

## Press

Secutech  
International Exhibition and Conference for  
Electronic Security, Info Security, Fire and Safety  
Taipei Nangang Exhibition Center  
Taipei, Taiwan, 12 – 14 April 2017

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Rachelle Kong  
Tel. +852 2230 9226  
rachelle.kong  
@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.secutech.com](http://www.secutech.com)  
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### Secutech returns for its 20<sup>th</sup> edition

Celebrating its 20<sup>th</sup> anniversary, the next Secutech is scheduled to run from 12 – 14 April 2017, again at the Taipei Nangang Exhibition Center. Since its debut in 1998, the annual show has made strides and established itself as one of the most holistic platforms for global industry players to network, expand businesses and explore future trends in the safety and security market.

Secutech is particularly renowned for its decisive response towards market change. In 2016, the show organiser further broadened the fair's product profile in response to the burgeoning demands for total solutions for the smart home, energy management, info security and fire & safety sectors that bring higher cost effectiveness. It was concluded a success by attracting 24,346 trade visitors of OEMs, ODMs, system integrators and buyers from 85 countries and regions.

An insider's look at the recent industry development is provided by Ms Regina Tsai, the Deputy General Manager of the show organiser. She said: "There have been a number of mergers and acquisitions taking place since 2015. These new strategic partnerships often involve multinational firms which intend to enter new markets geographically, or extend and better the existing product variety. In particular, there is a huge demand for surveillance systems to be applied in various areas, such as access control, audio, building automation, fire, intrusion and IT. Suppliers of the best solutions and software that allows assured compatibility and seamless integration are getting more attention and opportunities in the market."

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

Supported by a programme of research with participants of the previous show, Ms Tsai expected that the security industry will continue to be

dominated by three key ideas: IoT, big data and cloud. She explained: “The majority of our buyers expressed their interest in these technologies that can evolve the existing standard and traditional security devices. To maintain their competitive edges in the market, they are looking to develop the next generation Video Content Analysis (VCA), AI, machine learning, multi-sensor camera, cloud-based systems, security robots and drone detections, which help them stand out in the crowd.”

As such, in addition to the extensive display of the latest security products and solutions, Secutech 2017 will retain its focus on the applications and smart devices in a diversity of vertical markets, ranging from transportation and industrial use to retail and building & home. A number of dedicated zones will be established to offer demonstrations of other key security technologies. They include the Software Innovation Zone, the 3D Intelligent Video Analytics Show Room and the UHD Intelligent Surveillance Performance Award. “Like always, we strive to provide the most effective platform to complement the changing industry dynamics and facilitate collaboration and partnerships which will bring their businesses to the next level,” Ms Tsai added.

Secutech is organised by Messe Frankfurt New Era Business Media Ltd, alongside its specialty zones, SMAhome Expo, Fire & Safety and Info Security. For more details, please visit [www.secutech.com](http://www.secutech.com). Alternatively, please call Ms Danielle Lin at +886 2 8729 1017, or send an email to [danielle.lin@newera.messefrankfurt.com](mailto:danielle.lin@newera.messefrankfurt.com).

With 11 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 Germany, Asia, the Middle East, Russia, South America and East Africa. Further information at [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

#### **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](http://www.messefrankfurt.com).

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