

news +++ Secutech Thailand
Bangkok, 30 October – 1 November 2024



Secutech Thailand 2024 closes, celebrating success in safety solutions

Bangkok, 13 November 2024. Secutech Thailand 2024 successfully drew to a close at the Bangkok International Trade & Exhibition Centre (BITEC), bringing together security and safety industry professionals dedicated to creating a safer future. From 30 October – 1 November 2024, 200 exhibitors showcased a wide range of technologies and solutions essential to industry growth, attracting nearly 6,500 visitors from 47 countries and regions. Among them were the top 10 visiting countries Australia, China, India, Japan, Korea, Malaysia, Philippines, Singapore, UAE, and Vietnam. The diverse participants fostered valuable insights and opened up new opportunities for business development in Thailand and across international borders. Meanwhile, the concurrent Fire & Safety event allowed participants to further explore essential connections between security and safety solutions, with the co-located Building and Architect Thailand emphasising the integration of architectural design with safety considerations.

Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch, remarked on the fair's success: "Secutech Thailand's global appeal highlights its importance as a premier platform for the industry. The fair aligns closely with the government initiatives in infrastructure and smart city development, which prioritises the enhancement of safety and security standards. This focus is evident in the trade fair, which highlights cutting-edge technologies such as advanced fire suppression systems, intelligent video analytics, and biometric access controls – solutions that directly support the nation's push for smarter, safer urban environments. Additionally, the show foster partnerships between public and private sectors, reinforcing its role as a vital platform for driving industry advancements and addressing the evolving needs of the global market."

This year, Secutech Thailand enhanced engagements between 222 VIP buyers and various exhibitors through targeted VIP guided tours and matching sessions. Visitors had the opportunity to explore five dedicated zones, each highlighting the latest innovations in the industry: the Safety & Rescue Zone, the Biometric Solution Zone, the Platform & Software Zone, the Smart Fire Solution Zone, and the Smart Factory Solution Zone. Among the featured products that captured significant attention were cloud video surveillance solutions, drones, smart home solutions, and disaster communication devices.

Exhibitors shared their enthusiasm for the opportunities gained at the fair, noting the diverse audience and the potential for expanding their networks.

“At Secutech Thailand, we’re excited to present our C Series Cylinder and T Series Tube. Our products are certified across various sectors, including mining and vehicles, enhancing safety and preventing fires. After 12 years in the Thai market, we’ve garnered strong interest from both government and private sectors. This platform has proven to be incredibly valuable, resulting in excellent feedback and numerous enquiries from potential customers and partners.”

Mr Thunwa Sinammuaesook, Regional Sales Manager, BlazeCut Pty Ltd

“This year, we are highlighting our smoke detection and line heat detection systems, which work in tandem for rapid fire response. Our successful implementations in data centres, warehouses, and logistics underscore Thailand’s emerging role as a Southeast Asian hub. As we return for our second year at Secutech Thailand, we’re delighted by the strong connections formed and the positive responses from visitors.”

Mr Daniel Low, Regional Sales Director Asia Pacific, Securiton AG

“HDL is at the forefront of smart home technology, offering integrated wired and wireless systems compatible with platforms such as Google Home and Amazon Alexa. The increasing adoption of smart home features in new housing projects across Thailand showcases the market's growth. By exhibiting at Secutech Thailand, we have successfully harnessed this trend to enhance our market presence.”

Mr Karoon, Sales Manager, HDL Automation Co Ltd

“Participating in Secutech Thailand has been a fantastic opportunity for us to showcase our innovations; integrating AI, access control, and facial recognition. The support from the Thai government has led to numerous projects with police and military agencies eager to embrace cutting-edge technologies. This platform has allowed us to connect with key industry stakeholders and reinforced our commitment to continuous improvement.”

Mr Andy Wen, SEA Regional Director, Network Optix

The fair also featured a robust fringe programme with conferences and workshops covering key topics such as smart industrial safety, cybersecurity policies, and advancements in fire safety technologies. These sessions encouraged active participation from attendees for a more in-depth understanding of the industry.

“Cybersecurity threats will remain significant in the years ahead, with AI playing a crucial role in shaping its future and highlighting the need for effective legal frameworks. The NCSA is committed to raising awareness, particularly in industrial sectors where operational technology security is essential. Events such as Secutech Thailand provide an invaluable platform for sharing knowledge and promoting cybersecurity among a diverse range of entrepreneurs.”

Dr Waraporn Promvikorn, Assistant Secretary-General, National Cyber Security Agency (NCSA)

For more details about Secutech Thailand, please visit www.secutechthailand.com. Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or email michelle.chu@taiwan.messefrankfurt.com.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With 10 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 more information on Safety, Security & Fire shows worldwide, please visit <http://safety-security-fire.messefrankfurt.com>

Press information and photographic material:

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

Links to websites:

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

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



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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
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).
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