

Press release

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Messe Frankfurt defers Secutech Thailand, Thailand Lighting Fair and Thailand Building to 2021

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Messe Frankfurt has announced the deferment of its popular trio of technology trade fairs for the Thai market due to travel restrictions effecting business travel to the country. Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair, originally scheduled to be held concurrently from 25 – 27 November at the Bangkok International Trade & Exhibition Centre, will instead take place from 24 – 26 November 2021 at the same venue.

“With a large contingent of exhibitors from Asia, as well as many trade buyers from across ASEAN facing travel restrictions, we have taken the difficult but pragmatic decision to defer the three fairs to 2021, when international participants can plan their travel arrangements with confidence,” explained Mr Hubert Duh, Managing Director, Messe Frankfurt New Era Business Media Ltd.

Mr Duh added: “The decision also takes into account the sourcing expectations of local trade buyers, many of whom visit the fairs to connect with high quality international exhibitors. By deferring the three events to 2021, we can deliver the comprehensive sourcing platform that buyers expect, at a time when the business environment will be on a more positive trajectory.”

Synergistic platforms with industry specific expertise

Held concurrently in Bangkok, the annual Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair offer business opportunities across the entire smart city and smart building ecosystem. In 2019 the three fairs together hosted 300 exhibitors and brands, attracted more than 8,500 trade buyers from 37 countries and regions.

With a specific focus on security and fire safety, Secutech Thailand connects buyers with renowned international suppliers of AI and IoT based solutions for Thailand’s growing number of smart cities.

Likewise, under the theme of ‘Cities and Buildings of the Future’, Thailand Lighting Fair and Thailand Building Fair offer the full range of lighting and automation solutions for infrastructure development projects across Thailand and the wider ASEAN region.

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For more information regarding Thailand Lighting Fair, please visit www.thailandlightingfair.com; for Thailand Building Fair, please visit www.thailandbuildingfair.com.

For further details about Secutech Thailand, please visit www.secutechthailand.com. Alternatively, contact Mr Jason Cheng at +886 2 8729 1099 ext 215, or email jason.cheng@newera.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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