

Press release

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## Secutech Thailand to kick off in November 2023, converging solutions for EEC project demands

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**A reunion of key players from the security, fire safety and smart building industries is scheduled to take place in the heart of the ASEAN region later this year from 1 – 3 November 2023, as Secutech Thailand returns to the Bangkok International Trade & Exhibition Centre (BITEC). With investment continuing to flow into Thailand’s Eastern Economic Corridor (EEC), industry players will be looking to find new business connections in the manufacturing, infrastructure and smart city sectors at the fair, with some 250 exhibitors anticipated to display the latest innovations across the entire value chain, including international pavilions from Singapore and Germany.**

“The security industry in Thailand has faced significant challenges over the past three years, which makes the upcoming November fair more important than ever for re-establishing business connections after a pandemic hiatus,” Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch, notes. “The focus will be on maximising business connections and meeting pent-up demand. In this respect, the fair attracts a large number of users and project leaders from Thailand’s EEC, as well as buyer delegations from neighbouring ASEAN countries, providing the ideal opportunity for exhibitors to expand their sales connections with the likes of major project owners and distributors. It’s clear that Secutech Thailand provides an excellent gateway for industry players to benefit from the abundant business opportunities, as Bangkok is a highly international convergence point with direct linkage to the EEC.”

Technological innovation is once again expected to dominate across the show, with products and equipment for smart security and fire safety solutions catering for the industrial, building, commercial, transportation and hospitality sectors. In addition, to meet the high demand from smart city projects and industrial zones, the show will also feature a full range of personal protection equipment and industrial safety products. Regional buyers representing a diverse range of vertical markets such as factories, the industrial sector and infrastructure will also come to source directly from suppliers.

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

## Post-Covid uptick in Eastern Economic Corridor & smart city projects

For security industry players, the status of ongoing government projects such as the Eastern Economic Corridor (EEC) is an indication of the overall direction of the Thai economy and by extension the security market. With the government forecasting a post-Covid increase in foreign direct investment into the EEC of THB 2.2 trillion (USD 70 billion) between 2023 and 2027<sup>1</sup>, the outlook for the project and the wider Thai economy is looking promising. In fact, the Thailand Board of Investment recently approved a combined THB 209.5 billion (USD 6.6 billion) worth of investment applications into manufacturing and infrastructure projects<sup>2</sup> alone.

Besides the ECC, major smart city project such as a USD 37 billion industrial hub near Bangkok<sup>3</sup> are continuing to receive funding, while other projects are ongoing across the country in cities such as Phuket, Chiang Mai, and Khon Kaen, as well as in the EEC regions of Chonburi, Rayong, and Chachoengsao,

“On one hand Thailand is continuing to attract investment into the EEC, including in manufacturing and infrastructure, and on the other hand it has ongoing smart city projects that also represents a major vertical market for security industry players,” adds Ms Tsai. “These are the key markets that Secutech Thailand 2023 will focus on drawing buyers from, while it will also be a significant theme of the fringe programme.”

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With ten 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. For further information, please click [here](#).

Secutech Thailand is organised by Messe Frankfurt (HK) Ltd - Taiwan Branch and Worldex G.E.C. Ltd. For more details, please visit [www.secutechthailand.com](http://www.secutechthailand.com). Alternatively, please call Ms Michelle Chu at +886 2 8729 1099 ext 768, or email [michelle.chu@taiwan.messefrankfurt.com](mailto:michelle.chu@taiwan.messefrankfurt.com).

### Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and

Secutech Thailand  
Bangkok International Trade & Exhibition  
Centre (BITEC)  
1 – 3 November 2023

<sup>1</sup> The Nation Thailand, <http://bit.ly/3ZBoz9j>, published 9 December 2022

<sup>2</sup> Southeast Asia Infrastructure, <http://bit.ly/41Vzpsq>, published 15 June 2022

<sup>3</sup> Bloomberg.com, <http://bit.ly/3ZPyZSk>, published 11 July 2022

Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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)

\* Preliminary figures for 2022