

# secutech

## THAILAND

International Trade Fair for Security, Fire and Safety



# Fire & Safety Seminar

## Event Prospectus

4 - 5 July 2012 | Bangkok, Thailand

Organizer:  messe frankfurt

Seminar Supporter: Department of Disaster Prevention and Mitigation (DDMP)

## Vast business opportunities in Thailand

### **Tighter fire regulations**

- Building Control Act will result in 15,000 to 20,000 buildings needing new fire equipment
- The government is also demanding more stringent fire protection for moderate to high risk factories in 48 manufacturing sectors

### **Increased public awareness driving demand**

High-profile incidents such as the Kader Toy Factory inferno, the Santika club fire, and the Central World arson attack, raised public awareness of fire safety which has helped the market to grow rapidly.

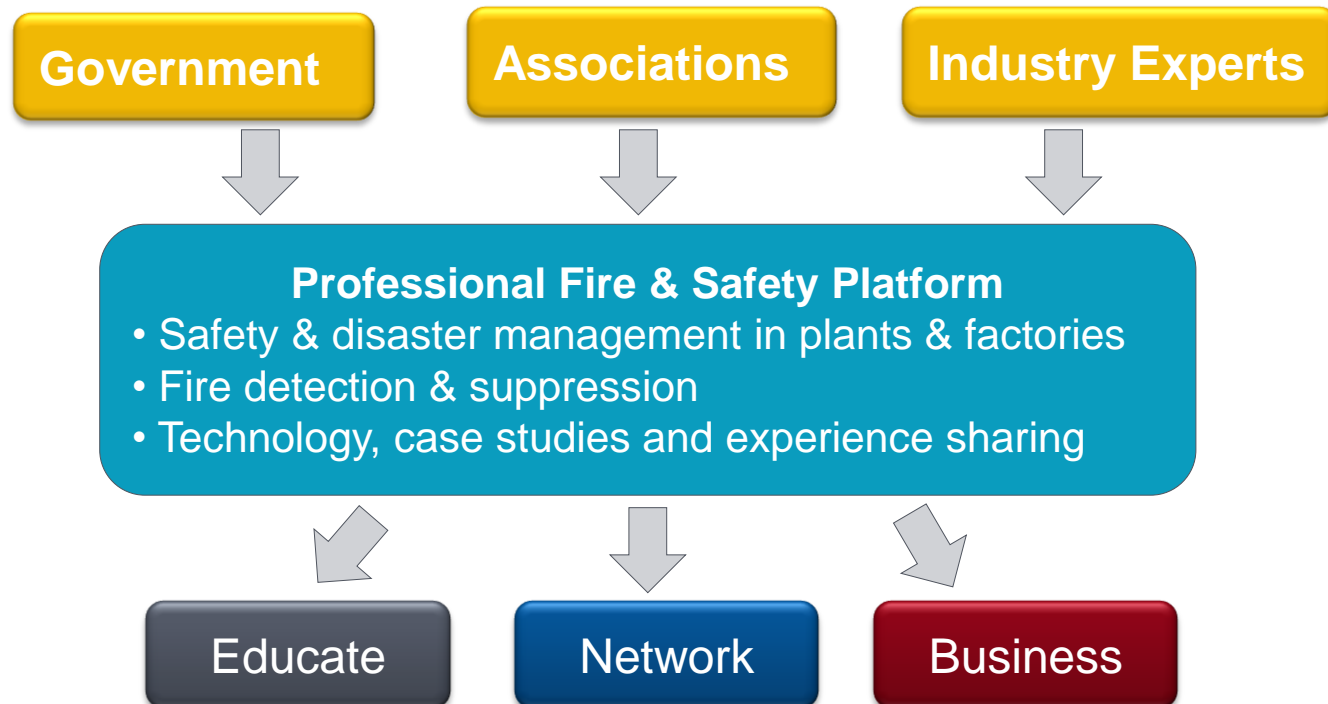
### **Flood Reconstruction: turning adversities into opportunities**

- Government allocated more than USD 4 billion for flood rebuild
- It is expected that tougher laws will be introduced requiring higher fire & safety standards
- After the flood, businesses will need to replace and upgrade fire protection measures and disaster management systems



## Event Concept

- Inviting government, associations, and industry experts to promote new regulations, discuss technologies, and share experience
- Join hands with Safety Week and Safety and Health at Work Promotion Association (SHAWPAT) to organise and co-promote Fire & Safety Seminar.



## Fire & Safety Seminar Overview

Date	4 - 5 July, 2012
Venue	Bangkok International Trade and Exhibition Centre (BITEC)
Sessions	<b>3 Tracks</b> Track 1 (4 July): Safety & disaster management in plants & factories Track 2 (5 July): Fire detection & suppression Track 3 (5 July): Case studies and experience sharing for disaster management in factories and plants
Target Audience	250 audience expected <ul style="list-style-type: none"> <li>• System integrators, consultants, planners</li> <li>• Fire &amp; rescue solution providers</li> <li>• Safety officers, building managers, facility owners, industrial estate</li> <li>• Government</li> </ul>

## Presentation Scope

### Safety and security in plants & factories

- Government policies
- Desired solutions and practical approach
- Industrial estates flood prevention

### Fire detection & suppression

- Government laws & regulations
- Inspection criteria & practices
- Technology to prevent fire tragedy & efficient firefighting solutions

### Disaster management

- Better monitoring & preventative measures
- Efficient disaster response system
- International case studies



## Seminar Programme

Time	4 July 2012
<b>Track 1: Safety &amp; disaster management in plants &amp; factories</b>	
14:00-14:30	Session FS1 – reserved
14:30-15:00	Session FS2 – reserved
15:00-15:30	Session FS3
15:30-16:00	Session FS4
16:00-16:30	Session FS5

Time	5 July 2012
<b>Track 2: Fire Detection &amp; Suppression</b>	
10:20-10:50	Session FS6 – reserved
10:50-11:20	Session FS7 – reserved
11:20-11:50	Session FS8
11:50-12:20	Session FS9
Lunch Break	
<b>Track 3: Case studies and experience sharing for disaster management in factories and plants</b>	
13:30-14:00	Panel speakers (4 speakers, 15 min each)
14:00-15:30	Panel discussion
15:30-15:40	Q&A

## Sponsor Package

Pre-event	Logo appearing on website, all promotional materials related to the event, and onsite decoration materials
Seminar Session	One 30 minute presentation session to discuss in-depth new technology and share your advances and case studies
Post-event	<ul style="list-style-type: none"><li>- Audience list of the presented session for you to further establish relationship after the forum</li><li>- Event briefing to be included in post-show editorial in a&amp;s magazine and partner media publications</li></ul>

**Sponsorship: USD 2,000 / per session**

**\* Special offers are available for Secutech Thailand 2012 exhibitors**

## Marketing Campaign

- Co-promote with Safety Week & SHAWPAT to precisely invite target audience
- Pre-show & post-show editorial in a&s magazines, international & local publications
- Press release to international and Thai media
- Send out 20,000 invitation, show preview, and show news update
- E-marketing: event introduction on websites and e-newsletter
- Telemarketing & winfax

**Impress Thailand's market with your innovation & brand and gain a strong foothold through the most professional platform!**

**Contact:**





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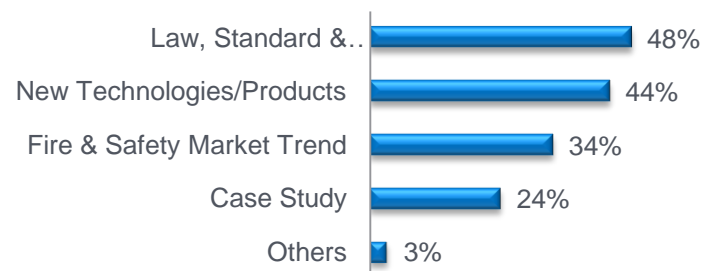
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## Fire & Safety Seminar 2011 Review

- 5 sessions, attracted 200 audience
- Sponsors:
  -    
  - Bangkok Metropolitan Administration, Represented by Fire and Rescue Department
  - The Building Safety Inspectors and Officers Association
  - Robert Bosch Ltd.
- **Audience profile:**

Construction companies, real estate developers, architects, designers, building management companies, facility managers, safety officers, system integrators, consultants, manufacturers, distributors, end-users including public utilities, property owners, hospitality & entertainment industries
- **Audience feedback:**



48% of the audience are most interested in hearing about laws and new regulations, followed by 44% interested in new technologies and products.