

## Intelligent solutions for security and beyond: Secutech 2019 praised for bringing Asia's AI and IoT ecosystems together

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**Another productive edition of Secutech wrapped up in Taipei earlier this month, with visitors praising the fair for the quality of its exhibitors and for its product variety. Together with four concurrent events, the fair hosted 335 exhibitors of security, mobility, smart building, info security and fire safety products at the Taipei Nangang Exhibition Centre from 8 – 10 May 2019.**

Thanks to the expansion of the IoT sector, the possibilities to integrate security products with processes such as building management have grown. With this in mind, the 2019 edition of Secutech was organised to be much more than a business platform for security products. In fact, two of the fair's four concurrent events, "Mobility" and "SMABIoT", not only presented buyers with security solutions, but they also offered products such as smart building and fleet management systems.

Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era, spoke at the conclusion of the fair about the positive reaction to the fair's product variety: "We are delighted to have welcomed 19,956 trade visitors through the doors over the past three days, including system integrators, consultants and distributors from Asia and beyond. The feedback has been encouraging, with visitors commending the fair for offering the complete chain of products across different sectors: from total surveillance and access control systems to security subsystems all the way down to individual components such as camera lenses."

As a platform for international buyers to connect with Taiwan's advanced solution providers, Secutech is recognised by the Taiwanese Government as a positive force for the local security industry.

In remarks at the opening ceremony of the most recent edition, Taiwanese President Tsai Ing-Wen said that the fair helped to promote Taiwanese innovations to the world: "I am pleased to join you all at this security industry event, to learn how AI and IoT technologies can be used in daily life for disaster prevention. My thanks go to the organiser for arranging multiple forums and seminars about information security and successful applications of AI technology. By gathering industry stakeholders from across Southeast Asia to discuss the development of smart applications

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and products, the fair supports our New Southbound Policy and provides an opportunity to showcase the innovative and robust side of Taiwan to the world.”

She continued: “Through the joint efforts of the government and the industry, the IoT sector reached a value of over one trillion NTD last year. Meanwhile the security industry has opened up value-added markets and recorded more than 60 billion NTD in export value.”



President Tsai Ing-Wen greets VIP buyers and senior management from Messe Frankfurt at the opening ceremony of the 2019 edition of Secutech in Taipei. (L-R: Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group; Mr Hubert Duh, Executive Director of Messe Frankfurt (HK); Mr Shi-Jie Xu, CEO of Taiwan Architecture & Building Centre; and Mr Owen Chen, Chairman of VIVOTEK)  
Source: [www.president.gov.tw/NEWS/24360](http://www.president.gov.tw/NEWS/24360)

### **Exhibitors optimistic that new technologies will continue to drive cross sector opportunities**

Thirteen themed zones and pavilions were spread across 20,215 sqm of exhibition space at the fair, providing sourcing opportunities for AI software, cloud services, access control systems, IoT security and much more.

One of many discussion points between exhibitors and visitors at the fair was the topic of convergence. Mr Tony Luce, the Director of Sales, Marketing, and Business Development for Network Optix (Nx) spoke about how new online technologies are narrowing the gaps between sectors and creating more business opportunities: “Traditionally, security surveillance technology has been proprietary, but because of the expansion of cloud services and web based platforms over the last five years, we are seeing a lot more interoperability. There are now more opportunities to integrate, and integrations are faster and easier to do. A lot of convergence is taking place because the line between a retail analytics product and a security product, for example, is completely blurred. You can use the same technology to accomplish two different goals.”

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Talking about the benefits of exhibiting at Secutech, he said: “We have

been coming to the fair for a few years now. We come back because it's a good place to engage with partners and inform the market about new solutions. Taiwan drives a lot of hardware solutions and OEM opportunities. The quality of visitors that come here tend to be a little bit higher from an engineering perspective, allowing us to have higher level conversations.”

At the concurrent Mobility event, Mr Joseph Huang, a Sales Manager at Vecow, shared similar sentiments about the effectiveness of the show, explaining that the fair allows his company to promote their new solutions to an international audience: “We are a local company and this is our first time exhibiting at the concurrent Mobility event. The fair gives us the opportunity to meet with relevant international buyers and system integrators. We can share our new product information with potential clients at the fair and hold business discussions to find co-operation opportunities. So far, on only the first day we have met with high quality visitors including government staff that are working on a transportation project in Malaysia.”

### **Buyers commend product variety**

With its four concurrent events, the fair offered visitors plenty of cross-over sourcing and integration opportunities. From surveillance cameras, access control systems, and police equipment, to GPS tracking systems, on-board cameras and firefighting gear, visitors had a broad berth of products to source at the fair.

“I am here at the fair because I can find a full range of components, software solutions, and integration opportunities for both home automation and security,” said Mr Michael Bell, the President and CEO of Japanese company Inter-Tel, who traveled to the fair to attend the concurrent SMABIoT event. “We provide telecommunication and senior services solutions to local residents and businesses. Taiwanese companies have very high R&D capabilities and good quality control. Both today and yesterday I have been able to meet with plenty of Taiwanese exhibitors, and I have already begun exchanging emails with some of them. I will certainly return to the fair again in the future.”

Echoing Mr Bell’s positive sentiments, Mr Amon Bazongo, a first time visitor to Secutech and the co-founder and CEO of Rwandan company Yanfoma, said: “My company provides IT services and we have customers that have asked us to do system integration with access control systems. I have met with several Taiwanese companies, including one that have invited me to their office after the fair. These types of interactions help to build trust.”

Speaking about the product variety at the show, he added: “I have been very interested in exhibitors that have integrated machine learning into recognition systems. I also saw some small IoT camera modules that can be easily integrated into a security system.”

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### **Fringe programme educates the market on AI and IoT trends for security, building, transportation and disaster management**

Aside from networking and sourcing opportunities, visitors to the fair also

had the chance to educate themselves on new market trends through the fair's three-day fringe programme.

Each concurrent event hosted its own series of forums and seminars, with topics ranging from BloT innovations and future IoT transportation trends, to the uses of AI for security and disaster management.

Mr Joel Liu, the Vice President of HomeScenario was both an exhibitor at the fair and a speaker at the Smart Living Solutions Forum. After his presentation, he said that there is a lot of promise for AIoT to be implemented in Asia's smart building sector: "Asia is still a growing smart building market compared to Europe and the USA, so there is a lot of potential for growth. My talk dealt with how smart building solutions can be built using AIoT and security subsystems. AIoT has become a buzzword in recent years, with many different ways of using the technology. By talking at the seminar, I was able to systematically present our solutions in detail to a large audience. This is something that we don't have the time to do when visitors come to our booth. The response from the audience has been very encouraging."

While much excitement at the fair surrounded the new application possibilities for AI and the IoT, these were not the only technologies being discussed at the seminars and forums. Mr Vince Kuo, a speaker at the Asia Pacific Cold Chain Logistics Seminar explained that RFID technology can also be used across different vertical markets: "In the past, our company, GIGA-TMS, used RFID technology specifically for security purposes, however the technology can be used in many different ways, so we also started using it for the purpose of monitoring and tracking in cold-chain logistics. The concepts that we discuss are relatively new, so the forum is a good opportunity to deliver a focused presentation about topics that the audience may not be aware of."

The next edition of Secutech will take place from 22 – 24 April 2020. 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](#). For more details, please visit [www.secutech.com](http://www.secutech.com). Alternatively, please call Ms Emily Lin at +886 2 8729 1052, or send an email to [emily.lin@newera.messefrankfurt.com](mailto:emily.lin@newera.messefrankfurt.com).

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.

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

\*preliminary figures 2018