

Press Release

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Better together: Secutech Thailand to return in October alongside Digital Thailand Big Bang

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
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In a boost to Thailand's smart city and digital infrastructure sectors, the organisers of Secutech Thailand, Messe Frankfurt New Era Business Media Ltd, have announced that the 7th edition of the fair will be co-located with Digital Thailand Big Bang 2019. The two fairs will take place from 28 – 31 October 2019 at the Bangkok International Trade & Exhibition Centre, providing trade visitors with plenty of cross-sector sourcing opportunities.

With a special focus on security solutions for intelligent security, fire & safety, smart living, and info security, Secutech Thailand is widely recognised as a must-attend trade fair for security industry professionals from across the ASEAN region. Owing to its wide ranging coverage of all things security, the show has experienced steady year-on-year growth since its first edition in 2011. At the previous edition, the fair spanned 7,000 sqm and attracted a record 250 exhibiting brands (2017:150), as well as 8,420 visitors (2017: 8,326).

With a shared interest for digital security innovations, Digital Thailand Big Bang was launched in 2017 to aid the development of Thailand's Digital infrastructure. Organised by the Digital Economy Promotion Agency (DEPA), the fair receives strong government sector backing, and promulgates technologies that improve urban living standards, city management systems, digital agriculture, fintech and the digital economy. The B2C platform aligns with the government's push towards Thailand 4.0 by creating social awareness of new innovations and technologies that are driving Thailand's digital transformation.

The Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, Ms Regina Tsai, spoke about how running the upcoming edition of Secutech Thailand alongside Digital Thailand Big Bang will deliver positive outcomes for participants of both trade fairs: "The unique positioning of both shows will ensure that trade visitors with complex sourcing requirements are accommodated, particularly with regards to digital solutions for the smart city sector. Smart city initiatives remain an important component of Thailand's economic and social development, so with this in mind, we are delighted that the new arrangement will create a regional business hub for all of the most important innovations to be showcased."

Echoing Ms Tsai's positive sentiments, Dr Nuttapon Nimmanphatcharin, President of the DEPA, spoke warmly about the complimentary product portfolios of Secutech Thailand and Digital Thailand Big Bang: "Our goal is to facilitate business connections and spread social awareness about

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

the digital transformations taking place across Thailand. Digital security solutions are part of this remit, so we are pleased to be co-locating the show with Secutech Thailand for the first time in 2019. By doing this, we expect to draw a larger audience of trade visitors to both shows.”

Updated show theme to focus on artificial intelligence and sustainable development

In a reflection of the growing role that AI powered security technology is playing in Thailand’s smart city landscape, the 2019 edition of Secutech Thailand will be held under the theme of ‘Security + AI – Empowers Sustainable City Development’. Four key vertical markets set to be highlighted under this theme include ‘Smart Police’, ‘Smart Transportation’, ‘Smart Factory’ and ‘Smart Campus’.

As always, trade visitors will be able to find a wide berth of products at the fair, including AI enhanced surveillance systems, biometric identification systems, smart sensors, alarms and a range of access control systems. Meanwhile, four concurrent events of ‘SMALiving’, ‘SMACity Solution’, ‘Fire & Safety Thailand’, and ‘Info Security Thailand’, will deliver all of the latest innovations for their related sectors.

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 twelve 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 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

Secutech Thailand
Bangkok International Trade and Exhibition
Centre, Bangkok
28 – 31 October 2019