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Press

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

Secutech Thailand returns with 2017 edition, placing all eyes on smart security solutions

New show elements emphasise the latest trends in Southeast Asia

Fringe programme covers security, safety and automation for hotels and factories

Not only does Thailand benefit from having Southeast Asia's second largest economy, but it is also at the heart of an evolution in smart cities and 'green' buildings. Thanks to the government's recent Infrastructure Development Plan (2015 – 2020), an even stronger emphasis has been placed on further developing this sector in Thailand. These factors have resulted in many international government authorities, builders, project owners, and real estate developers become more and more appealed by the country's work in smart security solutions – particularly for the likes of high-rise buildings, hotels, homes, factories, and retail.
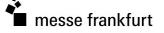
This is reflected in the 2017 edition of Secutech Thailand, where more than 150 international companies have gathered in 7,000 sqm of space at the Bangkok International Trade and Exhibition Centre, which is a huge 133% increase in size compared to the previous edition. Taking place from 16 – 18 November, an estimated 15,000 trade visitors from 31 countries and regions are expected to attend the fair, as well as seven trade delegations from the ASEAN region.

Serving as a hub for the sector's most innovative developments for a smart and safe city, Secutech Thailand will cover the most vital aspects of the region's security industry. This includes intelligent video, fire and safety, access control, IoT platforms, high speed and wireless transmission, and efficient storage. For this year's edition, six individual zones have been established to highlight where attendees can find the sector-specific solutions they are looking for, and each associated with the smart security market. These are: Smart City, Smart Home, Smart Retail, Z-Wave Pavilion, UL Pavilion and Intelligent Video Gallery.

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New show elements emphasise the latest trends in Southeast Asia

Keeping in line with the industry's shift towards implementing more smart safety solutions, the 2017 fair features a **Smart + Safe City Demo Area**. This section will open up opportunities for the likes of security solution providers, global tech ecosystem providers, IT giants and system integrators to meet up and bring their latest discoveries to the fair's visitors in a dedicated area.

What's more, continuing the success of **SMAhome** at Secutech Taipei, this area will also take part in the Thailand show for the first time. The showcase will feature various solutions for smart home security, ambient living, energy saving and automation for homes. Three special areas will be formed to highlight the essential elements in the smart home sector including:

● **Smart Home Solution Centre**
Selected representative manufacturers will present the complete supply chain of the smart home sector in this area, including home security, comfort living and energy control. Also included will be various live product demos.

● **Z-Wave Pavilion**
SMAhome Thailand and the Z-Wave Alliance have cooperated to hold the first ever Z-Wave Pavilion in Southeast Asia, aiming to introduce the latest smart home solutions from the international leading Z-Wave makers to the Thai market.

● **Smart Lock Solution Display**
Here, international first-tier lock manufacturers will exhibit smart lock solutions. The display provides a complete procurement reference for local travel agencies and builders in Thailand, but also a platform for the manufacturers to connect with the Thai market.

Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media, says Secutech Thailand's topical themes this year have attracted an international presence to the region's booming smart security market. "The comprehensive coverage at Secutech Thailand once again reflects the region's current trends, thanks to the joint efforts with our partner Worldex G.E.C., as well as the local authorities and our industry counterparts. These new elements of the show serve as a bridge between the international security suppliers, local government authorities and construction companies. Not only that, but they also provide a gateway to businesses in the promising ASEAN market at the same time."

Fringe programme covers fire safety and security for hotels and factories

An intensive fringe programme with 12 conferences and seminars will be held alongside the fair. Each of these will deliver new ideas and updates from a smart and safe city perspective. These include:

- **Thailand Smart City Master Plan Conference**
  This conference will introduce the roadmap of developing smart cities in Thailand with key technology applications and successful case studies.
- **Vision for the Development of Smart Industrial Estate in EEC**
  This seminar will focus on the development of energy saving and management, and deploying Industry 4.0 into smart parks in the Eastern Economic Corridor (EEC).
- **The Challenge of Security & Safety in Public Building**
  Representatives from the BMA will explain the policies on public safety, and the requirement of intelligent security technologies in high-rise buildings and case studies.
- **Industry 4.0 Conference: Making Factories Smarter and Safer**
  This discussion looks at hot topics related to the Industry 4.0, the intelligent security technologies to facilitate it, solutions for industrial IoT development, and smart and safe factories.
- **Smart Hotel Solution Day**
  With the great support from the Hotel Security Association of Thailand, this conference dedicated to smart hotel management, and intelligent security and smart home solutions to facilitate smart hotels.

Secutech Thailand is organised by Messe Frankfurt New Era Business Media Ltd and Worldex G.E.C. Co. Ltd. The show is run concurrently with the Thailand Lighting and Building Fair 2017. Together, the shows attract even more professional builders, designers, system integrators and more. For more details, please visit www.secutechthailand.com. Alternatively, please call Mr Jason Cheng at +886 2 8729 1099 ext 215, or email jason.cheng@newera.messefrankfurt.com.

With nine 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 Europe, Asia, the Middle East and South America.

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

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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.