

Press release

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Over 350 exhibitors confirm their participation at Secutech Vietnam 2019, an 11% rise from 2018

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With investment in Vietnam's smart building and smart factory sectors increasing, how can solution providers connect with project owners and find the right distribution channels for their products? This is just one of many questions that exhibitors will be trying to answer at the upcoming edition of Secutech Vietnam, which opens its doors from 14 – 16 August 2019 at the Saigon Exhibition and Convention Center. As of the beginning of July, more than 350 suppliers had confirmed their participation at the fair, including some of the world's leading surveillance, video analytics and access control specialists.

According to Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, the key for exhibitors is to tap into the pool of trade visitors that will be filtering through the halls of the fair next month: "As Vietnam's largest business platform for safety, security, fire and smart building products, the fair is able to attract the right mix of decision makers and purchasing managers from across the region's growing vertical markets. From the standpoint of exhibitors, the fair is an ideal place to showcase new solutions." She added: "We are delighted to be setting a new record for exhibitor participation and we are looking forward to hosting a productive three days of business at next month's show."

Last year, the fair achieved its highest ever visitor turnout as over 13,800 buyers (2017: 12,097) journeyed to the show. Thanks to this year's uptick in exhibitor numbers, fair organisers are anticipating another strong turnout from channel players, including distributors, systems integrators and end users from factories, industrial zones, hotels and construction projects. Exhibitors will hail from 21 countries and regions, including industry leaders in their respective fields such as Avigilon, Bosch, Hanwha Techwin, Hitron, KPS, LILIN, PHUC BINH, Nha An Toan (a distributor of Hikvision and ABB products), and ZKTeco.

Algatec, a renowned brand name in the global security lock sector, after exhibiting consecutively at Secutech Vietnam for seven years, commented that, "Secutech Vietnam has always been an effective platform for us to network and interact with our local channel partners as well as industry players from surrounding countries. Through the show,

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we can showcase our products and develop our presence in this region. This will eventually enable us to build strong distribution channels,” said Ms Shirley Ng from the company’s sales and marketing division.

Secutech Vietnam this year, held concurrently with SMAbuilding, will bring together best-in-industry systems and solutions, including product categories from surveillance cameras and video analytics software to access control and management platforms. For added value, and to meet demands from the smart factory and smart building sectors, the solutions not only focus on security, but also management efficiency and energy savings.

While the smart building and smart factory sectors are recurring themes at the show, the fair will also provide coverage to the smart city, smart transportation and smart hotel sectors. The Singapore Pavilion will accommodate leading-edge suppliers in the shape of Kedacom, Force21, Multron, Servo Dynamic, Worldtags, Ubergard and Teleradio, who will showcase a variety of network cameras, management platforms, RFID products, biometric solutions and more.

Concurrent ‘Fire Safety and Rescue Vietnam’ to display best-in-class equipment

With support from the Fire Department, Ministry of Public Security, Fire and Safety Vietnam will return at the fair for its 12th edition.

A supplier of specialist rescue and fire fighting equipment, Pacific and Fire AEC, will be exhibiting at the event following a successful first participation in 2018. “At last year’s show, we gathered more than 100 relevant contacts from sectors such as public and industrial safety as well as fire rescue,” said Mr Dirk Bloxham, the Managing Director of the company. “This helped us to develop additional sales channels for our fire hoses, fire nozzles and firefighting equipment. “We take a long-term approach to building relationships with dealers and end users from Southeast Asia. The relationship building process will begin again at the upcoming edition of Secutech Vietnam.”

The company will be exhibiting alongside D&C Vina, Funayama, Himax, Masflow, Naffco, Nittan, Secom, Sffeco, Yun Yang, VT Plus, Quoc Nam and many more. Besides rescue and firefighting equipment, trade visitors will also be able to locate extinguishing systems, alarms, valves, personal protection equipment (masks, specialist clothing, and gloves), CPR solutions, and fire dust detection systems at the event.

Making a welcome debut will be the NFES Japan Fire Pavilion, while the Korea Fire Institute will also be represented at a dedicated pavilion. There will also be a fire truck display from VT Plus, and a rescue boat showcased by local company Tan Vien Dong.

For more details, please visit www.secutechvietnam.com. Alternatively, for international enquiries, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to michelle.chu@newera.messefrankfurt.com. For a contact in Vietnam, please reach out to Ms Nguyen Thu Ha at +84 9045 47711 or email project1@vietfair.com.

Secutech Vietnam
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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 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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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.