

Press release

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Secutech India opens today with tailored fringe events, new smart home zone and unrivaled product variety

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Security industry stakeholders from across the subcontinent have descended upon Mumbai for the 8th edition of Secutech India, which opens its doors today at the Bombay Exhibition Center. Taking place from 25 – 27 April, the fair offers business, networking and sourcing opportunities for India’s commercial security, smart home and fire safety sectors. In addition, plenty of educational value can be gained through the fairs fringe events, which include a fire safety training and two full days of smart city and security technology forums.

Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, spoke about the distinguishing features of this year’s fair: “In response to market demands, this year’s show features more exhibitors from the smart home and intelligent transportation sectors. Exciting products gaining traction in these sectors include home surveillance systems, integrated home networks and vehicle tracking solutions. We have also refined the fringe programme to incorporate the most relevant topics for the Indian market, including smart city solutions, cyber security, and the growing role of artificial intelligence.”

Product diversity delivers unmatched sourcing opportunity

The ‘Make in India’ initiative has sparked a renaissance among Indian OEMs, with many domestic security and fire safety brands such as ESSL, Mantra, Biomax and AAAG represented across the show floor. In addition to the domestic companies, there is also a significant international presence. Brands Avigilon, Hikvision, Vanderbilt and Veracity, join the fair’s strong exhibitor lineup to display the latest surveillance cameras, access control systems, intrusion alarms, police equipment, and perimeter security systems for the commercial and government sectors. Altogether, 100 exhibitors representing over 400 brands are featured across 15,000 sqm of exhibition space.

A highlight of the international contingent is the Shenzhen pavilion, where buyers are able to find security, smart home solutions, components, networking communication systems and peripherals. Shenzhen is one of China’s powerhubs for security manufacturers, and the attending exhibitors were carefully selected to represent a wide array of solutions for visitors seeking OEM opportunities.

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

Another convergence point at the fair is the new smart home zone. Featuring a selection of smart cameras, locks and integrated networks, the zone serves as a hub for suppliers to connect with property developers, architects, system integrators and other related buyers.

Elsewhere, the concurrent 'Fire and safety India' event is a significant attraction for the fire safety fraternity. The event returns for its 4th edition this year as the destination for visitors to get hands-on with the latest fire detection and alarm systems, firefighting gear, evacuation apparatus and rescue equipment.

Whether trying to penetrate the Indian market or further bolster their brand exposure, exhibitors will be aiming to connect with as many trade visitors as possible during the show. Fair organisers are anticipating a similar visitor turnout to the previous edition, which attracted 22,720 trade visitors, including distributors, system integrators, architects and consultants.

Tailored fringe programme focuses on the most relevant topics for the Indian market

On top of being a business and networking occasion, the fair adds even more value to the visitor experience through its fringe programme of forums, seminars and events. This year's programme is headlined by the 'Smart City Infrastructure Conference', which takes place on day one.

As part of the conference, a panel discussion is set to examine how smart cities will develop in India over the next five years. Other discussions analyse emergency response mechanisms and cyber security in smart cities. In addition, the 'Security Technology Conference' takes place on the second day of the fringe programme to explore supply-chain security in e-commerce, as well as AI and its impact on the security industry.

On the final day, industry experts will gather for the highly anticipated fire safety training day. As part of the concurrent 'Fire and Safety India' event, and run by the State of Maharashtra Fire Service and the Mumbai Fire Brigade, the training aims to raise awareness among corporate professionals and wider society. Important topics to be addressed during the training include the common causes of fire, fire safety precautions, fire drills, evacuation procedures and safety legislation.

On top of providing a platform conducive to information exchange, the fringe programme is also a hub to celebrate the achievements of India's security and fire safety fraternity.

The SECONA Shield Awards return this year to acclaim OEMs, system integrators, consultants and end users for product innovations, R&D, successful projects, unique designs and outstanding individual contributions to India's safety and security landscape. The awards are co-organised with the Security Consultants Association of India, and the winners will be announced on the 26th April.

Secutech India
Bombay Exhibition Center, Mumbai
25 – 27 April 2019

For more details, please visit www.secutechIndia.co.in. Alternatively,

please call Mr Israel Gogol at +886 2 8729 1099 ext 531, or email israel.gogol@newera.messefrankfurt.com.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With twelve 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.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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

*preliminary figures 2018