

## Press

Secutech Vietnam  
International Security, Fire & Safety Exhibition & Conference  
Saigon Exhibition & Convention Center  
Ho Chi Minh City, Vietnam, 16 – 18 August 2017

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### **Secutech Vietnam with record breaking increase of visitor numbers by 62% on its 10<sup>th</sup> anniversary**

### **Security market in Vietnam full of business opportunities for international suppliers**

The 10<sup>th</sup> edition of Secutech Vietnam will be remembered for its record-breaking increase in visitor numbers. The show welcomed 12,097 global visitors (2016: 7,473) – up 62% on last year, as exhibitors seized the opportunities presented by one of the most promising security markets in Southeast Asia.

Across 9,000 sqm of gross exhibition space, there were 270 exhibitors from 20 countries and regions: Australia, China, the Czech Republic, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Norway, the Philippines, Singapore, Taiwan, Thailand, Turkey, Vietnam, the UAE, the UK and the US. The likes of Bosch, Dahua, EN3, Everdigm, Force 21, GIGA, Hikvision, Himax, Honeywell, NAFFCO, Nittan, Questek, Rapidrop, Seagate, SFFECO, Synology, Techpro and Vantech were amongst the leading security and fire brands at the fair.

In addition, three pavilions were in place during the course of the show. The Silversea Pavilion housed integrated and smart security solutions, while the UL Pavilion showcased fire safety systems and technologies. At the KFI Pavilion, a number of Korean companies exhibited their state-of-the-art product designs and innovations.

Speaking of the results of this edition, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, Ms Regina Tsai, said: “The security market here in Vietnam is maturing, and shows a high demand for cross-sector technologies. Basic components cannot satisfy the market anymore. Therefore, as you can see, exhibitors have incorporated features for intelligent security solutions, smart buildings, smart city, home automation and fire safety and rescue opportunities in their products.”

Messe Frankfurt (HK) Ltd  
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26 Harbour Road  
Wanchai, Hong Kong

## **Security market in Vietnam full of business opportunities for international suppliers**

Both newcomers and long-term exhibitors are aware of this market shift in Vietnam. Thus, they have introduced a plethora of advanced devices to end-users to the region. First-time exhibitor Boon Edam is a leading manufacturer of security entrances and revolving doors. The company's Export Area Sales Manager, Mr Paul Liu, said: "With its surging economy, Vietnam is a rising market for the security industry with all kinds of opportunities. This is our first time exhibiting at Secutech Vietnam. It is amazing that the leading brands are all here at the show, which I believe is one of the reasons why there is a large flow of visitors."

Meanwhile, GES Co, an advanced security system provider, was delighted to meet target customers during the three-day show. Project leader of Overseas Business Division, Mr Hyun-il Ko, commented: "This is our first year exhibiting at Secutech Vietnam. We think the trade fair is well organised in terms of visitor traffic and show arrangement. We're excited to meet up with many distributors coming from commercial and government sectors. We'll absolutely consider coming back next year."

For some long-term exhibitors, Secutech Vietnam is a place to present their most advanced technologies. Drones and VR for security and rescue purposes as well as facial recognition management systems are some of the hot items. For instance, Vantech's International Sales Manager, Mr Florian Le Guen, said: "This year, we've seen the highest traffic at the trade show than previous ones. Secutech Vietnam is an important business platform in Vietnam for security companies to show new products, and for visitors to see the future of technology."

Managing Director of Aventura, Mr Jack Cabasso, also commented: "Vietnam is the most significant emerging security market in the region and Secutech Vietnam fulfils the industry needs. We've seen a great amount of high quality attendees with current and upcoming security product requirements at the show this year."

What's more, Secutech Vietnam offered more than just business opportunities to industry players. A series of concurrent events featuring leading security firms and associations aimed to disseminate insights and market trends. The Fire & Safety Seminar examined the most recent developments and applications of fire equipment. In addition the Global Digital Security Solutions Forum, with the theme 'Play Smart in Security – Applying Smart Solutions with Utmost Added Values', received positive feedback from both speakers and attendees.

The Asia Fire Protection Inspection Council General Meeting also concluded on a high note, with its exclusive 10 member countries discussing issues in their respective markets. There was also the Outdoor Demo Zone which displayed the latest fire equipment.

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Secutech Vietnam is supported by the Ministry of Public Security, the Ministry of National Defense, the Ministry of Science & Technology, the

Ministry of Planning & Investment, the Ministry of Industry & Trade, the Ministry of Construction, and the Ministry of Transport.

The next edition will be held 16 – 18 August, 2018 at Saigon Exhibition & Convention Center, Ho Chi Minh City. For more details, please visit [www.secutechvietnam.com](http://www.secutechvietnam.com). Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to [michelle.chu@newera.messefrankfurt.com](mailto:michelle.chu@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](http://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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)