

Press release

January 2021

Secutech introduces digital platform to run alongside April 2021 exhibition

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
STTW21_PR1

To accommodate the needs of overseas participants, Secutech is launching an online platform to supplement its 23rd edition. ‘Secutech hybrid’, is the new digital platform that will allow international participants to network and conduct business meetings despite travel restrictions caused by COVID-19. The platform will go online from 19 April to 18 May 2021 in support of the physical trade fair, which returns to the Taipei Nangang Exhibition Centre from 21 – 23 April.

Together, the physical trade fair and the digital platform will offer trade buyers a selection of the market's most sophisticated security products for the COVID-19 era. "Many businesses have recognized the role that security solutions can play in the fight against COVID-19," explains Ms Regina Tsai, General Manager, Messe Frankfurt New Era Business Media Ltd. "This includes thermal imaging, contactless access control systems and AI powered video analytics. We expect these to be one of several product segments driving business both online and offline. The new digital platform will ensure that exhibitors have the opportunity to reach a global audience of integrators, distributors and project owners following a difficult 2020."

The physical and digital platforms are expected to host a combined total of 300 exhibitors. Launching two days before the physical show, 'Secutech hybrid' will feature 100 digital exhibitor booths, various insightful webinars and an online business matching facility to supplement the physical show.

Amid public health regulations and social distancing measures, a variety of new turnkey security solutions are expected to stand out on both platforms. At the fairground in Taipei, anti-pandemic solutions, together with an extensive range of security products will be presented at application zones for six vertical markets:

- **Safe City:** thermal imaging, city surveillance, perimeter security, homeland security and disaster management.

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

- **Smart Building and Living:** thermal imaging, contactless access control, home and building automation; building management solutions for smart factory, smart office, smart hotel; smart parking, energy management.
- **Smart Transportation:** traffic management, smart railway, smart bus.
- **Smart Logistics:** warehouse management, digitalisation, fleet management.
- **Smart Factory and Industrial Safety:** onsite demonstrations of security and access control systems; safety, environment and operation management.
- **Smart Healthcare and Elderly Care:** remote medical care, smart healthcare systems, healthcare facility management.

Dedicated pavilions showcasing the very best in 5G, artificial intelligence and IoT innovations will also be featured, while those looking for more in-depth fire safety, mobility and smart building coverage will benefit from Secutech's three concurrent events for these sectors.

Entering its 19th edition, the concurrent 'Fire & Safety' event is the destination for factory, medical institutions and disaster prevention, while the concurrent 'SMABuilding' event is introducing new themed areas for BloT applications and smart industrial facilities. The returning "Mobility" event will also house four pavilions dedicated to ITS, smart railway and smart logistics solutions.

Additional public health precautions to be implemented

Taiwan's success in containing COVID-19 has allowed exhibition activity to safely return in the country. To provide a hygienic and safe environment for participants to carry out their business activities, the organisers of Secutech will enforce additional measures at the fair. These include: onsite temperature checks, frequent sterilisation of public areas, and distancing measures for conference and seminar attendees.

The 23rd edition of Secutech will take place from 21 – 23 April 2021. 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. Alternatively, please call Ms Kirstin Wu at +886 2 8729 1017, or send an email to Kirstin.wu@taiwan.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

Secutech
Taipei Nangang Exhibition Centre, Taipei
21 – 23 April 2021

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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020