

Final Report

Secutech Thailand
International Trade Fair for Security, Fire and Safety
Bangkok International Trade and Exhibition Centre (BITEC)
Bangkok, Thailand, 16 – 18 November 2017

Hong Kong,
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Secutech Thailand 2017 enjoyed impressive visitor numbers

The fair is recognised as a flourishing platform to help tap into Thailand's growing security market

Fringe events looked towards the future of smart and safe solutions

Secutech Thailand 2017 has proved itself as a leading security, fire and safety trade fair for Thailand and its neighbouring countries. The three-day fair drew 8,326 visitors from around the world. The show, held from 16 – 18 November 2017 at Bangkok International Trade and Exhibition Centre, hosted 150 world-renowned exhibitors and showcased a full spectrum of cutting-edge smart security solutions and technologies.

Commenting on the 2017 edition's tremendous result, Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media, said: "The success of this year's Secutech Thailand relied heavily on the outstanding support from numerous government authorities, industry associations and our exhibitors and visitors. Thanks to this joint effort, we have been able to create a comprehensive and effective business and networking platform for the security industry. I am confident this will unlock a wealth of business opportunities in Thailand and the ASEAN region."

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The market demand for smart security solutions in Thailand continues to grow thanks to the Thai government's proactive implementation of smart and safe city projects. To align with this emerging industry trend, the theme for the 2017 fair was, naturally, "smart and safe city". To better showcase the most sought-after technologies connected with smart and safe city projects, the show was divided into five zones: the Smart City, the Smart Home Solution Center, the Z-Wave Pavilion, the UL Pavilion and the Intelligent Video Gallery.

CP Plus, a leading global brand in advanced security and surveillance solutions, exhibited at this year's Secutech Thailand and applauded the

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highly relevant fair theme. Mr Anand.S, Vice President of Asia Pacific, explained: “We see a lot of opportunities in the Thai market and it was an easy choice for us to be part of Secutech Thailand, especially considering its initiative to promote smart city projects. We are eager to explore the potential of smart city solutions and bring our leading global best practices to the market. We also see Thailand as a gateway to help us reach out to nearby markets. Overall, I am positive about the result of our participation.”

Hikvision Digital Technology Co Ltd, a well-known video surveillance company, also shared its optimism about the Thai market and the business leads generated during the fair. Mr Michael Guo, General Manager of Asia Business Team, shared: “Thailand’s market is booming because of the Thai government’s effort in promoting the smart city concept and upgrading various security systems within the country. During the fair we were able to meet with many professional buyers including government officers, system integrators and dealers.”

An integral part of the fair was the Z-Wave Pavilion which showcased some of the most sophisticated technologies in the smart home and home automation sectors. VDA, a global automation company specialising in IPTV products and technical solutions in building automation, was among the participating brands at the pavilion. Mr Rajiv Parrab, Group Executive of VDA Asia Pacific Ltd, remarked: “The fair allowed us to meet a lot of people who are from our target markets under one roof. We met developers, architects, implementation companies, system integrators just to name a few. All in all the fair has been very beneficial for us.”

Visitors commend the fair as an effective sourcing and networking hub

In order to help industry players make inroads into the developing ASEAN markets, the organisers of Secutech Thailand formed seven buyer delegations from Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore and Vietnam.

Mr Stefanus Ronald Juanto, Director of CCTV ALVA, joined the Indonesian buyer delegation and was pleased he took advantage of the opportunity: “I think the fair is definitely worth visiting. The organisers did an amazing job and the strong visitor flow proved this. Thailand and Indonesia are both striving to boost tourism and we both place a strong impetus on building smarter and safer cities to increase the number of tourists and investment opportunities. It was invaluable to learn from Thailand’s experience during our visit.”

Other visitors also discovered valuable business prospects during the fair. Mr Jerzy Zywicki is the Director of Digital Home Systems from Australia. His company promotes and distributes Z-Wave products and services. Sharing his experience, Mr Zywicki said: “I came to meet with our existing partners in Thailand and also look for new business leads. On the first day alone I met with five companies that I think we will have potential to work with in the future.”

Mr Thanachai Yingniyom, Senior Building Supervisor of Summer Hill Shopping Mall in Thailand, visited the fair to source CCTV and fire alarm systems, and to explore innovations currently available in the market. He stated: "The fair is outstanding as it gathers a strong line-up of important brands such as Seagate and Dahua and displayed the latest solutions from the industry. We have visited several companies and will consider placing orders. I particularly liked the inventive fire alarm system by Taiwanese company Yun Yang."

Fringe events looked towards the future of smart and safe solutions

Held concurrently with the fair was the extensive fringe programme that included 13 conferences and events covering 35 sessions. Government officials and industry experts were invited to deliver their insights about smart and safe city development to the assembled audiences.

Proving particularly popular was the **Thailand Smart City Master Plan Conference**, which introduced the roadmap of developing smart cities in Thailand with key technology applications and successful case studies.

Mr Apisith Chaiyaprasith, HPE Government Relation of Hewlett Packard Enterprise (HPE), attended the aforementioned conference. He noted: "When significant industry players including heavyweights from governments and commercial sectors are all lined up at an event then you know it is going to be worthwhile. By sharing their invaluable insights and ideas, the speakers can help to foster the development of Thailand's smart cities and help resolve the challenges we face."

Ms Joyce Yeh, Senior Manager at ICP DAS Co Ltd, delivered her presentation at **Industry 4.0: Making Factories Smarter and Safer**. She said: "The manufacturing industries are all preparing themselves for the unstoppable IoT and Industry 4.0 trends. I am happy to be here to share my thoughts and talk about the solutions that our company can provide. The feedback was great. We have attendees from Thailand, Singapore and Indonesia who are keen for more information about Industry 4.0. This provides us with a great chance to further our market promotion."

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd and Worldex G.E.C. Co Ltd. The show is run concurrently with Thailand Lighting Fair and Thailand Building Fair 2017. Together, the shows attract even more professional builders, designers and system integrators in one place. For more details, please visit www.secutechthailand.com. Alternatively, contact Mr Jason Cheng at +886 2 8729 1099 ext 215, or email jason.cheng@newera.messefrankfurt.com.

With nine events in its portfolio, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide an ideal opportunity to gain a foothold in dynamic and growing markets all over

the world. Presently, Messe Frankfurt organises events in Europe, Asia, the Middle East and South America.

For more information, visit www.safety-security.messefrankfurt.com

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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).

For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de