

Press release

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Over 350 exhibitors secure their participation at Secutech India

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Attracting trade visitors from across the subcontinent, the region's most influential trade fair for the security industry, Secutech India, is scheduled to return for its 9th edition from 7 – 9 May 2020 at the Bombay Exhibition Centre, Mumbai. With exhibitor registration still open, the fair has already attracted more than 350 of the world's leading security brands with less than three months remaining before it commences. The 2020 exhibition will feature Axis Communication, CP Plus, Hikvision, ZKTeco, Infinova, Matrix, Toshiba and many more.

Detailing the business value of the fair, Ms Regina Tsai, the General Manager of Messe Frankfurt New Era Business Media Ltd said: "Catering to local market requirements such as cost efficiency and a need for fast project implementation, Secutech India assembles the full range of security devices and turnkey solutions under a single roof. Benefiting from its position in Mumbai, India's commercial centre, last year the fair attracted more than 20,000 buyers travelling from across India's main regions, and we are looking forward to welcoming even more business this coming May."

An opportune time to enter the market

The 2020 edition of Secutech India is set to reflect the country's digital transformation. IP cameras are in high demand from SMEs, retail and the residential segment, while biometric access control systems are also gaining popularity in offices and at border controls, with users gradually favouring contactless systems such as facial recognition above fingerprint biometrics.

In the view of Ms Tsai, this year's fair is taking place at a favourable time for the regional industry: "The government aims to transform India into an electronics export hub, which will open up new opportunities for component manufacturers catering to the local manufacturing sector. But just as importantly, as part of India's proposed Union Budget 2020, infrastructure development across roads, railway, airports, ports, and economic corridors are expected to raise demand for core security solutions including video surveillance, video analytics, biometrics and intruder detection systems. The governments 'Digital India', 'Smart City Mission', and 'Technology Empowerment' initiatives will also be growth drivers."

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Business utility and information sharing top the agenda for 2020

Among many benefits, the ability to make onsite comparisons, conduct meaningful business discussions and view product demonstrations are a few of the show elements that visitors to Secutech India value.

According to Ms Tsai, business effectiveness is the top priority for the fair's organisers: "Initiatives such as the 'Secutech connect' business matching service which links buyers with exhibitors based on industry background continue to be highly popular, helping us to generate genuine business outcomes for participants."

But beyond business, information exchange is also a priority says Ms Tsai: "As a maturing security market, the appetite for knowledge in India is growing. This is a need that the upcoming edition of Secutech India will cater for with a series of conferences dealing with topics relevant to the local market, including cybersecurity, smart city digital infrastructure; the convergence of 5G, artificial intelligence, data analytics and the IoT; access control in healthcare facilities, and fire safety in elderly care homes and restaurants."

GPS Association Pavilion set for debut alongside returning fire & safety India event

In addition to its core focus on security, Secutech India 2020, in cooperation with the GPS Association of India, will feature a pavilion dedicated to fleet management, vehicle tracking as well as passenger and driver safety.

The concurrent 'Fire and Safety India' event will also return as the destination for trade buyers to locate the latest firefighting gear, personal protection equipment and smoke detection systems.

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 fourteen 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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields.

One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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

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marketing, personnel and food services. Headquartered 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 2019