

Press Release

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Guangzhou Guangya Messe Frankfurt and Guangdong Public Security Protection Technology Association join forces to hold Guangzhou Public Security Technology 2018

Messe Frankfurt's safety and security trade fairs elevate the show's internationality

China's safety and security industry sees a positive outlook

Guangzhou Guangya Messe Frankfurt has announced a collaboration with Guangdong Public Security Protection Technology Association, and will become the co-organiser for Guangzhou Public Security Technology (GPST). The 2018 edition will be held from 9 – 12 June at the China Import & Export Fair Complex in Guangzhou, China.

The collaboration includes the support from Secutech, a world-renowned safety and security trade fair brand owned by Messe Frankfurt. Under the new arrangement, GPST 2018 is projected to draw more than 200 quality manufacturers and solution providers of safety and security technologies. Over 10,000 visitors representing the government's public security department, systems integrators and research and development bodies are also expected to attend.

GPST has been solely organised by Guangdong Public Security Protection Technology Association since 2004. With more than a decade of growth, the show has developed into an unparalleled industry event for security and safety products and solutions in Southern China. The move can further benefit the show by bringing in a strong lineup of industry leaders and stakeholders, and will enhance the show into an international platform for product launching and sourcing.

Messe Frankfurt's safety and security trade fairs elevate the show's internationality

Guangzhou Guangya Messe Frankfurt is a subsidiary of Messe Frankfurt GmbH, one of the world's leading trade fair organisers with its own exhibition grounds. Its safety and security trade fairs have gained a strong foothold in international major and emerging markets. These include the flagship trade fair Secutech in Taipei and its sister fairs in Bangkok, Ho Chi Minh City and Mumbai.

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On top of this, GPST is also held in conjunction with Guangzhou Electrical Building Technology, another industry-related exhibition. The two shows benefit from a crossover of business opportunities for visitors and exhibitors alike.

Mr Hubert Duh, Chairman, Guangzhou Guangya Messe Frankfurt Co Ltd and Chairman and Managing Director, Messe Frankfurt New Era Business Media Ltd, said the collaboration will bring new energy to the show and to both organising parties. He explained: "The move is an important step for the development of Messe Frankfurt's safety and security trade fairs portfolio in Asia. The sector has been well established in global essential markets, and has now extended its presence in China. Together with the promotion of our industry leading a&s magazine series, we can strengthen the exposure in Asia, and especially in China."

Ms Jian Jie, Vice Secretary General of Guangdong Public Security Protection Technology Association, is also optimistic about the collaboration. She said: "GPST has always have a strong support from both the association and the government. The joining of Guangzhou Guangya Messe Frankfurt will further enhance the show's internationality by their global resources in electrical building, smart home and the Secutech brand shows. I am confident that the show will evolve into a multi-functional platform for import and export businesses, sourcing and advanced technology displays."

Running into its 11th edition, Guangzhou Public Security Technology 2018 will occupy 30,000 sqm of exhibition space (together with Guangzhou Electrical Building Technology). Five intelligent application zones will be set up to highlight the top vertical markets, including public safety, intelligent building, smart retail, smart factory and intelligent healthcare.

Safety and Security industry remains a positive outlook

Set against the backdrop of rising global demands for safety and security products and rapid growth of IoT, local industry development in China is also catching up fast with more intelligent products. According to the Report of Market Prospective and Investment Strategy Planning on China Security Industry, published by, the total value of China's safety and security industry in 2016 was USD 84.3 billion (RMB 540 billion). Meanwhile, the market is projected to be worth USD 93.1 billion (RMB 595.8 billion) in 2017, up 10.3% compared to 2016. This growth is expected to continue at an average rate of 10% during the 13th Five-Year Plan period.

During last year's World Internet of Things Exposition, Mr Luo Wen, Deputy Minister of the Ministry of Industry and Information Technology of the People's Republic of China, announced that the CAGR of China's IoT industry has exceeded 25%. By 2020, the industry is anticipated to be worth more than USD 281.2 billion (RMB 1.8 trillion).

Indeed, China's safety and security enterprises are more competitive than ever in the global marketplace. a&s, an international leading safety and security industry magazine, recently published the world's top 50 and most influential safety and security enterprises in 2017. Numerous Chinese companies such as Hikvisions and Da Hua Technology are among the top tier firms. As an industry pioneering event, Guangzhou Public Security Technology is the connecting point for local solutions providers to the access the global market, and a melting pot for product presentation, business encounters and information sharing.

For more information about Messe Frankfurt's safety and security trade fairs, please visit www.messefrankfurt.com.hk

- End -

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de