

news +++ Secutech Thailand

Bangkok International Trade & Exhibition Centre, 1 – 3 November 2023



Secutech Thailand 2023 makes a resounding comeback

Bangkok, 14 November 2023. In a positive sign for the regional market, this year's Secutech Thailand has been met with a broad range of visitors from Thailand's diverse geographic regions. Industry experts, exhibitors and buyers had eagerly awaited the show's return, and now, reflecting on a strong visitor turnout, this enthusiasm was well justified. Together with the concurrent Thailand Building Fair, the two shows attracted 7,098 visits and more than 200 exhibiting brands across 7,500 square meters of exhibition space. Taking place from 1 to 3 November at the Bangkok International Trade & Exhibition Centre (BITEC), the bustling fair garnered praise from every sector of the security and fire safety industry, reflecting the industry's excitement for reconnecting, sharing knowledge, and discovering cutting-edge solutions.

“After a challenging three-year hiatus, it was a pleasure to re-engage with old industry friends and meet plenty of new faces. The show's return has provided an excellent platform for industry players to reignite industry momentum and to capture the huge potential in the Eastern Economic Corridor (EEC),” concluded Ms Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd – Taiwan Branch. “Participation from leading suppliers highlighted advanced technologies in the fields of AI, IoT and 5G for channel players to discover what's new in the market. The success of the 2023 fair not only underlines the resilience and vibrancy of the security and fire safety industry, but has also reaffirmed Thailand's position as a key market for these solutions.”

Dedicated zones and pavilions provided a focused show experience for attendees. The Singapore Pavilion, for example, highlighted technological achievements in areas such as key management systems and video management software. The Smart Factory Solution Zone showcased the latest technologies and integrated solutions tailored to the evolving needs of the manufacturing sector. Meanwhile, the PPE & Occupational Safety Zone emphasised the importance of personal protective equipment and occupational safety measures in various industrial settings.

The concurrent event, Fire & Safety, further enriched the show by providing a comprehensive platform to explore the enormous market potential in Thailand. The presence of leading suppliers underscored the opportunities for industry players to capitalise on surging demand due to stricter fire safety regulations.

In addition to a diversity of product offerings, the fair offered 40 conference sessions covering a wide range of topics including the Smart Industrial Safety Conference, the Factory 365 Conference and the Cyber Security Policies for Industry Conference.

Enthusiastic testimonials from exhibitors confirmed the fair's effectiveness in attracting diverse and engaged visitors and for forging valuable business connections.

"We've met a lot of end users from factories, our existing business partners and new potential collaborators. While some of them may be familiar with NAS technology and our company, they may not be fully aware of the breadth of solutions we can provide. We were therefore delighted with the chance to introduce the specifics of what we can offer to the market. What also impressed us is that the visitors we've met are not only from Thailand but also from Malaysia, Singapore and other countries."

Ms Thachawan Chinchanakarn (Jia), Regional Manager International Business Department, Synology Inc.

"There's huge potential in Thailand and at the show. For example, we have met visitors from smart city projects and traffic management projects and we foresee opportunities for further collaborative discussions with them. We've also met a number of system integrators, potential distributors and end users here. The show unlocks a lot of business potential for us."

Mr Louis Lyu, Regional Manager of SEA, Videonetics

"We see that there is a big push in the Thai tourism industry, so we hope to continue to develop our business within this sector. We are a big believer in Secutech Thailand because it not only converges local industry players such as the Bangkok Metropolitan administration (BMA), the Fire and Rescue Department and the Thai Oil Corporation, but it also attracts international companies. It's a destination for doing business with quality companies and to source for high-calibre products."

Mr Dirk Bloxham, Managing Director, Pacific and Fire AEC

"We have had a presence in the Thai market for over 20 years, and we see big potential in the Safety Codes that have been adopted in the country. This is a market we have been focusing on for some time. As first-time exhibitor at the show, what leaves a great impression on me is the diverse mix of visitors, from architects to consultants and main contractors. This aligns precisely with what we have been looking for, so we look forward to participating again next year."

Mr David Millington, Director, Kent Smoke and Fire Curtains

Visitors were highly impressed by the diverse range of cutting-edge security solutions on display and the unapparelled networking opportunities.

"This is the first-time visit, and what's interesting is the display of security solutions from across the world. It's a great opportunity to select from a comprehensive range of security products that can truly meet our safety needs."

Mr Siriyos Suthus Na Ayuttay, Director of Security Division, Mass Rapid Transit Authority of Thailand

The next edition of Secutech Thailand will take place in November 2024. For more details, please visit www.secutechthailand.com. Secutech Thailand is organised by Messe Frankfurt (HK) Ltd - Taiwan Branch and Worldex G.E.C. Ltd. Alternatively, please call Ms Michelle Chu at +886 2 8729 1099 ext 768, or email michelle.chu@taiwan.messefrankfurt.com.

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.

Press information and photographic material:

<https://secutechthailand.tw.messefrankfurt.com/bangkok/en/press.html>

Links to social media:

<https://www.facebook.com/secutechthailandexpo/>

<https://www.instagram.com/secutechseries/>



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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 2,160 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 €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and 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.

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