

Press

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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Expanded Secutech Thailand features complete applications for a smart and safe city

Three-day fringe programme addresses topics in fire and safety, hotel, factory and public security

Secutech Thailand is set to open to the trade from 16 – 18 November in Bangkok. To align with the local market demand and trends, the 2017 edition will reveal a complete blueprint of a smart and safe city to an estimated 15,000 trade visitors. More than 150 global brands and companies will feature various updated applications in smart factory, high-rise buildings, hotels, home and retail. These applications will be fully integrated with the latest technologies such as intelligent video, efficient storage solution, access control, IoT Cloud, high-speed and wireless transmission.

Occupying 7,000 sqm of the Bangkok International Trade & Exhibition Centre (BITEC), the show has increased by 133% in size compared to the last edition. Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media shared her view of the expansion: "Thanks to the joint efforts with our partner Worldex G.E.C. Co. Ltd, local authorities and industry counterparts, we have injected many new elements in the show with a focus on smart and safe city, a growing and lucrative sector in the ASEAN market. Judging from the positive industry response, we know we are moving forward on the right track and we are delighted to see the tremendous growth of Secutech Thailand this year."

Over 150 key industry brands including Bluguard, Brinno, Chawla Fire Protection, CP PLUS, Dahua Technology, Global Fire Solution, Great Empire, Hangzhou Hikvision Digital Technology, Hanwha Techwin, HIP Global, Indigo Distribution, Maxwell Security System, NetPosa, Technologies, Radwin, Seagate Technology, Somfy Thailand, Tyco Security and WizMart. They will display their advanced solutions in six well identified zones, including Smart City, Smart Home, Smart Retail, Z-Wave Pavilion, UL Pavilion and Intelligent Video Gallery.

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

Continuing the success of SMAhome in Secutech Taipei, it will also take

part in the Thailand show for the first time. The showcase will feature solutions for smart home security, ambient living, energy saving and automation for homes.

To connect the exhibitors with the fast developing ASEAN market, the organiser has formed seven buyer delegations from Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore and Vietnam. Key buyers from this region will visit the show to look for suitable products to cope with their nation's urban development.

Three-day fringe programme addresses topics in fire and safety, hotel, factory and public security

An intensive fringe programme with 12 conferences and seminars will be held alongside the fair to deliver new ideas and updates in all corners of a smart and safe city. These include:

- **Thailand Smart City Master Plan Conference**
Supported by: Thailand's Digital Economy Promotion Agency (DEPA)
The conference will introduce the roadmap of developing smart cities in Thailand with key technology applications and successful case studies.
- **New Reality of Fire & Safety in Expanding Metropolitans**
Supported by: Bangkok Metropolitan Administration (BMA)
Experts from the BMA will lecture prevention tips of fire incidents, the requirement of intelligent fire & safety technologies and case studies from fire incidents.
- **Vision for the Development of Smart Industrial Estate in the EEC**
Supported by: Industrial Estate Authority of Thailand (IEAT)
The seminar will focus on the development; energy saving and management and deploying Industry 4.0 into smart parks in The Eastern Economic Corridor (EEC).
- **The Challenge of Security & Safety in Public Building**
Supported by: Bangkok Metropolitan Administration (BMA)
Representatives from BMA will explain the policies on public safety, and the requirement of intelligent security technologies in high-rise buildings and case studies.
- **Industry 4.0: Making Factories Smarter and Safer**
Supported by: Industrial Estate Authority of Thailand (IEAT)
Hot topics related to the evaluation of industry 4.0; intelligent security technologies to facilitate industry 4.0; solutions for industrial IoT development, and smart & safe factories will be discussed.
- **Hotel Security Association of Thailand Annual Conference**
Supported by: Hotel Security Association Thailand
A conference dedicated to smart hotel management, and intelligent security & smart home solutions to facilitate smart hotels.

Secutech Thailand 2017 will be held concurrently with the industry related events Thailand Lighting Fair and Thailand Building Fair, with the aim to draw a larger pool of relevant trade buyers from various sectors. More than 15,000 buyers are expected to attend the events. The show is

also strongly supported by various government authorities including Department Disaster Prevention and Mitigation (DDPM), Thailand Green Building Institute (TGBI), Asian Professional Security Association (APSA), Thailand Security Association (TSA), Thai Retailer Association, Housing Business Association (HBA), Thai Condominium Association, Thai Real Estate Association, National Science and Technology Development Agency (NSTDA) and Thailand Electrical & Mechanical Contractors Association (TEMCA). Their support builds a solid foundation for the fair to be a leading platform for smart city market.

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd and Worldex G.E.C. Co. Ltd. For more details, please visit www.secutechthailand.com. Alternatively, please call Mr Jason Cheng at +886 2 8729 1099 ext 215, or email jason.cheng@newera.messefrankfurt.com.

With nine 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 and South America.

Further information at www.safety-security.messefrankfurt.com

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 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.