

Press release

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## Secutech India returns in April with new smart home zone to showcase growing trends

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**India's foremost shop window and business hub for the security industry, Secutech India, is set to return from 25 – 27 April 2019 against a backdrop of rising government investment in smart city projects. Jointly organised by Asian Business Exhibition and Conferences Ltd (ABEC) and Messe Frankfurt Trade Fairs India Pvt. Ltd, the 2019 edition of the fair will introduce a new smart home zone to accommodate India's growing home automation sector.**

The show is set to kick off within the context of a positive outlook for the Indian security industry. Just one of many causes for optimism is the government's commitment to smart city projects, which include investments totaling USD 7.3 billion in 100 cities across the country. These investments are bolstering the already promising surveillance and access control markets, which are forecast to grow at an impressive CAGR of approximately 10% and 15% until 2021.

"Thanks to positive market conditions and Secutech India's track record of generating new business within the security industry, over 100 exhibitors have signed up to exhibit at this 8<sup>th</sup> edition of the fair," said Ms Regina Tsai, Deputy General Manager, Messe Frankfurt New Era Business Media Ltd. "On top of the commercial security and fire safety sectors, home security solutions are also on the rise. To meet the sourcing requirements of this growing sector, we are delighted to have added a new 'smart home zone' to this year's show floor. Visitors to the zone will find the very latest home video surveillance systems, alarm systems, access control systems and integrated home networks."

### **Distinct product groups deliver cross over sourcing opportunities**

In total, trade visitors will have 15,000 sqm of exhibition space to explore during the fair. While the new smart home zone will be of great interest to these visitors, the show's commercial security suppliers are likely to remain the largest attraction for buyers. Assa Abloy, Avigilon, CP Plus, ESSI, Hikvision and Veracity, are just a few of the well-known brands that will be displaying their latest video surveillance, analytics, biometrics and access control technologies for the commercial security sector during the fair.

In addition, the show will also welcome the return of the concurrent 'Fire and Safety India' event. The event provides coverage to the entire spectrum of fire safety products, including the likes of fire detection and

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alarm systems, emergency lighting, escape ladders, evacuation equipment and fire protection gear.

With so many cross over sourcing opportunities on offer between the security, fire safety and smart home sectors, fair organisers are anticipating a strong turn out from channel buyers. At the previous edition, the fair attracted over 18,000 visitors, including builders, developers, system integrators, distributors, consultants and project owners.

### **Targeted fringe events set to address India's most important security topics**

Thanks to its extensive series of forums and seminars, Secutech India serves as the perfect occasion for industry players to gather the latest market intelligence. This year, fair organisers have collaborated with knowledge partners PwC India and MitKat Advisory to design a programme that will tackle the most important issues facing the regional security industry.

One of many highlights is the 'Smart Urban Infrastructure – Monitoring & Surveillance Framework' panel discussion, which will take place on the first day of the fair. The panel discussions will focus on the future of India's smart city projects, as well as cyber security, emergency preparedness, and emergency response mechanisms. In addition, the third day of the programme will be dedicated solely to the fire and safety sector, with a series of seminars covering safety solutions for India's densely populated urban areas.

A hands-on training experience for fire safety practitioners and corporate professionals will also feature, in the shape of the 'Fire Safety Volunteer Training' programme. Run by the State of Maharashtra Fire Services, the training will give participants information on different types of fire-fighting equipment and how to use them correctly during fire incidents. Attendees will also learn about fire safety legislation, fire drills, evacuation procedures, fire safety precautions, and the most common causes of fire.

On top of the fringe events, a number of new business matching programmes will be introduced to connect exhibitors with the most appropriate stakeholders. The 'Consultant Consortium', for example, is a business matching and networking forum dedicated to connecting exhibitors with mechanical engineering and plumbing consultants, contractors, HVAC consultants, as well as façade and architectural consultants.

For more details, please visit [www.secutechIndia.co.in](http://www.secutechIndia.co.in). Alternatively, please call Mr Israel Gogol at +886 2 8729 1099 ext 531, or email [israel.gogol@newera.messefrankfurt.com](mailto: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](http://www.messefrankfurt.com)

\*preliminary figures 2018