

Press release

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## Secutech Thailand pinpoints key drivers in security, fire safety, smart building markets ahead of November return

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**Amid considerable interest from international and domestic companies in the security and fire safety fields, Secutech Thailand has outlined the market's key drivers and innovations. Bringing some 13 years of experience in the country, the fair organisers continue to hold a positive outlook on the local market. At a joint press conference with the Thailand Building Fair in Bangkok on 11 July, the organisers will discuss the main features of the upcoming fair and introduce key supporters of the 2023 edition. This serves as a prelude to the 8<sup>th</sup> edition of the security, fire safety and smart living show scheduled from 1 – 3 November, at the Bangkok International Trade & Exhibition Centre (BITEC).**

The 2023 edition is already receiving great interest from international exhibitors and domestic players. To date the show has signed up diverse exhibitors from around the world, including, China, India, Israel, Korea, Taiwan, the United Arab Emirates and the United States, while Singapore will be represented at an international pavilion. From a product standpoint, all the latest technologies in security and fire safety will be represented, such as artificial intelligence, facial recognition, video surveillance, access control, fire safety and personal protection equipment. The show also receives huge support from well-known organisations, including the Asia Pacific Security Association, AMATA Facility Services, BSA, the Thai Generator Association, the Thai IoT Association, the Thailand Productivity Institute and the Thai Security Association.

“The Thai market is forward looking in adopting and experimenting with new technologies. End users are not conservative and are happy to embrace novel technology. This makes it an attractive opportunity for companies that thrive on innovating and pushing technological advancement as a key value proposition,” says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch.

Ms Tsai adds: “Thailand is a powerhouse in the ASEAN region, and the Thai market typically accounts for around 1/3 of ASEAN revenue. According to research, the global security market size was valued at USD 119.75 billion<sup>1</sup> in 2022.”

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<sup>1</sup> Grandview Research, <https://www.grandviewresearch.com/industry-analysis/security-market>

Technological innovation is once again expected to dominate across the 2023 show, with products and equipment for smart security and fire safety solutions catering for the industrial, building, commercial, transportation and hospitality sectors. The show will also feature a full range of personal protection equipment and industrial safety products.

“There is no replacement for personal connections, and building relationships is key to fostering business in Thailand,” says Ms Tsai. “By attracting a large number of buyers and project leaders from Thailand’s Eastern Economic Corridor, as well as buyer delegations from neighbouring ASEAN countries, Secutech Thailand provides an excellent platform for exhibitors to find new sales channels.”

### **Thai security market shows significant potential**

The Thai market is predicted to grow in 2023 as projects that were previously halted during the pandemic resume. Several verticals are expected to show the most potential and Secutech Thailand is actively engaging end users from these fields in its fringe programme of educational seminars and forums. Key areas of focus include:

- **Industrial estates and manufacturing facilities in the Eastern Economic Corridor (EEC):** Increased investment by both the government and the private sector in the EEC is expected to increase demand for security and fire safety solutions. In January to March this year, the EEC topped the regional FDI rankings, attracting USD 2.88 billion worth of investment pledges, nearly double the USD 1.56 billion filed a year earlier<sup>2</sup>.
- **Transportation and parking technologies:** Focusing on traffic violation detection and the application of video analytics for improved traffic control, e-tolls, and parking management, these trends are supported by the Thai government’s ongoing smart city and urban management initiatives.
- **Multi-use buildings:** In metropolitan areas where offices, retail, hospitality, and housing are combined. Flagship projects in Bangkok and other major cities accommodate tens of thousands of tenants and visitors daily, necessitating comprehensive security, management, and energy-saving solutions.
- **Data centres:** Thailand is experiencing a significant influx of data centres, including three Amazon Web Services (AWS) data centres under construction, GSA (a joint venture of Gulf/Singtel/AIS), and others. Such projects necessitate high-end security technology to ensure the safety of facilities and the protection of customer data.
- Other verticals markets such as smart cities, gated communities, retail and hospitality will also be priority topics at the Secutech Thailand fringe programme.

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

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).

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Further information at [www.safety-security-fire.messefrankfurt.com](http://www.safety-security-fire.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 2,160 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. 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)