

Final report

Hong Kong, May 2016

Secutech India
India's Professional Exhibition and Conference for Electronic
Security, Homeland Security and Fire and Safety
Bombay Exhibition Centre, Goregaon
Mumbai, India, 21 – 23 April 2016

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Largest ever Secutech India draws to another successful conclusion in 2016

Show size almost doubled with the new Fire & Safety section

Participants praised the show's effectiveness and quality

Secutech India has once again demonstrated its significance within the safety and security industry, reinforcing its role as the most influential one-stop sourcing and networking platform in India. The 2016 edition was held from 21 – 23 April at the nation's Bombay Exhibition Centre in Mumbai.

Organised by Asian Business Exhibition and Conferences Ltd (ABEC) and Messe Frankfurt New Era Business Media Ltd (MFNE), the fair occupied an expansive space of 18,000 sqm (2015: 10,000 sqm) with its newly established section dedicated to fire & safety products and solutions, setting a new record high for its scale.

The three-day event attracted a record-breaking 194 exhibitors from 11 countries and regions and 18,265 visitors from 14 countries and regions, resulting in a 20% increase from 2015 (2015 exhibitor number: 123; visitor number: 15,354). The visiting countries and regions include Australia, China, Germany, Italy, Korea, Kuwait, Malaysia, Saudi Arabia, Taiwan, Turkey, the UAE, the UK and the US.

Officiating the opening ceremony was Mr Devendra Fadnavis, the Chief Minister of Maharashtra. He said: "I believe this platform, which focuses on security and fire & safety, is an important event and I am certain that the discussions and solutions presented here will be vital in developing and increasing safety measures within the city."

Opening the fair was also Mr Maninderjeet Singh Bitta, the Chairman of the All India Anti-Terrorist Front (AIATF) and Mr Devendra Kumar Shami, the Fire Advisor Government of India. Mr Bitta mentioned in his keynote speech: "We are all here to discuss India's fire and security concerns. And we should strive to go forward together and make good use of the platform to see the advanced solutions for the sector." Mr Shami added:

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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“Secutech India is an excellent opportunity to meet and discuss burning issues at the exhibition and concurrent conferences. I am happy to see the Government of India, the Government of Maharashtra and all associations including National Association of Fire Officers (NAFO) and Fire Safety Association of India (FSAI) are supporting this event.”

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With the support of government and industry associations, the show was well attended by industry professionals and buyers across India and its neighbouring countries. Exhibitors found it very rewarding participating in the show since they met their target partners and clients. Returning exhibitor, Trueview, a leading supplier launching their new and space-saving HD IP camera technology, was one of them. Its representative, Mr Manish Rathi, commented: “Secutech India is a dynamic platform for building a good dealer network. This is the third time Trueview has taken part in the fair. Over the years we have collectively built a wide network with more than 500 dealers. We are thrilled to have closed dealerships with two companies on the first day and are expecting more.”

Nitin Fire, one of the exhibitors at the Fire & Safety section, echoed similar sentiment. Mr Nitin Shah, the president of the company as well as the Fire Protection Association of India, expressed: “We have been waiting for the right opportunity to introduce our new products and Secutech India appeared to be an ideal one. We have good responses from customers here and they are expected to grow into genuine projects soon. Along with national and international end users, a large proportion of fire visitors also attend the show. We see great efforts have been made by the organisers in achieving a grand success with the show.”

Mr Balasubramanian Jayam, the Head of Marketing Communications for Prama Hikvision India Pvt Ltd, also shared: “Hikvision has been supporting the show since it first started and we’ve witnessed its growth over the last few years. This year’s scale has been significantly enlarged and we are delighted to see many existing partners and new potential clients who are eager to work with us. Bringing together the right group of visitors, Secutech India allows us to present our strength and development well every year and it is a must-attend event for us and everyone from the industry.”

The surging demand for the next generation security devices and advanced technologies was reflected by the enthusiasm of the visitors. Many of them were pleased by the chance offered to compare products from a collection of suppliers.

Mr Vijay Bhatia, Jt. Director Liaison for the World Trade Centre in Mumbai said: “I have visited the show before and it is always a productive experience. The show makes it easier to learn about new products and features since most of these innovations are presented here. There is a good diversity of products, which is valuable for

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sourcing, and I will suggest my team to visit and initiate talks for a tie-up with some of the vendors here.”

Mr Kalpesh Patel, the Proprietor for Apex Systems, is another regular visitor of Secutech India. He commented: “The show has grown much bigger and it enables me to explore the latest safety solutions and new technologies like always. I have been in touch with some brands who take part here and I come to see the features that we can adapt.”

Besides product showcases, fringe activities play an important role at the exhibition and help participants in acquiring insights for strategic business expansion and facing future challenges. A highlight included the highly coveted Secutech India Safety & Security Conclave and Fire & Safety India Conclave. Both of the concurrent events brought together some of the country’s market leaders and experts from different domains to present on the hottest topics, such as Smart Cities, New technologies for Banking Sector and Internet of Things (IoT).

Among the speakers, Mr Milind Borkar, Vice President for Infinova March Networks & Swann Middle East, Africa and SAARC, expressed: “This is my first participation at Secutech India and it has been a good experience. India today is facing key security challenges to combat terrorism, intelligence gathering and even media bias. Secutech India gathers a good mix of people from these areas and is greatly helpful in terms of raising awareness and highlighting advanced security solutions.”

Capt Praveen Chhetri, the Deputy General Manager – Security for Mumbai Metro One Pvt Ltd, was impressed by the Secutech India Safety & Security Conclave. He commented: “My colleagues and I have had an excellent experience at Secutech India. We learnt a lot about industry updates and new technologies available in the market from the panel of prominent speakers from different specialties. We are particularly interested in the concept of Smart Cities and how we can implement these technologies and realise the development plan in Mumbai. Secutech India is a platform where we are inspired for possible answers.”

With 11 events, 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 optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Germany, Asia, the Middle East, Russia, South America and East Africa.

For more details, please visit www.secutechexpo.com. Further information is available at www.safety-security.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more

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than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2015)