

Press release

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Vietnam's leading trade fair for security solutions returns in August to cater for growing vertical markets

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The very best in product sourcing, networking, and meaningful business exchanges will be on offer in Ho Chi Minh City later this year, when the regional security industry converges at the Saigon Exhibition and Convention Centre for the 12th edition of Secutech Vietnam.

The fair has been on an impressive growth trajectory since 2014, owing to high demand for security products in vertical markets such as hospitality, transportation, residential property, and newly completed commercial construction projects. In fact, between 2014 and 2018, numbers of visitors to the fair increased by over 225%, while exhibitor numbers experienced a rise of 210%, to reach 13,898 and 310 respectively.

Construction has been one of the key driving forces behind market growth, with newly completed hotels, residential complexes and shopping malls requiring comprehensive security and fire safety provisions. Meanwhile, a welcoming FDI environment and low import taxes, due to agreements such as the ASEAN Trade in Goods Agreement (ATIGA), have encouraged foreign players to enter the market. The combination of these factors has significantly bolstered the video surveillance market in Vietnam, which is forecast to grow at a CAGR of 12.4% by 2020¹.

Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, spoke about Secutech Vietnam's role as a springboard for new business: "The fair is an excellent avenue for distributors, contractors, consultants and system integrators to learn about new industry developments and source the right products for their projects. At the coming edition, we are expecting over 360 high quality exhibitors to occupy 11,000 sqm of exhibition space. The ongoing support that the fair receives from government authorities such as the Ministry of Public Security demonstrates the fairs' relevance across Vietnam's important vertical markets. This year we are delighted to be adding new supporters the Vietnam Railway Authority, the Directorate of Roads of Vietnam, the Vietnam Federation of Civil Engineering Association, and Houselink."

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¹ "Vietnam's Video Surveillance Market Growth at 12.4% by 2020", Business Wire.
<https://bit.ly/2BUPkMW>. Retrieved 27 February 2019.

Pavilions and concurrent events to fulfil security, fire safety and building automation demand

In keeping with its position as a one-stop business platform for the entire security industry, the fair will cater to a full spectrum of sourcing needs. Across the show floor, buyers will find the latest surveillance camera systems, access control systems, time attendance systems, smart locks, biometrics solutions, video content analytics, intrusion / perimeter detection systems, data storage solutions, management platforms, and security services. In addition to this, even more sourcing opportunities will be on offer at two concurrent events – Fire Safety and Rescue Vietnam, and SMABuilding Vietnam.

The smart home and buildings market has been gaining traction in Vietnam and across Asia, with many research institutes predicting significant growth. IHS Markit, for example, has forecast the Asian smart home market to grow to US\$26 billion by 2022.

SMABuilding Vietnam will help visitors gain an upper hand in this market, by providing a platform for channel players to build connections with suppliers of the latest IoT based smart home and building technologies. A selection of products to be featured at the event include building and energy management systems, parking management solutions for residential and commercial settings, intercom systems, office management systems; and smart home solutions such as security surveillance cameras, sensors, and smart control panels.

Meanwhile, against a backdrop of rising social awareness and strict safety regulations, Fire Safety and Rescue Vietnam will return to connect trade visitors with the relevant suppliers of fire extinguishers, alarms, escape equipment, smoke exhaust devices, public address systems, personal protection equipment, fire vehicles, fire resistant materials and more.

Besides the two concurrent events, the Singapore Pavilion is set to return as the place to find a selection of Singapore's leading solution providers. The pavilion will be expanded to include even more exhibitors in the security and fire safety sectors, including Force 21, Kedacom International, Multron Systems, Nitti (Asia), Servo Dynamics, Teleradio Engineering, Ubergard, and Worldtags.

To ensure that the right connections are made during the fair, a number of VIP tours and business matching programmes will be held, while visitors will also have the opportunity to catch up on industry developments through a range of educational seminars. Further details will be announced closer to the show.

Secutech Vietnam will be held from 14 – 16 August 2019. For more details, please visit www.secutechvietnam.com. Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to michelle.chu@newera.messefrankfurt.com.

Secutech Vietnam
Saigon Exhibition & Convention Center,
Ho Chi Minh City
14 – 16 August 2019

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

Further information at www.safety-security-fire.messefrankfurt.com.

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