

Press release

February 2020

## 5G, AI and IoT: connectivity and automation to headline Secutech 2020

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)

**With only a few months remaining before it opens its doors on 22 April, excitement is building ahead of the 23<sup>rd</sup> edition of Secutech – one of Asia’s longest running and most influential security trade fairs. Taking 5G, the IoT and AI technologies as its core themes, the 2020 edition will once again gather the entire security, fire safety, smart building and smart mobility supply chains under a single roof, presenting the market with everything from chipsets and storage hardware to software and turnkey security solutions.**

“When it comes to having high-level discussions about technology and innovation, Taipei is an unrivalled hub in Asia,” said Ms Regina Tsai, the General Manager of Messe Frankfurt New Era Business Media Ltd. “Currently, the impact of ‘5G based IoT’ in the security, smart building and mobility sectors is presenting a host of new opportunities. What makes Secutech special is that it is not just a place to learn how to implement these technologies, but also a destination to find the essential building blocks and components, such as chipsets and semi-conductors.”

As a trusted sourcing platform, the fair attracts distributors and system integrators from across South East Asia, and will feature more than 350 exhibitors at its 2020 edition, including the likes of Hisharp, 3S System, Deeplet, Canon, Klacci, iCatch, Canmax, Honeywell, Askey, Yutong and Goosafe.

### **Facilitating business through live demonstrations and hands-on interactions**

Business is always the first priority at Secutech. So to encourage as much visitor engagement as possible, the fair’s main thoroughfare will feature in-depth exhibitor demonstrations of the latest video surveillance, biometrics, machine vision, deep learning and big data analytics software.

An interactive environment will also be established across a number of the fair’s highly anticipated zones and pavilions. The returning Network Optix Solution Zone, which proved highly popular in 2019, will return as an interactive area equipped with hands-on-exhibits such as management platforms for access control, traffic management, retail, factory monitoring and smart living.

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

Further inspiration will also be on display at the new '5G Applications Pavilion', with live demonstrations of 5G solutions for law enforcement, smart retail, industrial safety and automation, alongside drones and augmented reality products for the smart living sector from Taiwan's main telecom providers: Chunghwa Telecom, Taiwan Mobile, FarEasTone and Asia Pacific Telecom.

Although product diversity will be a key strength, internationality will also be a noticeable characteristic of the fair. Making its first-ever appearance, Secutech's German Pavilion will display a selection of perimeter protection, access control, building automation, PPE and firefighting equipment from brands such as TASSTA, Tescon Sicherheitssysteme, Geze, Dräger Safety Taiwan, FOGTEC, LHD Group, SEC Technologies, TÜV Rheinland and VdS Schadenverhütung.

### **Chanel players set to benefit from Asia's growing smart building and mobility markets**

In addition to its many specialised zones and pavilions, two of Secutech's popular concurrent events will return for the 2020 show, providing visitors with dedicated sourcing platforms for their vertical markets of interest.

Expected to attract considerable footfall is the concurrent '**SMABuilding**' event which will showcase security, smart living and building management platforms from the likes of Algatec, Gredmann, Oplus, Syris, Superior, Pongee, TDV, U&U and U-Mei-Dah. IoT solutions that utilise network protocols Zigbee, Bluetooth, RFID and 5G will feature prominently, as the event's exhibitors demonstrate how smart locks and visitor management systems can be of service in hotels, commercial buildings and residential property.

Another hotbed of IoT tech will be the concurrent, '**Mobility**' event, which will return for its 3<sup>rd</sup> year as the destination for intelligent transportation solutions (ITS). Because of their strong ICT capabilities, Taiwanese vendors will feature heavily at the event, presenting buyers with a variety of smart logistics, railway, traffic and parking solutions such as signalling and communication systems, GPS, cold-chain logistics and fleet management systems.

### **Disaster prevention and industrial safety in focus at concurrent 'Fire & Safety' event**

As one of Asia's most earthquake prone regions, Taiwan has accumulated a wealth of experience dealing with natural disasters, and for this reason, Secutech's concurrent 'Fire and Safety' event regularly attracts thousands of trade professionals from around the world.

Entering its 19<sup>th</sup> year, the event is set to return at Secutech 2020 with a few changes. Perhaps the most notable adjustment is an emphasis on architecture and design technology for the protection of medical facilities.

Industrial safety and disaster mitigation will also be a prominent feature of the event, which will connect fire and safety practitioners with a wealth of disaster prevention equipment, including earthquake early warning systems, flood protection barriers, disaster relief drones, rescue vehicles,

alarm systems and fire extinguishing equipment.

The 23<sup>rd</sup> 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 Kirstin Wu at +886 2 8729 1017, or send an email to [kirstin.wu@newera.messefrankfurt.com](mailto:kirstin.wu@newera.messefrankfurt.com).

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With fourteen 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.

#### **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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 2019