

Press release

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## Secutech Thailand, Thailand Lighting Fair, Thailand Building Fair and Digital Thailand Big Bang: Inaugural Smart City Solutions Week

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**As one of ASEAN's leading business destinations for smart city solutions, Messe Frankfurt in collaboration with Digital Economy Promotion Agency (DEPA) will host the inaugural Smart City Solutions Week in Thailand from 28 – 31 October 2019. Messe Frankfurt's brand shows for the smart city industry – Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair – will showcase innovative smart city solutions, while the focus on digital infrastructure will be at the DEPA-organised Digital Thailand Big Bang show. The four shows will embrace this new theme to serve as a one-stop shop for the latest smart city technology and solutions.**

A press conference was held today in Bangkok to announce the debut Smart City Solutions Week. Committed to showcasing the best in security, building automation, lighting and digital infrastructure solutions, the line-up of fairs, which kick-off on 28 October, look set to cement Thailand's position as one of the leading hubs for smart city solutions in the ASEAN region.

Mr Hubert Duh, Chairman and Managing Director, Messe Frankfurt New Era Business Media Ltd, said: "Messe Frankfurt is proud to support the ASEAN smart city development. We are confident that local organisers DEPA, Worldex and Exhibiz understand key local market needs and concerns, while Messe Frankfurt shall use its deep-rooted experience in nurturing and growing trade fairs while also leveraging our international network to foster new business opportunities. The synergy created amongst the four fairs will not only enhance the visitor experience but also help to build even more momentum for ASEAN's smart city sector."

Dr. Nuttapon Nimmanphatcharin, President/CEO, Digital Economy Promotion Agency, remarked: "We are looking forward to a fruitful collaboration with all our partners to mark this noteworthy new milestone of the Smart City Solutions Week in Thailand. The adoption of the smart city concept is an undeniable trend for ASEAN cities and we hope that industry players will take advantage of these integrated solutions and build a networking platform across the smart city ecosystem."

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The 2018 editions of Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair collectively gathered 300 exhibitors from 18 countries and regions and welcomed over 10,000 visitors. With a new show date and position alongside Digital Thailand Big Bang, it is forecast that the Smart City Solutions Week 2019 will enhance visitor numbers and the overall fair experience for the smart city industry.

### **Connected fairs showcase industry-specific expertise**

Secutech Thailand has experienced steady year-on-year growth since its first edition in 2011. The fair is now widely recognised as a must-attend trade fair for security industry professionals from across the ASEAN region, partly thanks to its heavy influence in the smart city sector. Under the new theme of 'Security + AI – Empowers Sustainable City Development', the fair will deliver the latest AI and IoT security innovations for the smart city.

To accommodate different sourcing requirements and highlight the most important security markets, the 2019 edition will be designated into five zones – the Smart Police Zone, the Safe Factory Zone, the Smart Transportation Zone, the Smart Campus Zone and the Smart Solutions Zone for Waste and Environment Management. These zones will feature all of the very latest surveillance systems, biometric identification systems, smart sensors, alarms, access control systems and crowd management systems.

Thailand Lighting Fair and Thailand Building Fair will concentrate its focus via a new show theme: 'City + IoT – A sustainable and livable future'. The use of IoT-enabled street lighting supports the development of smart city applications as these smart grids can be used for future public services to enhance the quality of city life. Likewise, buildings that leverage IoT technologies are developing into vital elements of the complex smart city network. Ranging from sensors collecting data to developers building thousands of smart city apps, the IoT movement will facilitate large volumes of high quality data to be in the hands of city leaders and decision makers, leading to better quality living environments.

Under this theme, both Thailand Lighting Fair and Thailand Building Fair will present the full spectrum of the smart city concept including digital applications (smart lighting solutions, smart parking and smart buildings), smart technology (intelligent sensors, dimming and control and smart lighting platforms) and smart governance (facility management and smart community features). In addition, to create a sustainable and livable future, the fairs will have an additional focus on energy efficiency and power generation to address ongoing efforts to diversify our energy mix and showcase an array of technology and solutions.

Digital Thailand Big Bang, established in 2017, is a platform that receives government backing to promote digital technologies. The fair is organised by the Digital Economy Promotion Agency to showcase the ways in which big data can be used to transform society and improve urban living standards. In its mission to move towards Thailand 4.0, some of the solutions that can be found at the fair include city management systems,

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cloud computing, fintech products and digital infrastructure such as submarine cables and satellites.

Located at the Bangkok International Trade & Exhibition Centre, Secutech Thailand and Digital Thailand Big Bang will be held from October 28 – 31, while Thailand Lighting Fair and Thailand Building Fair will be held from October 28 – 30.

**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