

Press release

May 2018

Upcoming edition of Secutech Thailand to feature solutions for smart and safe city

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STTH18_PR1

As public infrastructure projects in Thailand drive demand for advanced and innovative security products, Secutech Thailand returns this year with an even stronger focus on security applications for smart and safe city.

Over 250 exhibiting brands are expected to attend Secutech Thailand 2018 to build connections and business relationships with buyers across key sectors, including intelligent security, cyber security, smart home, and fire and safety. Held at the Bangkok International Trade and Exhibition Centre (BITEC) from 8 – 10 November 2018, the show will serve as a one stop sourcing and networking platform for players in the security industry. Leading local and international experts will also share their knowledge on relevant industry issues such as technology, vertical solutions, innovation and smart city development policy.

“A number of smart city development policies, implemented as part of Thailand’s 20-year national strategy, have created more and more large-scale projects in public infrastructure and transportation. This evolution has subsequently boosted the demand for more advanced commercial safety and fire safety products,” said Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. As part of this national strategy, the Eastern Economic Corridor (EEC) development plan has led to investment from multinational enterprises, which will establish an extensive transportation network as well as 30 industrial estates and over 5,000 factories along Thailand’s eastern seaboard.

The Thai government’s safety regulations have also translated into an increased need for more fire and safety products, including the likes of heat detectors and sprinkler systems. Ms Tsai continued: “As a leading industry event in the region, Secutech Thailand aims to connect the constructors and owners of these projects with the companies that can provide appropriate solutions to their safety and security challenges. We provide great opportunities for buyers to catch up with all of the latest industry trends, developments and new technologies – Smart City and IoT are areas where we expect to see a lot of new developments this year.”

A case in point at this year’s edition of the show is the new Smart & Safe City and IoT Zone, which has been developed with the support of local authorities and industrial associations including the Thailand Security Association (TSA), the Housing Business Association (HBA), and the Hotel Security Association of Thailand (HOSAT). Exhibitors here will demonstrate the ways in which smart and safe city technology can be successfully applied to local projects. Solutions will include IoT, network security, and security analytics technology designed to support device, data and network protection. This new addition is expected to be of

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interest to buyers from a wide range of industries, including system integrators, distributors, traders, local manufacturers, commercial building owners, real estate developers, government bodies and city administrators.

Continuing with the theme of smart and safe city, Secutech Thailand will collaborate with leading local and international experts as well as authorities to bring show attendees a series of industry related seminars. Among a variety of topics to be discussed will be smart and safe city development and its project specifications in Thailand. Emerging technology, vertical solutions and new innovations will also be on the agenda. This will raise participants understanding of some of the key issues that are shaping the future of the security industry.

Two concurrent industry related events, Thailand Lighting Fair and Thailand Building Fair, will also be held during Secutech Thailand 2018. The three fairs combined are expected to attract a large number of trade buyers with significant scope for forging strong business relationships. Further information on this and other aspects of the show will be announced closer to the show dates.

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.

With ten 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, South America and East Africa. Further information at www.safety-security.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 2,500* 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

Secutech Thailand
Bangkok International Trade and Exhibition
Centre, Bangkok
8 – 10 November 2018