

Press release

November 2018

International suppliers gather at Secutech Thailand with global solutions for the regional smart city sector

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With smart city projects on the rise across Thailand, international security brands have converged at the 6th edition of Secutech Thailand in a bid to connect with regional buyers and project owners. Stricter fire and safety regulations enacted by the government have also led to heightened demands for fire and safety equipment, which will be a popular product category during the show.

The high demand has translated into an expansion in show scale at Secutech Thailand, which continues its year on year growth. Across 7,000 sqm of exhibition space at the Bangkok International Trade & Exhibition Centre, over 250 brands are exhibiting, which represents a jump of 10% from the previous edition.

“Visitors to this year’s Secutech Thailand will find products and solutions that are fit for the new age of security,” said Ms Regina Tsai, Deputy General manager of Messe Frankfurt New Era Business Media Ltd. “As is the case across Asia, smart and safe city is a hot topic in Thailand and we are expecting a large number of government and commercial sector stakeholders to pass through the doors over the coming days to source and learn about new technologies for this sector. The technological barriers to entry for suppliers in the sector are extremely high, particularly with regards to artificial intelligence and IoT technology. For this reason, we are glad to be hosting a mix of international brands with strong technological pedigree that can fulfil the requirements of regional buyers.”

The international line-up of brands is expected to attract high numbers of visitors to the fair, which welcomed a record 8,326 trade visitors at the previous edition. Some of the most notable companies at the show include DAHUA, FULL ENTERPRISE, GREAT LITE, HIKVISION, HIP GLOBAL, JVCKENWOOD, KONICA MINOLTA, NAFFCO and ZKTECO. Many of these companies offer IoT based solutions that can be customised to meet the unique needs of end-users. The fair therefore offers them an excellent opportunity to meet with potential clients to discuss their requirements.

Although smart city is a central theme of this year’s show, there is also plenty on offer for stakeholders from other important fields of security. A wide range of products for smart home and building, information security and fire and safety are on display at three concurrent events:

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

- **Fire & Safety Thailand**

Allows the market to source and gain insights about video smoke alarms, water mist systems, early suppression fast response fire protection, and alert and rescue equipment for mudslides and floods.

- **SMAhome Thailand**

Returns to Secutech Thailand following a successful debut in 2017. The applications of products on display at the event range from residential complexes to commercial real estate such as smart offices and smart buildings. Members of the hospitality industry can also find a range of smart IoT solutions at the event.

- **Info Security**

A new addition to the show, this concurrent event addresses the security challenges that have risen from increased digitisation. This includes IoT security, mobile security, cloud security, risk remediation and network & endpoint security.

There are also four distinct pavilions at the fair showcasing products with applications for smart city, smart home, smart living and smart building. The smart city theme is explored at the DEPA Smart City Pavilion as well as at two international pavilions from Singapore and Taiwan. The Singapore pavilion, which is a new addition at this year's show, is hosting a selection of smart sensors, smart access control systems and video smoke alarms, while the Taiwan pavilion mixes solutions for smart city alongside products for smart traffic control, smart home, smart living and emergency exits for fire and safety. The Z-Wave Pavilion, meanwhile, is housing smart home devices that utilise the Z-Wave wireless communication protocol.

IoT opportunities to be mapped out in fringe programme alongside fire and safety challenges

Thailand's position as a maturing market for security products means that there is high appetite for sector specific information among regional stakeholders. A series of informative fringe events are being held during the fair to fulfil this need, and to also uncover the trends that can solve local challenges.

IoT technology has great potential to be implemented in cities across Thailand and can be readily adopted in new infrastructure projects. The Real Estate and Partnership Association will host the 'Realtech Seminar: IoT for Smart Property' to highlight these opportunities and the associated challenges. The seminar will delve into the complexities of the Building Internet of Things (BloT) and address ways in which the BloT can be used for predictive maintenance in commercial buildings. The hot topic of IoT based smart communities will be another discussion point during the seminar.

Thailand's hotel industry can also stand to benefit from implementing IoT technologies. The Hotel Security Association of Thailand will host the 'What IoT Means to Hotel Security' seminar during the fair to address this

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theme. The seminar will include case studies and presentations about opportunities for data and smart entrance technologies to improve hotel security.

Meanwhile, the 'Thailand Mayor's Summit' will bring together urban developers and city leaders to discuss the technologies that are needed to develop smart cities. The summit will host two panel discussions exploring this subject alongside the topic of sustainability.

While the fair's programme of fringe events places a spotlight on the prospects for IoT implementation and smart city development, it will also address the challenges that are emerging from increased urbanisation. The aptly named 'The Challenge of Fire & Safety in High Rise Buildings' seminar will focus on such challenges through a panel discussion. The event will also outline the most up-to-date best practices for fire and safety as well as new innovations for emergency response situations.

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd and Worldex G.E.C. 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.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With twelve trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America.

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

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 2,400* employees at some 30 locations, the company generates annual sales of around €691* 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

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