

Press release

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Secutech Thailand moved to 2023 with concurrent Thailand Lighting and Building fairs to be merged

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Originally scheduled to run from 30 November – 2 December 2022 at the Bangkok International Trade & Exhibition Centre, Messe Frankfurt’s technology fairs in Thailand will now be held from 1 – 3 November 2023. The decision was made to allow the security, lighting and building industries adequate time to recover. In addition, the Thailand Lighting Fair will be merged into the Thailand Building Fair in order to capitalise on the success of the fairs’ smart city approach from previous editions.

Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group, explained: “Since Thailand relaxed travel restrictions at the beginning of July this year, the country’s economy has resumed its steady growth. We recognise that although the industries we serve are beginning to rebound from the disruption experienced over the course of the pandemic, they will need more time to gain sufficient momentum. For this reason we have decided to hold the fairs next year, which will allow exhibitors to get the best value for their marketing budget. We also look forward to welcoming more international participation once the global travel situation is closer to pre-pandemic norms.”

In addition to the shows’ postponement, the Thailand Lighting Fair will be merged into the Thailand Building Fair, in order to guide the focus of the show towards smart city development. The last edition of the fairs were held successfully, running under the theme of ‘City + IoT – a sustainable and liveable future’. In recent years, a number of smart city projects have sprung up all over the ASEAN region, such as the Thai government’s plans to build a USD 37 billion smart city in the eastern part of the country.¹ The Thailand Building Fair will therefore continue to serve the promising smart city technology and solutions markets across the region.

Secutech Thailand and Thailand Building Fair offer extensive business opportunities within the smart city and smart building ecosystem. Held concurrently in Bangkok, the two fairs connect buyers with prominent suppliers from across the ASEAN region in a wide range of smart

¹ “Thailand plans \$37 Billion Smart City to Support Industrial Hub”, Bloomberg, 11 July 2022, <https://qr.messefrankfurt.com/a1TZ> (Retrieved 13 September 2022)

technology fields. Secutech Thailand has a particular focus on security and fire safety, while Thailand Building Fair provides a multitude of building technologies and solutions for smart city infrastructure.

For more information regarding Thailand Building Fair, please visit www.thailandbuildingfair.com.

For further details about Secutech Thailand, please visit www.secutechthailand.com. Alternatively, contact Ms Michelle Chu at +886 2 8729 1099 ext 768, or email michelle.chu@taiwan.messefrankfurt.com.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. 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