

Final report

May 2019

Secutech India closes following a successful debut of new smart home zone

Alexander Holdsworth
Tel. +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.secutech.com
STID19_FR

After a busy three days of business exchanges in Mumbai, the 2019 edition of Secutech India was hailed as a success, with many participants commending the new smart home zone as a welcome addition to the show. A consensus was also reached on the effectiveness of the fair's fringe events, which updated the market on smart city infrastructure and security technology. Travelling from the subcontinent and beyond, more than 20,000 security industry professionals visited the fair from 25 – 27 April 2019 at the Bombay Exhibition Center.

“The new smart home zone and exhibitors of intelligent transportation technology were added to help participants take advantage of the growing market for smart devices and intelligent solutions,” said Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. “The enthusiastic response to the new additions and the positive sentiments expressed about the fringe seminars demonstrate that the fair remains firmly in touch with the needs of the local market.”

On top of smart home and intelligent transportation solutions, the fair showcased the very best commercial security and fire safety products from regional heavyweights. To the satisfaction of trade visitors, over 200 exhibitors were in attendance at the fair, including brands such as AAAG, Avigilon, Biomax, ESSL and Mantra. Altogether, the fair spanned 15,000 sqm, with the commercial security exhibitors forming the largest section.

The applications of AI in video surveillance systems was a hot topic of conversation in the exhibition hall, where exhibitors such as Hikvision demonstrated how the technology can be used to support processes such as facial recognition and automatic security alerts. Live demonstrations of threat detection systems also attracted great interest from trade visitors.

From the standpoint of many international exhibitors, positive conditions in the domestic security market and a strong turnout of quality buyers, meant that the fair was an ideal occasion to find strategic partnerships and launch new products. A good example of this was the Shenzhen pavilion, which hosted an array of OEMs and ODMs from the smart home and intelligent building sectors. The participating companies at the pavilion were looking to find business partners, distributors and re-selling partners for the Indian market, but the pavilion was also of great interest

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

to system integrators and consultants, who could find an array of security surveillance cameras, smart home devices and access control systems.

Another success was the concurrent fire and safety event, which returned for its 2nd edition as the destination for buyers to locate the latest firefighting products, emergency response systems and evacuation equipment. With the number of high-rise buildings in India increasing, the event was an important hub for the market to locate the relevant safety solutions, such as detection and alarm systems, emergency lighting and escape ladders.

As part of the event, and in partnership with the Maharashtra fire services, a fire safety volunteer training took place on the third day of the fair, allowing participants to learn about the fundamentals of fire, safety precautions and evacuation drills.

Smart City Infrastructure Conference elevates Secutech India's position as a convergence point for smart city professionals

In addition to the fire safety training, the organisers of Secutech India, together with knowledge partners PwC India and Mitkat Advisory, formulated two days of seminars and conferences to deliver the most relevant market intelligence for India's security professionals. Led by high profile industry members and representatives of local government departments, discussion points included the next five year development prospects for India's smart cities, emergency response mechanisms and cyber security.

A speaker at the Secutech Smart City Infrastructure Conference, Colonel Samrendra Kumar, the Co-founder and MD of Mitkat Advisory, said that the forum was effective in bringing the regions smart and safe city fraternity together for productive discussions: "You have government officials, policy makers, law enforcement and other government departments in attendance. There are also OEMs and systems integrators. So this is a great place to interact with a full array of people who are going to make tomorrow's cities smarter and safer."

Exhibitor feedback

"We provide total solutions in the security and surveillance industry and we have participated at the fair several times since the first edition. This year we are focused on AI products, deep learning technology and big data analysis. The industry is seeing the arrival of advanced solutions. Not just AI, but also things like big data. In just three days at the fair, we can get a complete picture of the market and an understanding of customer requirements. It's also an opportunity for us to exhibit our capabilities and new products. The quality of visitors is improving. A lot of systems integrators are coming in and we see people from different regions such as the South of India. The feedback from visitors has been positive and we will return again next year."

Mr Ashish Dhakan, Managing Director, Prama Hikvision, India

Secutech India
Bombay Exhibition Center, Mumbai
25 – 27 April 2019

"ESSL has been in existence since 2004 in the field of biometrics and

over the years we have become market leaders. Our license plate recognition system, which we call LPR, is new and innovative. There are very few companies that are offering this solution in India. With the maturity that we have reached in this market, Secutech India is an ideal forum to meet up with our present channel buyers, interact with them, showcase our products, and more importantly, get feedback that we can use to make visions for the next year. Our stand has great visibility and our booth is large with lots of space for customers to spend time with their products of interest. The feedback so far has been excellent and we are definitely satisfied with the flow and quality of visitors. We will return again next year.”

Mr Roshan Bohra, Director, eSSL, India

“We specialise in different kinds of gas separation systems for the fire safety sector. Our CO2 separation system is a UL listed product. This is our second time exhibiting at the fair. We have returned because the quality of this show is high. Our main objective is to increase our brand exposure and show our presence in the market. The organisers of the fair are doing a great job of connecting us with end users through the ‘connect’ business matching programme. The visitor quality has been good, it’s not just the numbers but it’s also the type of visitors. We have met decision makers from companies such as Reliance, HPCL, and BPCL, so we are happy with the result.”

Mr Kunal L Zatakia, Director, Swastik Synergy Engineering, India

Visitor Feedback

“I work for the Meteorological department of India, a Central government organization in Bombay. This is my first time at the show, and I’m looking for products and solutions that can be used in our offices and buildings, such as biometrics. I have found a lot of new devices which I didn’t know about such as facial recognition products. The show is wonderful with a lot of visitors – it helps us understand the new products that are in the market.”

Mr Sunil G Kamble, Director, Met Department, Govt of India

“I am a system integrator from Mumbai, and I’ve been coming to the show for the past five years. I’m searching for new CCTV products and advanced technologies. The fair helps me to research any new solutions that the large companies are offering, and I have been able to learn a lot about new developments. I will definitely return again next year.”

Mr Ronald Rodrigues, Systems Integrator, Classic Network, India

“My company is involved in CRM solutions and I am here at the fair to network with companies from the same field. We would like our company to expand globally and this is a good step to meet others in the industry. The quality of exhibitors is good and some of the exhibitors have done a great job at reaching out to customers at the fair. This is a good place to explore different players in the industry, I will return again next year.”

Ms Pooja Khedekar, Customer Success Manager, Edge CRM, India

Secutech India
Bombay Exhibition Center, Mumbai
25 – 27 April 2019

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.

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.

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 30 locations, the company generates annual sales of around €715* 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).

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

*preliminary figures 2018