

Press release

28 October 2019

## Secutech Thailand 2019 opens from 28 – 31 October as part of inaugural Smart City Solutions Week

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**As a welcoming destination for FDI, Thailand’s smart city, smart living and smart factory sectors are continuing to attract both public and private sector investment. With business prospects in these markets heating up, attention has once again turned towards Secutech Thailand – the region’s most influential trade fair for the safety, security and fire sectors. Uniting stakeholders from across ASEAN with advanced exhibits, fringe seminars and business matching sessions, the fair is poised for a bustling four days of business and information exchange. Now in its 7<sup>th</sup> edition, the fair takes place at the Bangkok International Exhibition & Convention Centre with more than 280 exhibiting brands in attendance.**

For the first time this year, the fair will be co-located with Digital Thailand Big Bang, a sourcing destination for advanced digital technologies. The fair will also be held alongside Thailand Building Fair and Thailand Lighting Fair. Under the moniker of ‘Smart City Solution Week’, all four fairs will provide diverse sourcing opportunities for Thailand’s smart city stakeholders.

Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd is expecting a wider variety of visitors to attend this year’s edition of Secutech Thailand: “Thanks to the three co-located fairs, we are anticipating additional buyers from the lighting, building and digital technology sectors to visit Secutech Thailand. Because of advancements in software and IoT technology, buyers can find multi-functional products at Secutech Thailand – not only for security, but also for business intelligence, energy savings and more. We expect this to appeal to a broad spectrum of Thailand’s system integrators, distributors, manufacturers and important industry players.”

Secutech Thailand’s exhibitor participation has more than doubled since 2011 as favorable market conditions continue to attract foreign players into the Thai security market. This year nine countries and regions are represented across the fairground, including four international pavilions: the Zhejiang Smart City area, the Singapore Pavilion, the Taiwan Pavilion, and the Korea Fire Institute Pavilion. In addition to the international pavilions, well known global brands such as Dahua, Hikvision, NAFFCO, and ZKTeco are also in attendance.

### **Spotlight on IoT tech for smart city, smart living and Industry 4.0**

Ongoing FDI and government investment in smart cities and Thailand 4.0 has transformed Thailand into one of the most promising adoption regions in Asia Pacific for IoT and AI technology. Because of this, there is a larger scope for new business across vertical markets.

Messe Frankfurt (HK) Ltd  
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To accommodate this trend, Secutech Thailand will offer visitors a range of solutions for each unique market. Visitors will find a variety of devices that can be controlled and monitored through the Internet of Things, including sensors, surveillance systems, access control systems, biometrics and AI powered video analytics.

A notable highlight is the new Zhejiang Smart City area which will exhibit intelligent security, smart building and smart home solutions from 83 companies from the Chinese province. As one of the first provinces in China to initiate smart city initiatives, Zhejiang's companies have strong competencies in IoT technology that can significantly benefit Thailand's smart city and smart building sectors.

Apart from the Zhejiang Smart City area, smart building technologies will also be on display at Secutech Thailand's concurrent SMALiving event. Against a backdrop of rising incomes and living standards, the event is poised for a successful edition as the destination for trade buyers to locate devices such as intercoms, smart locks and home surveillance systems.

### **Smart Factory Conference draws roadmap for Industry 4.0**

In addition to sourcing opportunities, visitors to Secutech Thailand will have the opportunity to gain market intelligence at the newly introduced Smart Factory Conference.

As part of Thailand 4.0, the smart factory concept continues to gain momentum along with the development of Thailand's Eastern Economic Corridor. Fulfilling visitor's demands for information on this topic, the conference will update industry professionals on important areas needed for development, namely the digitalisation of factories in the fields of automation and logistics, security, and fire safety.

### **Concurrent Fire & Safety Thailand event upgraded with new Korea Fire Institute Pavilion and heavy focus on disaster prevention**

In recent years, Thailand has become more and more urbanised, with stricter fire and safety regulations enacted – particularly in high rise buildings. Because of this, there is a growing need for internationally certified safety equipment.

Fulfilling this demand, Secutech Thailand's concurrent Fire & Safety Thailand event is anticipated to attract a large numbers of trade buyers. Serving urban areas as well as factories and industrial parks, the event functions as a sourcing hub for extinguishing systems, alarms, sensors, personal protection and related safety equipment from brands such as Bristol, SFFECO, First Alert and Safe Tech.

A highlight of the event is the Korea Fire Institute Pavilion, which is making its debut this year. As a bridge between Korea and Thailand, the pavilion will showcase certified fire safety equipment from well established brands such as Dae Myung, Forttec, Global ENP, Intech, Jinwoo SMC, Paratech, Rezontech, Shinjeong Development, Shinwoo Electronics, and Youngjin Flex.

Another prominent feature of the event is its focus on disaster prevention. Extreme weather events continue to develop rapidly around the world with sudden heavy rainfall and landslides causing insufficient time to evacuate residents. Because of this, there is growing demand for the deployment of disaster early-warning systems and relief resources at the

early stage which would be able to reduce deaths and property losses.

Among exhibitors set to display disaster prevention and management solutions is The National Applied Research Laboratories (NARLabs) from Taiwan. The technologies on display from the company consist of 5D smart cities platform, smart flood proofing and a hybrid earthquake early warning system.

The Taiwan Association of Disaster Prevention Industry (TADPI) will also be represented at the fair, bringing a number of companies to share solutions for pollution monitoring, advanced weather forecasts, and flood defense to name a few. Brands exhibiting include Dataa, Delta EMI, EnSense, Fenri, Sanlien Technology, WaveGIS, and Weather Risk.

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](http://www.secutechthailand.com). Alternatively, please call Mr Jason Cheng at +886 2 8729 1099 ext 215, or email [jason.cheng@newera.messefrankfurt.com](mailto: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 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](http://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](http://www.messefrankfurt.com)

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