

Press release

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Returning in April: Secutech reveals details of physical and virtual events

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With so much media attention currently focused on Taiwan's technology exports, 'potential' has become the key word amongst exhibitors of this year's Secutech. As one of Asia's most influential trade fairs for security, IoT and AI technology, buyers recognise the fair and the wider region as the place to find cutting-edge ICT know-how and expertise. Returning from 27 – 29 April in Hall 2 of the Taipei Nangang Exhibition Centre, this year's fair will present trade buyers with the full spectrum of turnkey security solutions as well as "Made-in-Taiwan" surveillance, video analytics and access control systems. In parallel to the physical fair, exhibitors will have the opportunity to connect with buyers from the international market via a digital event from 20 April – 19 May.

"We are always excited in the lead up to a fair, but following last year's deferment of the physical edition, we are eager for the curtains to come up once again," says Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd – Taiwan Branch Office. "While the pandemic has slowed face-to-face exchanges, the rate of technological change has not stood still. There will be a lot of exciting new developments for buyers to sample in April."

A total of 250 exhibitors have confirmed their participation at the physical fair spanning 15,120 sqm of exhibition space. With advancements in artificial intelligence, 5G and the IoT coming thick and fast, exhibitors are preparing to present solutions for five of the most promising markets for these technologies, including safe city, smart building, smart transportation, smart factory and smart healthcare.

"The focus is on the security and automation trends that are having the most impact," explains Ms Tsai. "This includes the trends that have accelerated amid the pandemic such as thermal imaging cameras and low touch access control."

Global reach and extensive product coverage

With international travel restrictions still in place, a digital event and online business matching service will be available for overseas participants to network with suppliers from 20 April – 19 May. In 2021 the online business matching saw buyers tune in from as far afield as Vietnam, Thailand, India,

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Indonesia, Singapore, Cambodia, Malaysia, Egypt and the USA.

To encourage as much visitor engagement as possible, this year's virtual and physical events will feature concurrent events focused on the smart building, mobility, and fire & safety segments. Some key features to look out for include:

- **SMABuilding** – smart home and building technology with three key focuses: IoT and smart home technology, building automation and HVAC. The returning smart building and living pavilion will feature the latest solutions for commercial properties, residential buildings and industrial premises.
- **Mobility** – Asia's leading business platform for intelligent transportation solutions, covering railway, 'internet of vehicle', logistics and fleet management.
- **Fire & Safety** – covering industrial safety, disaster prevention and rescue.

The 23rd edition of Secutech will take place from 27 – 29 April 2022 at the Taipei Nangang Exhibition Center. Secutech is organised by Messe Frankfurt (HK) Ltd - Taiwan Branch Office 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 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. 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

Secutech
Taipei Nangang Exhibition Centre, Taipei
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Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021