

Press release

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Security, automation, lighting, digital infrastructure: Smart City Solution Week 2019 set to kick off in October

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Thailand's leading business hub for security solutions, Secutech Thailand, is set to return from 28 – 31 October 2019 alongside Thailand Lighting Fair, Thailand Building Fair, and Digital Thailand Big Bang. Under the banner of 'Smart City Solution week 2019', the four fairs together will serve as a one stop shop for smart city professionals to source all of the latest security, building automation, lighting and digital infrastructure solutions.

"The Thai government aims to establish 100 smart cities over the next two decades," said Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. "Within this context, 'Smart City Solution Week' delivers a win-win for Thailand's smart city stakeholders. The arrangement will not only create visitor synergies amongst the four fairs, but it will also help to build even more momentum for Thailand's smart city sector."

Secutech Thailand has embraced the smart city concept since the first edition in 2011, and under its new theme of 'Secutech Thailand – Security + AI – Empowers Sustainable City Development', the fair will deliver all of the latest AI and IoT security innovations for the smart city sector. The 2018 edition of the fair featured a record 250 exhibitors (2017: 150) and attracted 8,420 visitors to 7,000 sqm of exhibition space.

Ms Tsai said that she expects to see an increase on last year's visitor numbers during Smart City Solution Week 2019: "Many of the distributors and system integrators that visit Secutech Thailand also have business interests in the lighting, building automation and digital infrastructure sectors. By running Secutech Thailand alongside Thailand lighting Fair, Thailand Building Fair, and Digital Thailand Big Bang, we will create a convenient one-stop sourcing platform that will draw in even more buyers to Secutech Thailand."

Sustainability set to be a key theme at Smart Solution Week 2019

All four fairs will be held at the Bangkok International Trade and Exhibition Center, and in keeping with the modern push towards sustainable living, each fair offers a unique sustainability theme.

The Thailand Lighting Fair, for example, is set to be held under the theme of 'IoT + City: A Sustainable and Livable Future'. Jointly organised by Messe Frankfurt New Era Business Media Ltd and The ExhibiZ Co., Ltd, the fair is a home for exhibitors to showcase their unique lighting accessories and electronic components; as well as smart and sustainable lighting solutions for cities and commercial environments.

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

Sustainable solutions will also be on display throughout the halls of the Thailand Building Fair. Run by the same organisers as the Thailand Lighting Fair, the show is a regional hub for building automation and electrical engineering solutions which include products that promote energy efficiency and facilitate smart living.

Meanwhile, established in 2017, Digital Thailand Big Bang is a B2C platform that receives government backing to promote digital technologies. The fair is organised by the Digital Economy Promotion Agency (DEPA) to showcase the ways that big data can be used to transform society and improve urban living standards. Just a few of the solutions that can be found at the fair include city management systems, cloud computing, fintech products, and digital infrastructure such as submarine cables and satellites.

Secutech Thailand to build a smart city with four dedicated zones

In line with the smart city theme, the 2019 edition of Secutech Thailand will feature four zones, each of which will display products for different smart city sectors.

The 'Smart Police zone', will host IoT technologies that assist smart policing, such as real-time crime mapping systems, body-worn cameras, crowd management systems, gunshot detection systems, predictive policing systems and more. Another key element of smart cities – smart transportation, will be served at the 'Smart Transportation zone'. Here, trade visitors will find smart surveillance systems, vehicle monitoring systems, as well as traffic and security control centers.

Elsewhere, the 'Safe Factory' and 'Smart Campus' zones will deliver the latest early warning disaster systems, emergency response systems, personal alert applications, and products capable of providing real-time air quality information.

In addition to this, Thailand's fire safety fraternity will be able to locate all of the latest fire extinguishers, alarms and emergency equipment at the concurrent 'Fire & Safety Thailand' event; whilst three further events: 'SMALiving', 'SMACity Solution', and 'Info Security Thailand', will host all of the latest advances in their related sectors.

To ensure that the right business connections are made during the fair, a series of business matching and networking events will also take place, while a focus group of professionals from verticals such as hospitality and real-estate will provide seminar presentations on pressing security issues. Further details will be announced closer to the show.

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd and Worldex G.E.C. Ltd. The next edition will take place from 28 – 31 October 2019. 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 thirteen 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

Secutech Thailand
Bangkok International Trade and Exhibition
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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 2,500* employees at some 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018