

Press

Hong Kong, August 2010

Press release

Secutech Thailand
International Trade Fair for Security, Fire and Safety
30 June – 2 July 2011
Bangkok International Trade and Exhibition Centre (BITEC)
Bangkok, Thailand

Rachel Leung
Tel +852 2238 9961
Fax +852 2519 8632
rachel.leung@hongkong.messefrankfurt.com
www.secutechthailand.com
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Secutech Thailand receives strong support from the Thai government and industry associations

Various fringe programmes offer learning and networking opportunities

Huge security business opportunities in Thailand

Secutech Thailand, a dynamic trading platform for security, fire and safety will take place from 30 June – 2 July 2011 at the Bangkok International Trade and Exhibition Centre. This annual event is organised by Messe Frankfurt New Era Business Media Ltd and IPEX – International Promotion & Exhibition Co Ltd. Messe Frankfurt New Era Business Media Ltd is a leading integrated media service provider dedicated to the security industry. The company organises highly respected Secutech trade fairs, publishes 12 A&S series magazines and operates several websites.

The Thai government and a number of well-known local and overseas industry associations demonstrate strong confidence in Secutech Thailand. The Department of Disaster Prevention and Mitigation, Ministry of Interior, Ministry of Labour, Royal Thai Police and the Thailand Convention and Exhibition Bureau (TCEB) have confirmed their support for the show.

Messe Frankfurt New Era Business
Media Ltd
3506 China Resources Building
26 Harbour Road
Wanchai
Hong Kong

Supporting industry associations include the Asian Professional Security Association (APSA) – Thailand Chapter; ASIS International – Singapore Chapter; Executive Security Services Association of Thailand (ESSAT) and Thai Contractor Association under His Majesty the King's Patronage.

The fair expects to draw over 120 exhibitors and 6,000 professional buyers from around the globe to view a comprehensive range of products, services and technologies related to Electronic Security, Fire and Safety, Natural Disasters, Homeland Security, Public Safety, Information Technology Security and Occupational and Personal Safety in over 5,000 sqm of exhibition space.

Various fringe programmes offer learning and networking opportunities

Secutech Thailand will offer a series of educational fringe programmes to provide attendees with the latest market intelligence, industry developments and valuable networking opportunities.

Running concurrently with the fair will be the Global Digital Surveillance Forum Thailand (GDSF Thailand) which will feature the latest IP and intelligent solutions showcased by leading software and hardware providers.

To meet an increasing local demand for fire safety products and equipment, Secutech Thailand will feature the Fire & Safety Seminar where industry experts will share the latest technologies, regulations and standards and market information.

Also held alongside the fair will be a series of product presentations offering an exclusive opportunity for exhibitors to give in-depth presentations and live demonstrations of their products and services.

Huge security business opportunities in Thailand

Secutech Thailand 2011

Thailand's GDP grew by 12 percent in the first quarter of 2010 which is a 15-year record high. With a well-developed infrastructure, free-enterprise economy, pro-investment policies and strong export industries, foreign direct investment has also expanded by over 140 percent to THB 53 billion (USD 1.56 billion) year on year, reflecting continued confidence in Thailand.

According to industry experts, Thailand is by far one of the biggest security and safety markets in the ASEAN region. The Thai government's overall annual spending in security is estimated to be USD 70 million, and is expected to grow between 5 and 10 percent over the next few years.

In addition, Thailand's vast infrastructure investment is prompting a high local demand for security solutions. For example, the government will invest THB 1.43 trillion (USD 42.2 billion) in the three-year Stronger Thai stimulus project focusing primarily on infrastructure.

According to the A&S Asia magazine, the sales of IP-based systems and analog in Thailand increased by 20 percent and 15 percent respectively in 2009 and it is expected to grow steadily. The security electronics market including video surveillance, access control, intrusion detection and perimeter fencing is estimated to reach up to THB 9.5 trillion (USD 280 million) in 2010.

For further information about Secutech Thailand, please visit www.secutechthailand.com or contact Ms Phoebe Hung at (852) 2802 7728 or email stth@newera.messefrankfurt.com.

Secutech Thailand is part of Messe Frankfurt's global network of security trade fairs. Messe Frankfurt also holds five other leading security trade fairs: Intersec Buenos Aires, Intersec in Dubai, Secutech in Taiwan, Secutech Vietnam and Seguriexpo Buenos Aires. For more information, please visit www.intersec.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009 and more than 1,660 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com