

Final Report

Secutech India
India's Professional Exhibition and Conference for Electronic
Security, Homeland Security and Fire and Safety
Bombay Exhibition Centre
Mumbai, India, 5 – 7 April 2018

Hong Kong,
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Key industry brands connect at Secutech India and showcase latest innovations in security and fire & safety sectors

Comprehensive networking and sourcing hub receives positive feedback from visitors

The 7th edition of Secutech India closed following a successful three days of trading, networking and sourcing between key players in India's security and fire & safety sectors. The event was held at the Bombay Exhibition Centre in Mumbai from 5 – 7 April 2018, and was jointly organised by Asian Business Exhibition and Conferences Ltd (ABEC) and Messe Frankfurt Trade Fairs India Pvt. Ltd.

This year's show saw a comprehensive range of products on display from some of the world's leading brands. Over 250 local and international players showcased their very latest products and solutions to the market in over 9,000 sqm of exhibition space. The presence of these leading brands attracted over 18,000 visitors from across India and abroad, highlighting the strong demand for security and fire & safety products across the region and internationally.

Commenting on the outcome of the show, Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd said: "The favourable impression we have received from show participants tells us that we are fulfilling a substantial need in the market. The potential for growth here continues to look extremely promising. As urban population across India expands, demand for products and solutions in the field of smart and safe city, to safeguard public and private security, continues to rise. The level of technological advancements required to solve these complex security challenges have been extremely high, which has been reflected in the innovations showcased at Secutech India. Messe Frankfurt is delighted to have co-organised the show with ABEC here in Mumbai, bringing buyers closer to these key brands and products that can solve their various security and fire & safety related challenges."

In addition to smart and safe city, banking, finance, oil and gas, transportation, and building management are among the areas that experience high demand for innovative security solutions. This demand

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combined with Secutech India's reputation as India's leading exhibition for security and fire & safety products, attracted big name brands from across India and abroad to this year's show. These included Axis Video Systems, Boon Edam Entrance Technology, CP Plus, Dahua Technology, Genius Vision Digital, Honeywell, Prama Hikvision, Seagate Technology HDD, Tyco Fire & Security, Uniview, Videonetics and many more.

Each of these brands benefited from being able to reach out and do business with customers across a range of vertical markets under one roof. Mr Aditya Khmeka, Managing Director of CP Plus, an exhibitor of advanced security and surveillance solutions, explained: "Secutech India is one of the largest exhibitions in India and one of the best platforms to showcase our solutions and products to the corporate world. Moreover, Mumbai being the hub of business, it just adds to the significance and relevance of the show. It has been a great platform to reach out to diverse groups of customers from different verticals like real estate, gems and jewellery, transportation, hospitality, education, and government."

Prama Hikvision Pvt Ltd, a long-term supporter of Secutech India and one of the market leaders in security and video surveillance technology was again present at this year's show. Mr Ashish Dhakan, MD and CEO of the company, was highly impressed with the outcome of the show and its track record of achievements in previous years: "Secutech India is amazing. We have been associated with the show since the beginning, for more than seven years now. I think Secutech India is maturing day by day, we can see good foot fall and quality customers, both B2B and B2C. I am happy that the relevant stake holders are also coming and increasing in numbers, the show is going in the right direction."

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In addition to exhibitors, buyers representing a diverse range of vertical markets were also left with favourable impressions of the show. With the convenience of a one-stop business and sourcing platform that allows buyers to come face to face with a complete product range from industry leading brands, buyers representing diverse market segments left positive feedback of their experience. Mr Govind Jha, Safety and Security Manager of Conserve Infratech commented: "Secutech India is well known in the security industry and is more popular every year. I come to every edition, as it is a platform to find new products and gain awareness of what is in the market."

The platform provided an excellent opportunity for buyers to get up to date information on the latest industry products and solutions that can be utilised to solve their security challenges. Mr Sanjoy Varghese, Senior Manager of Security Technology Solutions for Reliance Group Support Services Ltd, commented: "My purpose of visiting is to get information on new products, and check the feasibility of using them for our requirements. It's also a good platform for networking between various people and companies."

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Fringe programme facilitates discussions on key development challenges

Two concurrent fringe programme events – the Safety and Security Conclave and the Fire and Safety Conclave brought both buyers and exhibitors together to encourage networking and facilitate discussion of the key issues facing India's security and fire & safety industries. Both events were well attended and allowed for panellists and the audience to exchange ideas and converse on a range of relevant industry topics.

Subjects discussed during these events included: 'Smart cities and infrastructure, moving beyond the smart city paradigm', 'Critical infrastructure – risk mitigation strategies and integrated operations center', 'Banking and information security: preparing for the unexpected', 'New age technologies in the banking sector, convergence of cyber security and physical security' and 'Intelligent IoT – the role of artificial intelligence'.

Commenting on Secutech India's ability to facilitate connections between industry brands and their related buyers, Mr Rahul Walia, Managing Director of Genius Vision Digital PVT Ltd said: "Secutech India has become a medium for voicing out technological availability and innovation to the customers. We always look forward to an event like this for more awareness and to understand the voice of the customer."

Secutech India is organised by Messe Frankfurt Trade Fairs India Pvt Ltd and Asian Business Exhibitions and Conferences (ABEC) Ltd. For more details, please visit www.secutechIndia.co.in. Alternatively, please call Mr Israel Gogol at +886 2 8729 1099 ext 531, or email israel.gogol@newera.messefrankfurt.com.

With 10 events, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Asia, Europe, South America and the Middle East.

Further information at www.safety-security.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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