2018 Post-Show Report

8 – 10 November 2018
BITEC, Bangkok, Thailand
www.secutechthailand.com
## Show Facts

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Scale (gross)</td>
<td>7,000 sqm</td>
</tr>
<tr>
<td>Booths</td>
<td>260 booths</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>143 exhibitors</td>
</tr>
<tr>
<td></td>
<td>From 16 countries</td>
</tr>
<tr>
<td>Visitors</td>
<td>8,420 visitors</td>
</tr>
<tr>
<td>Organisers</td>
<td>Messe Frankfurt New Era Business Media Ltd. &amp; Worldex G.E.C. Co., Ltd.</td>
</tr>
</tbody>
</table>

### Exhibiting countries
- China
- India
- Israel
- Germany
- Hong Kong
- Japan
- Malaysia
- Singapore
- South Africa
- South Korea
- Taiwan
- Thailand
- UAE
- UK
- USA
- Vietnam
Show features

- **Concurrent shows**
  - Fire & Safety Thailand
  - SMAHome Thailand
  - Info Security

- **4 Major themes**
  - Intelligent security
  - Smart building & home
  - Fire & safety
  - Cybersecurity

- **Country pavilions**
  - Singapore Pavilion
  - Taiwan Pavilion

- **10 Fringe programmes**

- **VIP tours** – 16 group delegations meet with over 120 exhibitors

**Featuring brands in 2018**

- **Security**
  - BLUGHUARD
  - CIQURIX
  - DAHUA
  - GREAT LITE
  - HIKVISION
  - HIP GLOBAL
  - INDIGO DISTRIBUTION
  - JARTON
  - JVC KENWOOD (DENSO)
  - KONICA MINOLTA
  - Level One
  - MASSLOAD
  - MAXWELL
  - MOBOTIX
  - SUNTEK
  - VIVAKOREA
  - ZKTECO

- **Fire & Safety**
  - FIRE KILLER
  - G.H. INTERNATIONAL
  - HOCHIKI
  - JINWOO
  - MALLCOM
  - NAFFCO
  - SAFETREE INDUSTRY
  - OMECFIRE
  - RAPIDROP
  - HLC PLASTICS
  - TEEYA MASTER SYSTEMS
  - TOMOKEN FIRE VIETNAM
  - WONWOO EF ENGINEERING

- **Info Security**
  - CISCO SYSTEM
  - FORTINET THAILAND
  - G-ABLE
  - SYMANTEC

- **Smart home**
  - CTS
  - DIGITAL FOCUS
  - FULL ENTERPRISE
  - HOMESCENARIO
  - MY MOODIAN
  - REIDEA TECHNOLOGY
  - SYNERGY TECHNOLOGY
  - WULIAN

“Secutech Thailand is the most professional security show in the country. All of the big brands are here and this year we can see customers from many different vertical markets, including the government. For this reason it is a very fruitful exhibition for us to gather market information and understand customer demands.”

**Ian Shi, Overseas Business Manager for Thailand, Dahua Technology**
I have been involved in the security industry for 40 years. Over the years I have visited many Secutech branded shows. We come to Secutech Thailand because there are so many of the key players and brands in one place. The potential for growth in the Thai market is huge and Secutech Thailand plays an important role in fostering development.

Sombat Pimsang, Founder, Thai Security Association
I'm involved in security software integration and I'm here at the show to find CCTV and access control systems that can integrate with our software. This is my first time at Secutech Thailand, it's a very comprehensive exhibition. Whether you are in the smart city, smart home or smart building sector, whatever you are looking for you can find it here.

Albert Josha L. Sainz, IT Manager, Infotech

Top visiting countries:
CHINA, HONG KONG, JAPAN, KOREA, MALAYSIA, MYANMAR, SINGAPORE, TAIWAN, VIETNAM

Visitor data

**Total visitors – 8,420**

7,155 – Local 1,265 - International

**VISITOR FIGURES 2016 - 2018**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>8,298</td>
</tr>
<tr>
<td>2017</td>
<td>8,326</td>
</tr>
<tr>
<td>2018</td>
<td>8,420</td>
</tr>
</tbody>
</table>

Top visiting countries:
CHINA, HONG KONG, JAPAN, KOREA, MALAYSIA, MYANMAR, SINGAPORE, TAIWAN, VIETNAM

Visitor data

Total visitors – 8,420

7,155 – Local 1,265 - International
Our company is based in Malaysia and we provide IoT security solutions. At Secutech Thailand I can find out more about some of the latest surveillance cameras and biometric identification systems and also find new partners. It is a great platform from which to keep up with the latest industry developments.

Wayne Woo, Business Development Manager, Hauz
Visitor data

- 53% of visitors are searching and sourcing the latest products and solutions
- Over 30% are seeking venture partners and opportunities to distribute

PURCHASING AUTHORITY

- Final decision maker: 36%
- Research / recommend: 33%
- Evaluate / initial approval: 18%
- Other: 13%
- Purchasing: 6%
- Office & safety management: 7%
- Marketing: 8%
- Project design / management: 9%
- Technician / engineer: 14%
- Sales: 16%
- Top management: 27%
- MIS: 4%
- Other: 9%
### VISITOR VERTICAL APPLICATION INTERESTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Interest Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial buildings / retail</td>
<td>42.1%</td>
</tr>
<tr>
<td>Residential building / office</td>
<td>33.7%</td>
</tr>
<tr>
<td>Industrial &amp; factory</td>
<td>31.1%</td>
</tr>
<tr>
<td>Infrastructure &amp; utility</td>
<td>22.1%</td>
</tr>
<tr>
<td>Transportation</td>
<td>19.1%</td>
</tr>
<tr>
<td>Police / military</td>
<td>19.0%</td>
</tr>
<tr>
<td>Education / campus</td>
<td>16.8%</td>
</tr>
<tr>
<td>Financial / banking</td>
<td>13.6%</td>
</tr>
<tr>
<td>Health care</td>
<td>9.2%</td>
</tr>
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</table>

**VISITOR VERTICAL APPLICATION**

**INTERESTS**
ASEAN Delegations

Myanmar Delegation

Vietnam Fire Department

Laos Business Association

APSA Malaysia delegation

Thai Intelligent CCTV Association

Cambodia Business Association
ASEAN Delegation Networking

The social event gathered major industry professionals in the ASEAN region to form business connections.

Countries attended:
- Cambodia
- Myanmar
- Laos
- Singapore
- Malaysia
- Vietnam

Type of visitors:
- CEO
- President of associations
- Managers

Attendees’ focus:
- Connect with software solution provider
- Partnership possibilities across countries
- Learn about each country’s industry opportunities
VIP Tours

➢ 16 delegations participated in VIP tours

➢ Meet over 120 exhibitors

Real Estate Partnership Association: Tour Matching
- Smart home & automation

Security Guard Association Thailand
Tour Matching – Security guard equipment

Thai Mechanical Engineering Association
Tour Matching – Active fire and sprinkler systems

Mayor Group (Rayong province)
Tour Matching
- Active fire and Fire fighting equipment
VIP Tours

Bangkok Fire & Rescue Department Tour Matching – Fire Pumps and extinguishers

Thailand Digital Economy Promotion Agency Tour Matching

Cambodia Business Association Tour Matching – VDO Surveillance

Security SI group Tour Matching – Security system Demonstration

Thailand Security Association Tour Matching – Access Control & Biometrics

Thai Police Cadet Tour Matching – Smart police equipment & traffic management system
Fringe programmes were held during the 3 days ranging from implementing smart technologies for infrastructures to improving fire safety practices.

Total attendance: 1,385
- 10 Fringe programmes
- 40 Sessions
## Thailand Mayors’ Summit

### Session topics

<table>
<thead>
<tr>
<th>Reporting Speech</th>
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</thead>
<tbody>
<tr>
<td>Dr. Pichet Durongkaveroj, Minister of Digital Economy and Society</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Keynote Speech</th>
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<tbody>
<tr>
<td>AMC Dr. Prajin Jantong, Deputy Prime Minister</td>
</tr>
</tbody>
</table>

**Panel Discussion: Power Up for Cities: How to Make Cities Smarter & Sustainable**
- Dr. Passakorn Prathombutr, Deputy Director, Digital Economy Promotion Agency and Founder of Smart City Alliance
- Yongyut Jantararat, Director General, Department Alternative Energy Development and Efficiency (DEDE)
- Chayatan Phromsorn, Deputy Director General, Office of Transport and Traffic Policy and Planning

**Panel Discussion: The Key Components in Smart Cities Development**
- Dr. Monsak Socharoentum, Senior Expert and Vice President Digital Platform and
- Service Promotion Department, Digital Economy Promotion Agency and Founder of Smart City Alliance (DEPA)
- Dr. Veerapong Chaiperm, Advisor, The Eastern Economic Corridor Office
- Prof. Dr. Agachai Sumalee, Faculty of Civil Engineering & Environment, Hong Kong Polytechnic University
- Dr. Chaianan Suthikul, Mayor, Kathu Municipality

<table>
<thead>
<tr>
<th>Target Audience</th>
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<tbody>
<tr>
<td>Government authorities: Ministries of Digital Economy and Society, Transport, Energy and Provincial Governors</td>
</tr>
<tr>
<td>Management of city development companies, management of municipal office</td>
</tr>
<tr>
<td>Professional system integrators from hotel, building and construction companies</td>
</tr>
</tbody>
</table>
# The Challenge of Fire & Safety in High-Rise Buildings

## Session topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMA’s Fire Safety &amp; Security Vision</td>
<td>Dr. Prayoon Krongyos, Deputy Director of Office of Disaster Prevention &amp; Mitigation</td>
</tr>
<tr>
<td>The Critical Points for Fire Protection &amp; Fire Fighting in High-Rise Building</td>
<td>Loh Eng Choon, ACTA, PSMB Certified Trainer</td>
</tr>
<tr>
<td>Fire Certification for High-Rise Buildings</td>
<td>Lothar Sysk, Chief Representative, VDS SCHADENVERHÜTUNG GMBH</td>
</tr>
</tbody>
</table>
| Panel Discussion: “The Challenge of Fire & Safety in High-Rise Buildings” | Kanathat Chantrsiri, President of Fire and Rescue Association (FARA)  
Supasit Tangtrongjit, Consultant of Thai Condominium Association       |
| Innovation for Structural Fire Fighting with Case Study              | Radwan Halabi, Export Director of NAFFCO                                  |

## Target Audience
- Managements and purchasing influencer of Bangkok Fire and Rescue Department
- Management, security officer and interior designer of building inspection, real estate developers and construction companies.
- Professional system integrators from hotel, condominium and Real Estate Partner Association.
Session topics

Keynote speech: Smart Police Station
Pol. Lt. Gen Piya Ugatayo, Assistant Commissioner-General

Keynote Speech: Guidelines for the Prevention and Suppression of Crime in Smart City
Pol.Col. Akkarin Sukkasem, Deputy Commander of Criminal Records Division

Panel Discussion: Smart Police Station Concept for Digital Era
- Pol.Col Jaruwat Vutrapongwattana
- Pol.Col. Akkarin Sukkasem, Deputy Commander of Criminal Records Division
- Dr. Passakorn Prathombutr, Senior Executive Vice President of Digital Economy Promotion Agency
- Chayawat Sathirasat, Chief Operating Officer Guts Investigation Security Guard

Target Audience
- Municipal, state, country police, traffic safety officers and police cadet
- Chief Security Officer from Thai Security Companies.
- Security consultant and corporate security managers
# Smart Hotel and Property Solution day

## Session topics

| Security for smart buildings and smart homes  
  Challenges and KNX Secure as solution  
  Cloud-Based Integrated Smart Building Solution  
  Joel Liu / President of HOMESCENARIO  
  Data Security in Hotel Business  
  Mr. Kris Nawani, CEO of Bangkok System and Software  
  Digital Security Hotel Solution  
  Technical Consultant of Hikvision Digital Technology |

| Leverage of Digital Infrastructure to create value for Real Estate  
  Dr. Sopon Pornchokchai – President of Appraisal Foundation  
  Digital Infrastructure Development for 5G  
  Mr. Apichart Prasitnarit - President of Real Estate and Partnership Trade Association  
  IoT-supported complex applications in Real Estate  
  Mr. Niti Mekmok – Vice Chairman, Thai IoT Association |

## Target Audience

- Hotel Security Association, Hotel Engineering Club
- Thailand Housing Business Association, Thai Condominium Association
- Thai Real Estate Association, Real Estate and Partnership Trade Association
These seminars are so important for spreading ideas and informing stakeholders about new technology in areas such as the IoT and cloud computing. Through the seminars, attendees can pick up new ideas which they can then apply to their own businesses. This in turn can stimulate growth within the security industry.

Apichart Prasitnarit, President of the Real Estate and Partnership Trade Association
Over 80% of visitors are satisfied with the show with over 60% expressed being very satisfied.

"The Fire and Safety market in Thailand is developing at a very quick rate as education and awareness about fire safety is improving. Walking around Secutech Thailand today, it is clear that the standard of the equipment has improved greatly over the past two years. There are a lot of new products such as gas leak detection cameras that I have been impressed with at the show."

Tom Kanathat Chantrsiri, President, Fire and Rescue Association of Thailand

"I travelled to Secutech Thailand this year because it is a good platform from which to find new security products that can be distributed in Cambodia. As the fair is held alongside the Thailand Building Fair and the Thailand Lighting Fair, it is a great one-stop sourcing platform for a wide range of products."

Heng Min, Sales Manager, KKENS Engineering and Supply
Thank You!
See you in 2019!

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