrators</li><li>Robotics specialists</li></ul> | <ul style="list-style-type: none"><li>OT engineers</li><li>IT networking</li><li>IoT architects</li><li>Digital transformation teams</li></ul> |

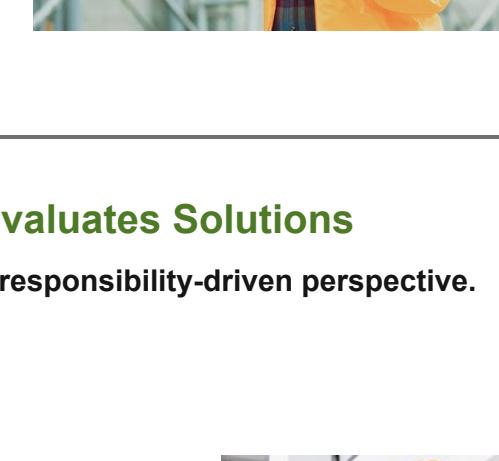
Each segment represents a different decision perspective and engages with solutions in different ways.

#### 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:**

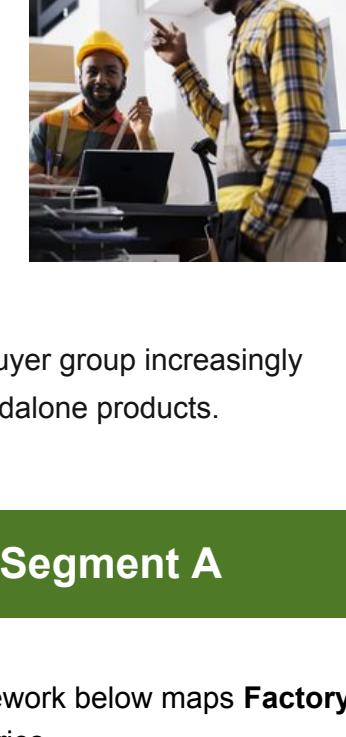
- Facility and plant engineers
- EHS managers
- Security and safety managers
- Building and facility management teams



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

**MORE INFORMATION COMING SOON**

\***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.

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**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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## 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.

#### 6 Solution Categories



Security & Safety Solutions, Fire & Emergency Technologies, AI & Vision Technologies, IoT & ICT Infrastructure, Light Automation & Robotics, Smart Building Management

#### Focusing On

#### Target Buyer Segment

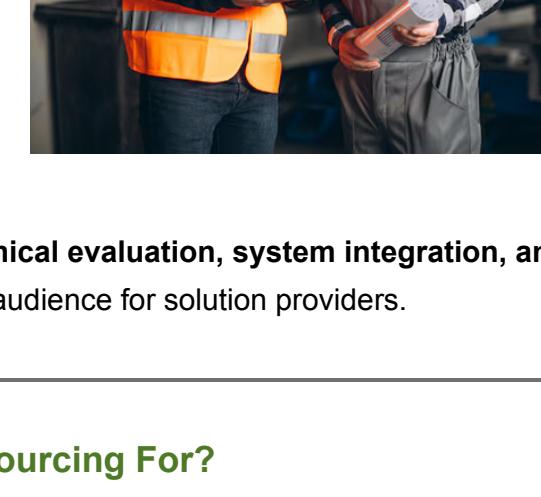


#### Target Buyer Segment Focus: Factory Production & Automation Engineers

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.



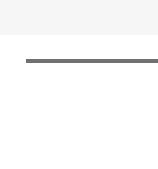
##### Light Automation & Robotics

- 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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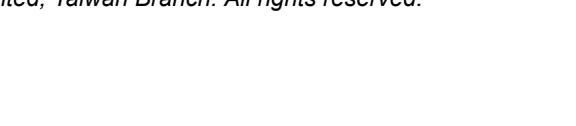
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##### Start with the engineers who turn automation into production results.

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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### Position Your Solutions for Industrial ICT & System Integration Professionals

As smart factory projects advance from **automation execution on the production floor** to broader digital expansion, attention naturally shifts from how systems run to how systems connect.

In our previous focus on **Factory Production & Automation Engineers**, we explored how production requirements are translated into real, deployable automation solutions on-site. As those systems scale across lines, buildings, and facilities, a new layer of decision-making emerges — one centered on **connectivity, architecture, and system-wide coordination**.

This final buyer segment highlights the professionals responsible for **designing and governing the digital foundations** that enable production systems, safety infrastructure, and building operations to function together as a unified, scalable environment.

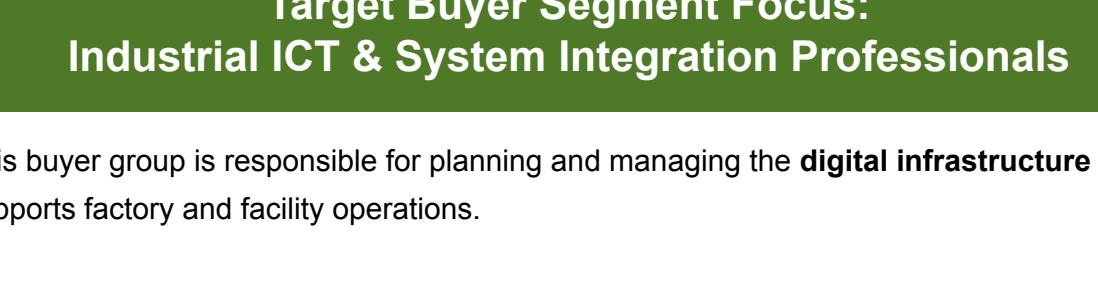
### 6 Solution Categories



Security & Safety Solutions, Fire & Emergency Technologies, AI + Vision Technologies, IoT & ICT Infrastructure, Light Automation & Robotics, Smart Building Management

Focusing On

### Target Buyer Segment



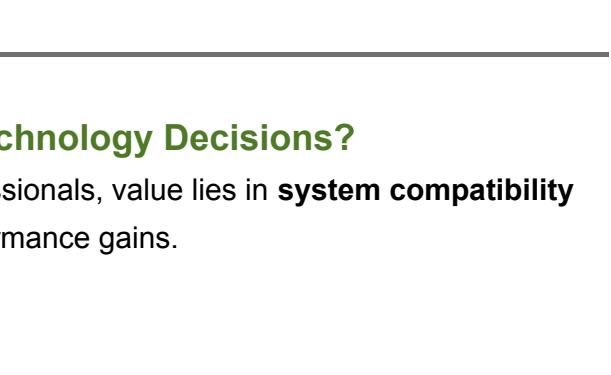
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### Target Buyer Segment Focus: Industrial ICT & System Integration Professionals

This buyer group is responsible for planning and managing the **digital infrastructure** that supports factory and facility operations.

They typically include:

- OT and industrial network engineers
- IT and enterprise infrastructure teams
- IoT architects and platform specialists
- Digital transformation project teams
- System integrators managing multi-system deployment



They do not evaluate products in isolation. Their focus is on **how systems work together** in a secure, stable, and scalable environment.

#### What Drives Their Technology Decisions?

For Industrial ICT & System Integration Professionals, value lies in **system compatibility and long-term stability**, not short-term performance gains.

They are responsible for:

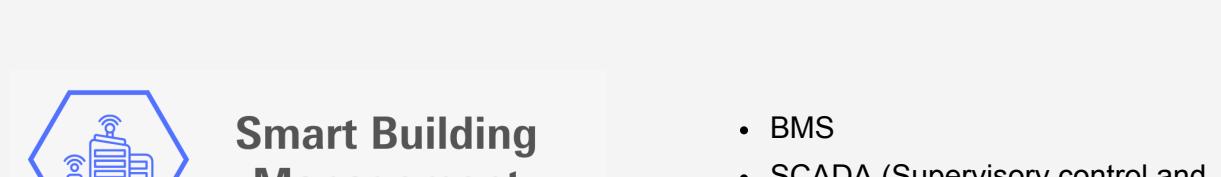
- Integrating OT and IT environments across factories and facilities
- Ensuring secure, stable data exchange between systems
- Supporting scalable architectures for future expansion and digitalization
- Managing platform-level performance, reliability, and cybersecurity

For exhibitors offering platforms, connectivity, cybersecurity, or integration-ready solutions, this group often determines whether a solution can move forward.

#### Where Their System-Level Attention Is Focused

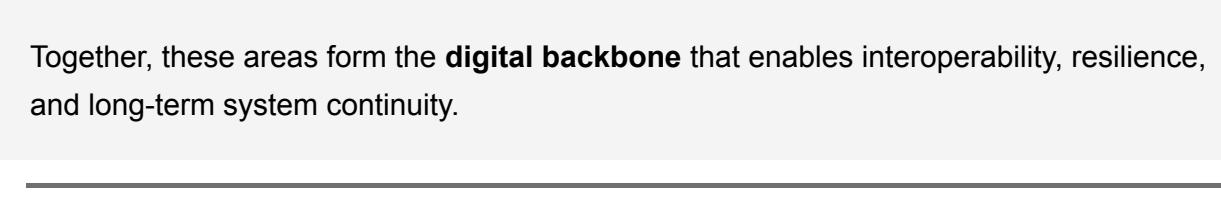
Instead of sourcing individual devices, these professionals concentrate on **technology layers that define how systems interact and evolve**.

Their focus is primarily placed on the following areas:



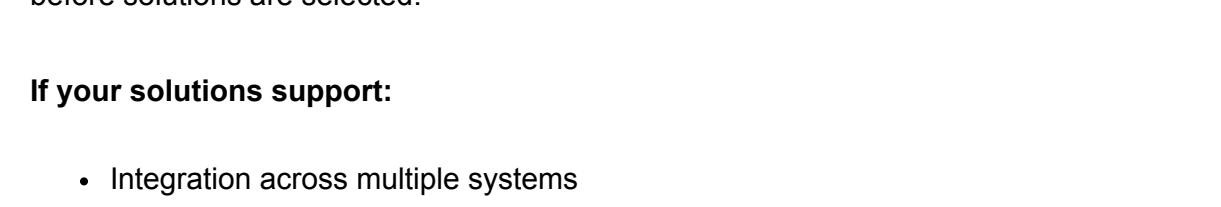
#### Security & Safety Solutions

- Platform-level security Integration



#### AI + Vision Technologies

- Vision Data Pipelines
- AI Platforms



#### IoT & ICT Infrastructure

- IoT
- OT/IT
- Cybersecurity



#### Smart Building Management

- BMS
- SCADA (Supervisory control and data acquisition) Integration

Together, these areas form the **digital backbone** that enables interoperability, resilience, and long-term system continuity.

#### Why This Buyer Group Is Critical for Exhibitors

Industrial ICT & System Integration Professionals define the **technical requirements** before solutions are selected.

If your solutions support:

- Integration across multiple systems
- Secure and scalable architectures
- Long-term digital infrastructure planning

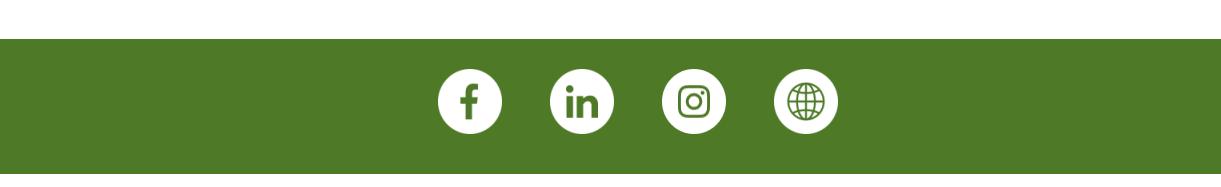
This buyer group plays a key role at **Secutech+ Vietnam** in determining whether solutions can be implemented and maintained over time.

#### Completing the Target Buyer Perspective

This **Target Buyer Segment** series brings together the full decision landscape behind modern factory and facility projects—spanning **security & safety, production automation, and digital connectivity**.

At **Secutech+ Vietnam**, solutions are evaluated through these three buyer segments, shaping how technologies are selected, integrated, and deployed across real-world projects.

Click below to revisit the previous buyer perspectives



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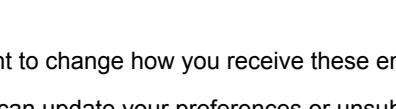
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Engage with the professionals who design and govern connected industrial systems.

Position your solutions where digital structure, integration strategy, and system scalability decisions are made at Secutech+ Vietnam 2026.

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