

Press release

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Final report: dynamism and product innovation dominate at Secutech 2022

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
STTW22_FR

The ingenuity displayed by participants of last week’s Secutech has made one thing clear: there is big potential in Asia’s security industry as it emerges from the pandemic. It’s widely acknowledged that change in the security industry has accelerated over the past two years, and this reality was made clear across the show floor with increased variety of hardware and software. From 27 – 29 April, 220 exhibitors demonstrated a ‘back-to-business’ mentality as they showcased what was Secutech’s most advanced display so far of artificial intelligence and IoT based security solutions to 6,148 trade visitors.



Trade visitors explore the fairground at the 23rd edition of Secutech. Source: Messe Frankfurt

“Although international visitor turnout was restricted because of travel constraints, there are many other positive factors to take away from this year’s fair,” says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch. “Exhibitors were pleased to reconnect with quality domestic buyers from a wide scope of vertical markets including commercial security, building automation and transportation. In addition to this, online tools helped participating exhibitors reach out to the international market. The ability of Taiwan to nurture and attract the best and brightest technology innovators is something that Secutech continues to take advantage of. We are thrilled that the fair has once again upheld its reputation as a barometer for innovation.”

Whether it be in reaction to Covid-19 or to fill other gaps in the market, it was notable this year that many exhibitors had expanded their product portfolios beyond security, to deliver more value to their clients in areas

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

such as building and home automation.

In remarks at the opening ceremony, Mr Lai Ching-te, Taiwanese Vice President, acknowledged this spirit of innovation. He said: "In addition to its focus on security technology, Secutech also places a spotlight on artificial intelligence and the Internet of Things. Gathering system integrators, designers and engineering companies from around the world to meet with Taiwan's security industry, Secutech has established a new security supply chain. The fair connects Taiwan, the Asia-Pacific region and the world, playing an important role in the development of Taiwan's security industry."¹

Returning after a two-year break caused by the pandemic, exhibitors recognised this edition as being more important than ever before as a tool to build their market exposure and establish new industry connections. This was confirmed by the presence of big name manufacturers and OEMs across a wide number of display categories, including commercial security, fire safety, building automation, cybersecurity, and transport safety.

"The addition this year of a new AI video Analytics Pavilion brought a new wave of innovations to the show floor and generated more opportunities for exhibitors to collaborate with system integrators," adds Ms Tsai. "Technical developments were also a popular discussion point at the fringe programme alongside issues such as industrial safety and disaster prevention. The positive response to these fair features confirms the enormous business potential available to exhibitors at Secutech, particularly when it comes to cutting-edge technology."

Online exhibitors reach out to the international market

Separate to the opportunities available at the fairground, the 'Secutech Hybrid' initiative connected 70 suppliers with buyers from the international market. Launched prior to the physical fair and running until 19 May, the initiative features a range of business matching and virtual meeting facilities. "The online platform is a huge help in mitigating international travel restrictions, however a key takeaway from exhibitors at the fairground is that face-to-face business meetings remain vital in the security industry, particularly as a means of building trust and rapport," Ms Tsai adds.

Feedback from exhibitors

"We hold a positive view of this year's Secutech. We met a lot of visitors who expressed interest in our solution – one of the few in the market that can detect movement accurately, maintain privacy and is offered at a competitive price. A lot of visitors haven't seen this type of solution before and wanted to get a better understanding of it. They collected samples from us so they could use it on a trial basis to see if it really solved their security problems. In the process we also collected a lot of leads."

Mr Kei Chen, Senior Sales Engineer, H.P.B. Optoelectronics, Taiwan

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¹ <https://www.president.gov.tw/NEWS/26690>. Retrieved 28 April 2022.

"Yesterday at our booth we met members from an industry association who were interested in renting our solution for large-scale events, such as lantern festivals and flower expos. They made a lot of inquiries. These were genuine users who were looking for solutions, and we were glad to have the opportunity to talk and exchange business cards with them."

Ms Vanessa Hung, Marketing Specialist, Touch Cloud, Taiwan

"There was an accurate match between exhibitors and visitors this year. Visitors asked in-depth, thought provoking questions. Although there were fewer visitors compared to the past, buyers had genuine needs for security solutions and wanted to get a better understanding of them."

Mr Alan Lin, Deputy Manager, LILIN, Taiwan

"The reason why we exhibit at Secutech is to find new integration partners and opportunities. Secutech allows us to reaffirm our position in the industry and show the market that we have been continuously developing new products and solutions. Even though the show was impacted by Covid-19, this edition has been a valuable learning experience to gather feedback to improve our product lines."

Mr Steven Chen, Sales, Goosafe Safety Control, Taiwan

"From yesterday until now, we have met with many visitors who were very interested in our abilities in software development kit (SDK) integration. We feel very lucky to have met with many new potential business partners and to have received new offers for future collaboration."

Ms Lilian Yao, Global Sales Director for Deeplet Technology, Taiwan

Buyer experiences

"I'm looking for IP cameras, NVRs and intercoms for rail applications. Our biggest customers are government agencies and MRT operators. Secutech provides a good sourcing platform for my procurement needs. In fact I'm glad to have met some of our existing suppliers at the show, and we're in the process of discussing further deals with them."

Mr Alvin Miao, Engineer, Asia Pacific New Energy Corp, Taiwan

"The pandemic has inevitably resulted in supply chain issues, and as such we changed our procurement strategy last year by purchasing in bulk. In Taiwan you feel almost no impact from the pandemic, and the demand is still there. You always need access control for security and management purposes. And this is why I'm here in Secutech this year to see if there are critical components or products that can integrate well with our systems."

Ms Min Liu, VP, Chiyu Technology, Taiwan

The next edition of Secutech will take place in April 2023 at the Taipei Nangang Exhibition Center. Secutech is organised by Messe Frankfurt (HK) Ltd - Taiwan Branch 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

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stand for a growing global market. With twelve 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. For further information, please click [here](#).

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021