

Press release

2 March 2021

## Secutech rescheduled to July 2021

**Because of ongoing uncertainty caused by the covid-19 pandemic, including safety concerns and logistical difficulties facing participants, the organiser of Secutech has decided to reschedule the upcoming 23<sup>rd</sup> edition. Originally scheduled to be held in April at the Taipei Nangang Exhibition Centre, the fair will now take place from 7 – 9 July 2021 at the same venue. ‘Secutech hybrid’, the fair’s new online platform has also been deferred, and is now set to take place during the new timeslot of 16 June – 15 July.**

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With the pandemic expected to significantly slow in the second half of the year due to progress with vaccinations, the organiser expects a safer, more business friendly trade fair in July. Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Media Branch Office, says: “After weighing the options very carefully and consulting the relevant stakeholders, we have arrived at this decision in the best interest of the fairs’ exhibitors, visitors and partners. With the pandemic expected to be under much better control this summer, this adjustment to the calendar will not only help exhibitors reach out to more potential visitors, but it will also ensure that trade buyers get a safer and more productive trade fair experience.”

To aid international participants that are facing travel uncertainty, the 2021 edition of Secutech sees the introduction of ‘Secutech hybrid’, a new online platform that will supplement the physical trade fair. Running from 16 June – 15 July, the platform will feature online business matching facilities, digital exhibitor booths and various insightful webinars to supplement the physical show.

The 23<sup>rd</sup> edition of Secutech will take place from 7 – 9 July 2021. Secutech is organised by Messe Frankfurt (HK) Ltd - Taiwan Media Branch Office 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@taiwan.messefrankfurt.com](mailto:kirstin.wu@taiwan.messefrankfurt.com)

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With twelve trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and

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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. 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 after having recorded sales of €738 million the previous year. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020