

# Press

Secutech Thailand  
International Trade Fair for Security, Fire and Safety  
Bangkok International Trade and Exhibition Centre (BITEC)  
Bangkok, Thailand, 16 – 18 November 2017

Hong Kong,  
March 2017

Telly Cheuk  
Tel. +852 2238 9956  
telly.cheuk  
@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.secutech.com](http://www.secutech.com)  
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## **Secutech Thailand 2017 returns to Bangkok this November**

### **Premier business platform highlights smart and safe city solutions**

Secutech Thailand will once again be held in Bangkok from 16 – 18 November 2017 at the Bangkok International Trade & Exhibition Centre (BITEC). Located in Thailand, the hub of the ASEAN community, the fair is set to serve as a comprehensive sourcing and networking platform for security, smart home, and fire and safety sectors in the region. More than 150 key industry brands including Great Empire, Guts Group, HIP, Maxell, TSolution and Fujiko are expected to join the fair featuring their new solutions and products in 5,000 sqm of exhibition area.

The 2017 edition of Secutech Thailand will be jointly organised by Messe Frankfurt New Era Business Media Ltd and a new local partner Worldex G.E.C. Ltd, a leading exhibition organiser in Thailand. According to Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media, the combination of Messe Frankfurt's resources in the security portfolio and the local expertise of Worldex G.E.C. brings a new objective to the fair. She explained: "Smart city has become a buzzword which drives security product demand in Thailand. As a leading industry event in the region, we strive to increase the awareness and understanding of smart and safe city development in Thailand. This can only be achieved by collaborating with local authorities, and leading local and international experts. They will be present at the fair to highlight the latest technology, innovations and applications of security, fire and safety products, and intelligent solutions in smart and safe city development."

Secutech Thailand has strong support from various government authorities including Department Disaster Prevention and Mitigation (DDPM), Thailand Green Building Institute (TGBI), Asian Professional Security Association (APSA), Thailand Security Association (TSA), Thai Retailer Association, Housing Business Association (HBA), Thai Condominium Association, Thai Real Estate Association, National Science and Technology Development Agency (NSTDA) and Thailand Electrical & Mechanical Contractors Association (TEMCA). Their support builds a solid foundation for the fair to be a leading platform for smart city

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

market.

## **Premier business platform unveils tomorrow's solutions for smart & safe cities**

Smart and safe city projects are strongly promoted by the Thai government, which has propelled cross-industry development in Thailand. The integrated solutions of smart city surveillance, smart traffic management and smart retail have been considered as the most crucial elements of the city's transformation. The government has also invested in various infrastructure projects that drive the country to become a smart and safe tourism destination.

In order to provide an integrated business platform dedicated to the demands in Thailand's security market, the fair will present six theme zones where exhibitors will showcase the latest applications and technology in Security, Safe & Smart City, Smart Home, Smart Retail, Fire & Safety and Disaster Prevention.

In addition to the theme zones, the Smart City Award is one of the highlighted events at Secutech Thailand. The award is supported by the Thai Green Building Institution, and the seven winners will display their smart city projects at the show for visitors to experience real scenarios of a smart city. Another key feature is the demonstration of smart traffic solutions that are currently implemented in Thailand. This event is held with cooperation from Intelligent Transportation System (ITS) from Thailand..

Secutech Thailand 2017 will be held concurrently with industry related events Thailand Lighting Fair and Thailand Building Fair with the aim to draw a larger pool of relevant trade buyers from various sectors. More than 8,000 buyers are expected to attend the events. They include system integrators, installers, importers, distributors, retailers, developers, system designers, security service providers and manufacturers representing diverse market segments such as government, transportation, construction, enterprise, finance, telecommunication, retail, hospitality, public law enforcement, education institutes and real estate.

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd 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@newera.messefrankfurt.com](mailto:michelle.chu@newera.messefrankfurt.com).

With 10 events, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Germany, Asia, the Middle East, South America and East Africa. Further information at [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

Secutech  
Taipei Nangang Exhibition Centre, Taipei  
12 – 14 April 2017

**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com).