

Press

Secutech
International Exhibition and Conference for
Electronic Security, Info Security, Fire and Safety
Taipei Nangang Exhibition Center
Taipei, Taiwan, 25 – 27 April 2018

Hong Kong,
September 2017

Telly Cheuk
Tel. +852 2238 9956
telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
STTW18_FR1

Secutech 2018 to address changes in buying behaviours with the rise of IoT

Secutech 2018, the leading exhibition for the security industry, is scheduled to be held 25 – 27 April 2018 at Taipei Nangang Exhibition Center in Taiwan. The fair is expected to welcome more than 400 exhibitors from 15 countries and regions (2017: 372 exhibitors from 13 countries and regions), and will this year correspond with the industry's evolutionary shifts in buying habits.

The emergence of IoT, AI and big data has reshaped the traditional security industry and led to the development of solution-oriented products and intelligent applications. As a result, it has created a growing demand for more diverse markets. In response, buyers are modifying their purchasing strategies. For example, conventional security buyers are looking for value-added products bundled with intelligent analytics technology, while new buyers from the IT industry are searching for products with IoT technologies. At the same time, system integrators are pursuing multifaceted solutions.

Commenting on these changes in sourcing behaviours, Ms Regina Tsai, Deputy General Manager for Messe Frankfurt New Era Business Media, said: "Price is not the biggest concern for industry players, and they're willing to pay more for innovative technologies. Product customisation is the key differentiator in this highly competitive market. No matter how the security market has changed over the years, Secutech's mission is to broaden the scope of solutions and facilitate cross-industry cooperation."

In order to cover a wide spectrum of products, this year's edition of Secutech will converge security, ICT and IoT by focusing on four key technologies: key components, AI & intelligent video analytics, ICT transmission & LPWAN, and IoT & physical cybersecurity. Each of these have redefined conventional security and enabled more intelligent applications.

What's more, the fair's newly launched Mobility Pavilion will highlight the

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

latest connected vehicle technology trends and intelligent transport system solutions, such as key components, intelligent software, automotive electronics systems and applications. Meanwhile, the Intelligent Solutions Pavilion will uncover business potential for the factory, retail, transportation and healthcare sectors.

Apart from these two pavilions, two concurrent events will each delve into the trends of smart homes, as well as fire and safety. Firstly, the SMAhome Expo will introduce solutions for home security, assisted living / elderly care, and energy management. In addition, industry leaders will discuss how smart speakers such as Amazon Alexa, Apple Home, and Google Home transform the way users control their smart home appliances. Besides human-computer interaction, visitors can learn more about wireless transmission protocols such as Bluetooth 5, Z-Wave, and ZigBee 3.0 as well as the machine-to-machine (M2M) cloud platform and its application software.

The second concurrent event is the 17th edition of the International Fire & Safety Expo, which will demonstrate IoT, big data, cloud, and integrating smart applications for fire safety, disaster prevention, and rescue. During the event, the Made-in-Taiwan Pavilion will feature Taiwan's leading suppliers in R&D, product quality, and integration. With numerous products and solutions on offer, a one-on-one business matching service will help bridge buyers and exhibitors and help create mutually beneficial partnerships.

Secutech is organised by Messe Frankfurt New Era Business Media Ltd. For more details, please visit www.secutech.com. Alternatively, please call Ms Kirstin Wu at +886 2 8729 1017, or send an email to kirstin.wu@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

– End –

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).

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

For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de