

## Final Report

May 2018

## Secutech in Taipei demonstrates its effectiveness as a business platform as exhibitor numbers increase

Alexander Holdsworth  
Tel. +852 2230 9279  
alexander.holdsworth  
@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.secutech.com](http://www.secutech.com)  
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**Secutech, the leading platform for safety and security products concluded following a successful three days of trading and networking between security industry players. The 21<sup>st</sup> edition was held at the Taipei Nangang Exhibition Center from 25 – 27 April 2018 and received positive feedback from exhibitors and visitors alike.**

This year's show saw a significant jump in exhibitor numbers, reflecting Secutech's strong brand image as a trusted destination for suppliers to showcase their newest products and solutions. In particular, an increase in international exhibitors has highlighted Secutech's growing international appeal. Exhibitors from 19 countries and regions were present this year across 22,086 sqm of floor space. China, the Czech Republic, France, Germany, Hong Kong, Indonesia, Israel, Japan, Korea, Macao, Malaysia, the Netherlands, the Philippines, Singapore, Sweden, Taiwan, Thailand, the United Kingdom, and the United States were all represented among suppliers at the show. The total of 427 exhibitors was a 14.8% increase from the 2017 show.

The rise in exhibitor numbers illustrates strong market conditions in the fast paced safety and security market, which is continuing its trend away from traditional security devices in favour of intelligent and customised security solutions. Artificial intelligence, IoT, intelligent video analytics and smart identity technologies were among the technologies on display, as Secutech played host to a comprehensive profile of security products. Leading global brands left positive feedback of their time at the show, having concluded a successful three days of trading and networking. Hikvision, LILIN, Dahua, Hi Sharp, Seagate, Honeywell, NEXCOM, Network Optix, iCatch, Klacci, were among many prominent security industry brands that chose to exhibit at Secutech.

Attracted by the opportunity of sourcing from a wide spectrum of cutting-edge products and innovations, buyers also turned out in force this year amongst the 19,907 visitors who attended the fair. The high diversity of products available to visitors was exemplified by the addition of the Smart Living Solution Centre and the new coming Czech Pavilion to this year's show. Just some of the highlights that caught the interest of buyers included: voice command enabled smart home devices, live streaming systems, key components and LPWAN, cloud and big data storage, cross boundary video applications and solutions, AI empowered surveillance systems, cloud communication solutions, integrated solutions for IoT applications, and disaster prevention applications.

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

Commenting on the success of Secutech 2018, Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd said: "We are delighted with the outcome of this year's show. The increase in attendees, both exhibitors and visitors, demonstrates that Secutech is heading in the right direction. Not only have we seen expanded attendance figures, but we've also seen a broader range of products on display. The security market has always moved at a fast pace, and we are thrilled that security industry players are increasingly choosing Secutech as their platform to keep up with these changes, this reinforces the fact that Secutech is a market and technology orientated trade fair."

On top of the trading that went on during the show, Secutech was also supplemented by a series of fringe programme events which involved over 160 seminar sessions. Among many highlights was the 'Security + AI forum'. With the security industry reaching a critical mass in the volume of data collected through video surveillance systems, the demand for AI driven video analytics has been rising globally. Given this reality, the forum proved to be a popular attraction. Featuring leading companies NVIDIA, Kneron, Hikvision, Qognify, Umbo CV, VIVOTEK, Cyberon, SkyREC, LILIN, DT42, AMTK, and Viscovery, the forum also dealt with AI applications in smart city, retail stores and business intelligence. Attendees also benefited from a business matching and networking session.

In addition to the "Security + AI forum", visitors also had positive impressions of the Mobility Asia showcase. The corresponding seminar, in particular, proved beneficial for attendees as it provided them with up to date insights into intelligent transport systems (ITS) and the connected car market across the Asia Pacific Region. ITS is a concept that, much like smart city, is becoming increasingly popular around the globe as security industry players recognise the huge potential for it to improve transportation through connected devices, sensors, and data.

Connected devices also continued to be a hot topic in the smart home market this year at the fair, as IoT continues to open up avenues for simpler and more efficient living. The Smart Living Solution Centre presented buyers with technologies that enable smart living in four key sectors: elderly home care, smart office, smart residential communities, and smart hotels & holiday rentals. Ardomus, Bpoint, CviCloud, Full, Opro9, Savant, Silicon Labs and Tashi demonstrated advanced technologies involving wireless transmission, AI, deep learning, facial recognition, speech recognition, access control, software platforms, and whole-home control and integration.

In order to share information about these new technologies and market trends, representatives of exhibitors from the Smart Living Solution Centre joined other smart home exhibitors at the SMAhome International Conference 2018. The two-day conference gave attendees the opportunity to gain valuable insights from industry figures and covered topics such as global smart home application trends, AI applications in the smart home sector, mesh networking and multiprotocol in the smart home sector, applications of IoT in day-to-day living, and an integrated solution for a

volume-based smart living project.

### **Exhibitor comments**

“Unified security platform is one of our core products, but in the last two years, we have started to develop specific applications for transportation, airport and safe city. We are pleased to showcase our intelligent traffic system here at Secutech. We are very excited about this edition because the show focuses a lot on different vertical markets, especially on transportation and mobility. Meeting with customers from Taipei and surrounding regions in this sector is our main objective of our participation. It is important to let the industry know what we can offer and how our unified technology can help integrate different applications. I am happy to say that we have a very positive outcome from these two days, we have got potential leads from Mongolia and other countries as well as our big customers from Taiwan.”

*Mobility Pavilion*

*Ms Lynette Pon, Sales Director - Greater China, S. Asia & S.E Asia, Genetec Asia Pacific Pte Ltd, Singapore*

“This is our first time at Secutech, we joined this year because of the new Smart Living Solution Centre. We are an Apple certified home kit provider of voice command operated devices. We have two main targets at the show: retailers as well as stakeholders in construction and residential projects. The smart home sector is growing because of upgrades such as voice command and smart speakers creating a new style of living that is represented here at the show. This will influence smart living, transportation, education, and entertainment. I believe more and more service providers and content providers will start to join the smart speaker eco-system.”

*Smart Living Solution Centre*

*Mr Sam Hsiao, Chief Operating Officer, CviCloud Corporation, Taiwan*

“The highlight of our company’s solutions focus on product identification which aid smart retail and e-commerce, particularly in e-transaction and search by image functions. I can see tremendous application opportunities of our camera at Secutech in these vertical markets. During the show we have gained connections with many potential business partners representing the traditional security industry and smart retailers from Taiwan and South East Asia. They would like to use our camera to add value to their own existing systems. The result is better than I expected, I am pleased to see the show is reflecting the transformation of the industry from traditional security products to AI driven and innovative solutions.”

*Software Innovation Zone*

*Mr Tom Kung, Business Director, Viscovery Pte Ltd, Taiwan*

“We are mainly an association, and our core business is the domain registry of ‘.cz’. Turris Omnia is a secure open source router that we have developed and have started selling commercially. We are here at Secutech to try and find partners such as distributors, e-tailers, and retailers. Because of the huge distance between the Czech Republic and Taiwan, it is difficult for us to enter the local market here. Secutech provides us with a good platform to gain contacts and find local partners.”

*Czech Pavilion*

*Mr Pavel Novak, Sales Manager, CZ.NIC Association, Czech Republic*

### **Buyer comments**

“I come here not only for business, but also for my institution, the Myanmar Engineering Society. Sometimes my institution participates in advisory for the government and related authorities to advise and suggest new technologies. For this reason, we need to know about the latest and most up to date industry technologies. I am interested in traffic control systems and smart home systems among others. I attended the Security + AI forum this morning. Myanmar is a developing country - Secutech helps to fulfil our requirements to learn about the latest technologies.”

*Mr Thant Zin Htwe, General Secretary, Myanmar Engineering Society*

“This is my second time visiting Secutech. I am here to find products related to surveillance and facial recognition systems. I had a very good business matching session on the morning of the first day, there are a number of suppliers which are very relevant to my business needs. Technology is advancing at such a fast pace that I have to keep myself updated all the time. I have seen some new things at this year's show compared to the previous year that I visited. Apart from sourcing, I will also spend more time in the forums related to AI and IoT as these technologies can be applied in multiple areas and greatly increase the efficiency in workflow.”

*Mr H Meng, Soo Ho, Executive Director, CSMH Resources, Singapore*

“We are a solution provider for system integrators in the field of home security. We are here to look for security products and IP cameras. We also want to integrate new technologies in video analysis and deep learning AI in our products and get some new ideas and useful information from the show that I will further follow-up with after the fair. Here I can get a full picture of what's new on offer in the security market from the leading industry players exhibiting at the fair and the rich fringe programme events. My business counterparts recommended to visit Secutech and I think it's worth the trip.”

*Mr Alex Wang, Engineering Director, Orbweb Taiwan Inc.*

### **Fringe event comments**

“NVIDIA has been at the forefront of AI and now people are starting to focus on smart city and what we can do with AI. Theoretically you should use AI for resource management as well as optimising traffic management, city resource allocation, and public safety. There are so many different areas that are being developed for smart or AI centric solutions. Attendees here at Secutech are mainly system integrators and business partners looking for solutions. For us the biggest objective of presenting today is to promote and develop the AI city concept to these attendees. The audience seemed very receptive, I noticed a lot of people taking notes.”

*Mr Jeff Yen, Director of Technical Marketing, APAC, NVIDIA Corporation, Taiwan*

*(Speaker at the Security + AI Forum)*

Secutech  
Taipei Nangang Exhibition Centre, Taipei  
25 – 27 April 2018

“Elderly care is currently a new and popular topic in the smart living aspect. By speaking at this session, I can share the new technology

development in body care and body check, and use cloud to transfer the data to hospitals. The industry players who are engaged in this business field are particularly interested in how this technology can be integrated into the hospital back end systems, so the session today can help them to understand this technology better.”

*Mr Andy Chen, Solution Sales Dept, Associate Vice President, Tashi Smartech Co Ltd, Taiwan  
(Speaker at the Smart Living Product Developer Day)*

Secutech is organised by Messe Frankfurt New Era Business Media Ltd and is part of a global network of [Safety Security and Fire trade fairs](#). The next edition will be held from 8 – 10 May 2019. For more details, please visit [www.secutech.com](http://www.secutech.com). Alternatively, please call Ms Kirstin Wu at +886 2 8729 1017, or send an email to [kirstin.wu@newera.messefrankfurt.com](mailto:kirstin.wu@newera.messefrankfurt.com).

With ten events, Messe Frankfurt is one of the world’s leading organisers of trade 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 Asia, Europe, the Middle East and South America. Further information at [www.safety-security.messefrankfurt.com](http://www.safety-security.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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

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