

Press

Secutech
International Exhibition and Conference for
Electronic Security, Info Security, Fire and Safety
Taipei Nangang Exhibition Center
Taipei, Taiwan, 12 – 14 April 2017

Hong Kong,
April 2017

Telly Cheuk
Tel. +852 2238 9956
telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
STTW17_PR4_opening

20th edition of Secutech unveils international brands and new technologies in the safety and security industry this week

Special pavilions and fringe events enhance cross-sector collaboration

Secutech marks its 20th edition as a driving force behind the progression of the security market. The show will open its doors from 12 – 14 April 2017 at the Taipei Nangang Exhibition Center. In response to surging demand for all-round solutions for the smart home, energy management and fire & safety sectors, this edition, covering 30,694 sqm of exhibition space, will house 372 exhibitors from 11 countries and regions across the whole supply chain under one roof. About 26,000 OEMs, ODMs, system integrators and buyers from all over the world are expected to source the most recent integration between conventional security products and IoT solutions at the fair.

With a track record of keeping abreast of market trends and fostering cross-sector partnerships, Secutech is therefore widely regarded as an effective trading platform in the safety and security industry. A substantial number of themed pavilions are set up to offer business opportunities as well as intelligent solutions in vertical markets, including transportation, retail, industrial, building and home in this edition.

Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Media Business Ltd, spoke on the benefits visitors can gain at the show: “Entering its 20th year, Secutech has drawn on past experience to encapsulate the essence of the fast-changing safety and security industry. On one hand, with so many brands and products visitors can source all up-to-date technologies essential to their business. On the other hand, fringe events can broaden their understanding of the market development.”

At Secutech, technology-based events are equally comprehensive as compared to the products showcased. During the three-day show, there are the second edition of the System Integration Forum and the Composec Forum. The former brings participants together for cross-

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

industry collaboration and the latter underlines the four primary technology trends in security components, smart sensors, the CPU/GPU/MCU (Microcontroller unit) platform and wireless transmission technology.

On top of the two forums, the Secutech 4K UHD Intelligent Surveillance Award will review and recognise products capable of delivering an excellent 4K UHD intelligent image monitoring performance. A special zone for Intelligent Video Analytics will demonstrate the application of smart video tracking, 3D people counting, deep learning, direction detection, plate recognition and hot spot analysis.

Another highlight is the debut of the Z-Wave Academy in Asia, lining up smart home and home automation industry professionals to deliver a series of training and hands-on experiences. Key solution providers will use enabled devices such as Apple HomeKit, Amazon Alexa and Google Home as examples to illustrate the seamless integration of smart home ecosystems. Also, ZigBee dotdot will make its first appearance in Asia at SMAhome Expo, presenting the latest dotdot techniques.

Additionally, the SMAhome Awards 2017 will present six awards (Top of Excellence, Top of Innovation, Top of ID Design, Top of Solution, Top of Popularity and Cloud Platform & Software Excellence Awards) to outstanding smart home products worldwide. During the SMAhome International Conference, industry experts will extensively discuss technology, ecosystems, application and business models to enlighten the smart home technology sector.

Secutech is organised by Messe Frankfurt New Era Business Media Ltd and is held concurrently with SMAhome Expo and Fire & Safety. For more details, please visit www.secutech.com. Alternatively, please call Ms Kirstin Wu at +886 2 8729 1017, or send an email to kirstin.wu@newera.messefrankfurt.com.

With 10 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 is available at www.safety-security.messefrankfurt.com.

– End –

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).

Secutech
Taipei Nangang Exhibition Centre, Taipei
12 – 14 April 2017

For more information, please visit our website at: www.messefrankfurt.com

Secutech
Taipei Nangang Exhibition Centre, Taipei
12 – 14 April 2017