

Final Report

Secutech India
India's Professional Exhibition and Conference for Electronic
Security, Homeland Security and Fire and Safety
Bombay Exhibition Centre
Mumbai, India, 6 – 8 April 2017

Hong Kong,
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Telly Cheuk
Tel. +852 2238 9956
telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
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Key industry leaders, top brands share latest innovations and vertical solutions for the security and fire & safety sectors at Secutech India 2017

Surging demand for advanced security devices and technologies attract comprehensive product range, piquing interest of high-level buyers

Exhibitors and visitors alike turned out in force to the 6th Secutech India 2017, making this the most successful exhibition to date and is the leading business and networking trade platform in India. The exhibition continues to be well-supported and recognised by top industry and government officials from the security and fire & safety sectors. The three-day fair was held from 6 – 8 April 2017 at the Bombay Exhibition Centre in Mumbai and was jointly organised by Asian Business Exhibition and Conferences Ltd (ABEC) and Messe Frankfurt New Era Business Media Ltd.

A total of 680 exhibiting brands from 20 countries and regions in the security and fire & safety fields took part in the exhibition and utilised 20,000 sqm of exhibition space in three halls. The huge number of exhibitors attracted even more visitors to the show. 25,000 visitors from India and abroad checked out the latest innovations in the security and fire & safety industries.

Several top members of management from government authorities and show organisers were present to open the show during the inaugural ceremony. Mr Sumit Gandhi CMD for ABEC Exhibitions & Conferences officiated the opening presentation and remarked that he believed the show will create a new benchmark for the security and fire & safety industry. He said: "Since its inception, Secutech India has been on a growth trajectory, constantly looking to the future and forging synergy to keep up with the changing global security and fire safety trends. With some of the best and brightest minds in the industries of security, safety,

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

fire protection and government, we will be covering every aspect of the security and fire safety spectrum.”

Ms Regina Tsai, Deputy General Manager for Messe Frankfurt New Era Business Media is pleased with the outcome and looks forward to the future of the industry and the exhibition. She said: “The substantial growth in the show’s scale and the favourable impressions from the show’s participants makes us confident that there is a great need we are fulfilling and that safety and security is a dynamic growth sector in India. As a leading safety and security exhibition organiser, we at Messe Frankfurt will continue to provide a premium business platform to connect this promising and evolving market to the key security and fire & safety providers in this all-inclusive business platform.”

The show was also honoured to include the National Association of Fire Officers President Mr Shri MV Deshmukh, who addressed the importance of Secutech to the fire safety industry. He explained: “The objective of this platform is to bring the best-in-class products, not just in the fire & safety segments but also the security side, through Secutech India. We also have a delegation of 50 professionals visiting the fair to discuss various issues pertinent to their fields. Government reports show there is a 70% deficiency in fire services. The idea is to bring the sector together on this platform and bridge this gap.”

Key industry leaders, top brands share latest innovations and vertical solutions for the security and fire & safety sectors

Advances in technology and a heightened demand for security measures in India have made Secutech India an extremely attractive exhibition for the industry. The fields of smart and safe cities, banking and finances, oil and gas, and transportation and buildings have required an especially strong demand for advanced security measures in India, thus attracting relevant industry leaders to this exhibition, as can be seen by the enormous jump in exhibitors. Companies within these sectors demonstrated the latest technologies and integrated solutions on the show floor. Large name brands within this realm include: Hikvision, Panasonic, Seagate, Milestone, Dahua, Infinova and D-link.

A long-term supporter of Secutech India and Messe Frankfurt’s other security trade fairs, Prama Hikvision India Pvt Ltd is a market leader and was present again at this year’s Secutech India. Accommodating the multitude of business structures of the show’s visitors, the company was showing a full spectrum of vertical solutions for the security industry. Mr Ashish P Dhakan, MD & CEO of Prama Hikvision India Pvt Ltd was extremely impressed with the show’s achievements. He commented: “We have had a lot of key customers, stakeholders and project

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consultants visiting our booth over these few days. There are also some key system integrators from the safe city sectors and end users from transportation, metro and different vertical markets. We are happy to see the customers from the security industry coming as well as from the fire & safety sectors. This show is essential for us to introduce our new products to the market. The smart and safe cities sector is growing very fast in India. We are optimistic about having big business in the near future.”

The smart and safe cities sector is currently a hot topic in the industry. It is a quickly developing enterprise in India, according to Mr Nitin Sha, Chairman & Managing Director of Nitin Fire Protection Industries Ltd. He explained: “The fire & safety product business is doing very well in India. We are expecting our GDP to cross 10%. This is the occasion where everybody in the industry from different parts of the world meets in one place, to network with each other and to develop new safety products for a fire-safe India. We always put a lot of effort into research and development. “We are bringing a lot of our new products to the show and we want to show what best we can do for our country.”

Surging demand for advanced security devices and technologies attracts comprehensive product range, piquing interest of high-level buyers

As the leading business and networking trade platform in India for the security and fire & safety sectors, Secutech India draws high numbers of top-level companies and buyers in this industry. This is the exhibition to showcase the latest innovations and products to promote safety and security and this allows the most complete product range demonstration for buyers. Ms Bhagyalaxmi Ponamalla of Harshit Consultancy in India visited the show to learn about the latest technologies in the field. She said: “My company is a consulting firm and I’m looking for better and more advanced recording and surveillance products and technologies for buildings. Market demand and technology are changing fast and I wouldn’t know what the newest offerings were in the market if I didn’t come to this show. I have found useful suppliers and products here that I can recommend to our clients and upgrade our existing products.”

Some repeat buyers visiting Secutech India feel the show is crucial to the growth of the entire industry and is helpful for networking. Mr Hardik N Shah of Nilesh Steel Corporation in India said he regularly visits the show to look for fire & safety products. He explained: “I can always find new products here and this is the place where I can connect with everybody in the business. I will further discuss business opportunities with some of the suppliers I found here after the show. The show is very helpful to the growth of the industry because you can have a broader

view of every aspect and requirement of the industry and what's happening with the market.”

Fringe programme events facilitate industry development

Secutech India included two concurrent fringe programme events and both were well-attended by visitors. The Safety and Security Conclave and the Fire & Safety Conclave were led by industry business leaders and professionals. The events allowed for the panellists and the audience to engage in intensive and productive dialogue on industry topics. They covered all aspects in the scope of current trends and the future development of security and fire & safety issues in India. The events were also an opportunity for both exhibitors and buyers to network and facilitate business.

A panellist for Smart City – An Emerging Trend in India, a session during the Safety and Security Conclave, Capt Ramesh Kumar, Head of Security, Mumbai Metro Rail Corp shared his thoughts on the challenges faced with smart city development in India. He explained: “We need smart people to handle smart city. They need to have the skills to handle the technology and the integration. I am glad to have so many industry elites present at this exhibition. That means there are opportunities to contribute to the growth of this country. This is a good chance to update my knowledge and to learn the latest industry trends. This event brings industry players from different fields to one common platform where people can discuss and find solutions together.”

Experts from several industries were present at the events and it was bringing all these specialists together that will help to develop fields further. Mr Mohan H Kadam, Head of Mumbai International Airport was a panel speaker for the Airports Fire Safety session during the Fire & Safety Conclave event. Mr Kadam said: “Professionals from various industries are well-aware of their respective work areas. By bringing them together, the conference exposes everyone with new technologies and perspectives from different sectors and lines of work so that they can develop in their fields. It is a very good idea to have a panel discussion alongside the fair and I think it should definitely be continued in the coming years.”

Secutech India 2017 was a remarkable success and has helped make great gains in the security and fire & safety sectors. Both exhibitors and visitors alike gave positive feedback on the show and organisers are confident in its continued success.

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Secutech India is organised by Asian Business Exhibition and Conferences Ltd (ABEC) and Messe Frankfurt New Era Business Media

Ltd. For more details, please visit www.secutechindia.com. Alternatively, please contact Ms Michelle Chu at michelle.chu@newera.messefrankfurt.com.

With eleven 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 Europe, Asia, the Middle East, South America and East Africa.

Further information at 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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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