

secutech

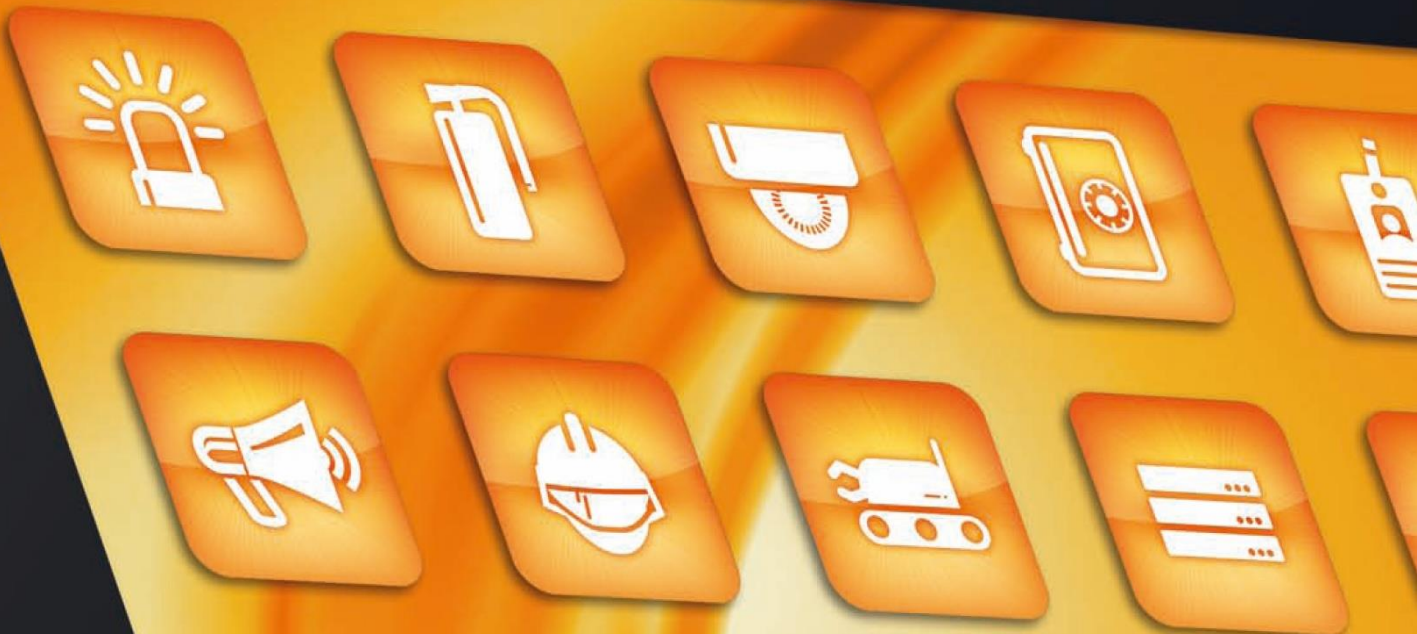
Building strategic partnerships in security, ICT and IoT supply chains

25 - 27, April 2018

TWTC Nangang Exhibition Center, Taiwan

www.secutech.com

Czech Pavilion Package



messe frankfurt

About Secutech 2018

Unlock your business potential in the new world of security and IoT

When IoT meets Security: Smarter applications. Greater value.

With 21 years' experience in connecting the security industry across Asia, Secutech 2018 will continue to serve as a platform for visitors and exhibitors to be a step ahead of market opportunities.

The show converges security, ICT and IoT technologies to help broaden the scope of intelligent solutions, facilitate cross-industry cooperation and enhance the connection between product design and system integration.

To match the needs of industry players and of different developing sectors in the Asian market, Secutech 2018 has built new focuses in the security industry and mobilize buyers from Taiwan, Japan and South East Asia, as well as VIP buyer delegation across the Asia-Pacific region i.g. Thailand, Vietnam, Indonesia, Singapore and Myanmar. Below summarize major encouraging market opportunities of the regions:



Market Update and growth opportunities:

Market opportunities in Taiwan

Forward Looking Infrastructure Development Program (US\$28.78 billion investment 2017-2024)

Railway development (US\$13.8 billion)

- Linkage of high speed and traditional rail systems
- Upgraded traditional rail service in eastern Taiwan
- Grade-separated railway junctions
- Promotion of urban mass rapid transit
- Promotion of a rail system to support tourism

Development of aquatic environments (US\$8.2 billion)

- Smart flood prevention networks
- Smart groundwater detection technologies
- Smart networks to manage supplies of running water

Digital infrastructure (US\$2.4 billion)

- A service-oriented government
- Evolve Taiwan into "Society 4.0," the digital era society
- Established bases in the science parks for smart robot innovators
- Set up related software and hardware facilities

Market opportunities in Asia

Singapore and Malaysia

- A shift in focus from conventional security products to integrated systems and solutions, to help build safer and smarter cities

Indonesia, the Philippines, Thailand, and Vietnam

- Financing for the construction of new airports, railways, subways and highways by governments
- Heightened demand for video surveillance, access control and alarms

Commercial investment

- Increased market growth across vertical markets
- Expanded hotels, shopping centers and office buildings
- Increased large-scale deployments of surveillance and security systems

Private firms

- Newly implemented intelligent solutions and high-end security technologies to increase management and operational efficiency

Why attend Secutech Taipei (25 – 27, April, 2018)

- **Well connected with the local & regional market:** ~39% of the show's attendees are end-users, meaning exhibitors can influence decision makers directly. ~61% are channel players: system integrators followed by manufacturers seeking strategic partners, distributors, service providers etc.
- **20 years' experience in the industry and powered the world renowned trade fair organizer messe frankfurt** – the show has been running for 20 years and is the most connected and well-established platform in the Asia-Pacific region. Our familiarity with the market gives us the ability to host tailored networking opportunities.
- **Broad reach of media exposure: Multiple contact points with the target audience** - Messe Frankfurt also operates dedicated media serving the industries synergizing digital media engagement, print media with the trade shows, enabling maximum exposure across the region even to people not attending the show.
- **Comprehensive media coverage** – before, during and after the show in print and digital format.
- **A show that grows with Asian Focus:** the show attracts government delegations and system integrators from all of Asia and not just Taiwan (Japan, Korea, Singapore, Thailand, Vietnam). 49% of overseas visitors are at director level and up (VP, c-level)
- **Easy set up and good infrastructure:** no need for visa, good flight connections with Europe, strategically partnered with Lufthansa Groups and the China Airlines. Taipei is a vibrant city with great food and business predictability.

2017 Show Review

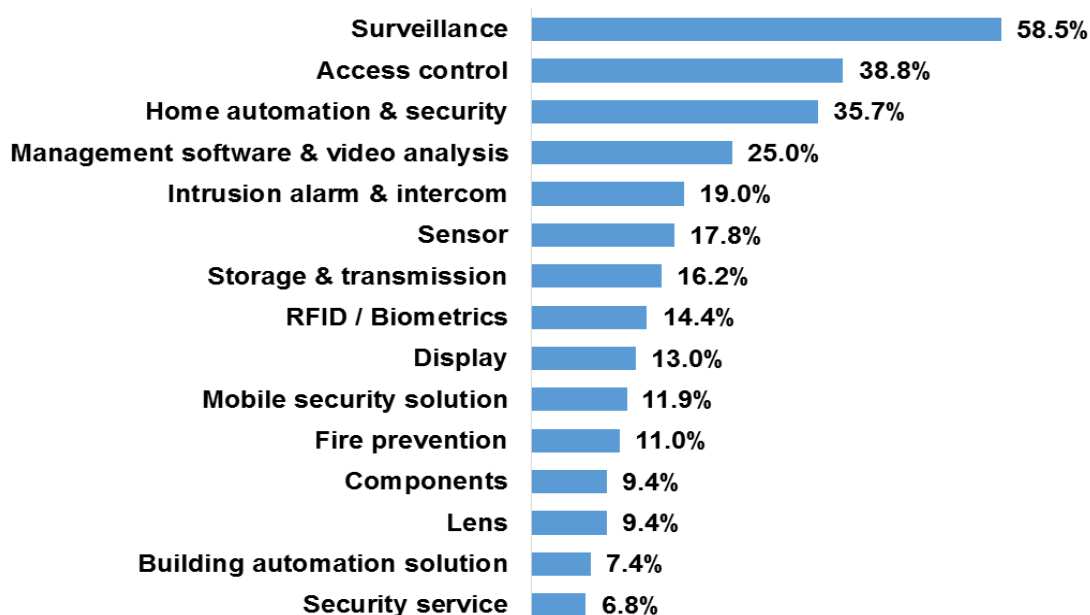
Exhibitors	372 exhibitors from 13 countries – China – Denmark – Germany – Hong Kong – Israel – Japan – Korea – Malaysia – Netherlands – Singapore – Taiwan – United States – United Kingdoms
Gross scale	30,275 sqm
Exhibits	Over 3,000 product / solution selections on demonstration
Seminars	142 sessions with 7,071 attendees
Visitors	22,025 visitors: 90% domestic visitors, 10% international visitors
Business matchmaking	438 + business matchmaking sessions
Awards competition	4K UHD intelligent surveillance awards <ul style="list-style-type: none"> • 4K Camera Outstanding Feature Award • 5 MP Cameras Performance Award SMAhome awards <ul style="list-style-type: none"> • Top of Excellence Award • Top of Innovation Award • Top of ID Design Award • Top of Solution Award • Cloud Platform Excellence Award

Buyer demands:

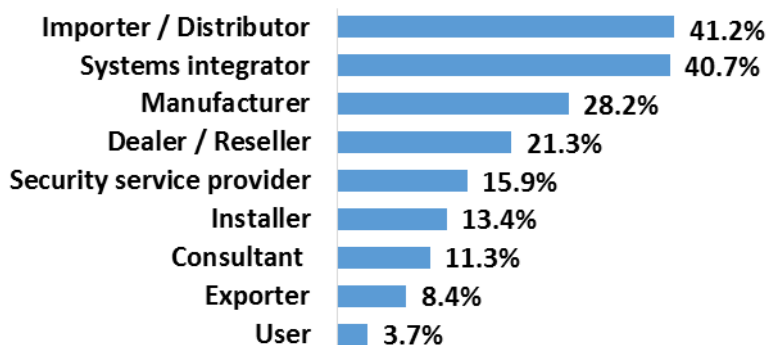
In the past years our visitors started looking more for high-value, integrated systems and solutions that offer customization possibilities and post-sales support rather than just low-price, as security and safety shall not be compromised with low price only.

The focus on integrated solutions is also evident in the increase in the number of system integrators visiting the show. This is an advantage for companies that can provide an end-to-end solution and not just a stand-alone product.

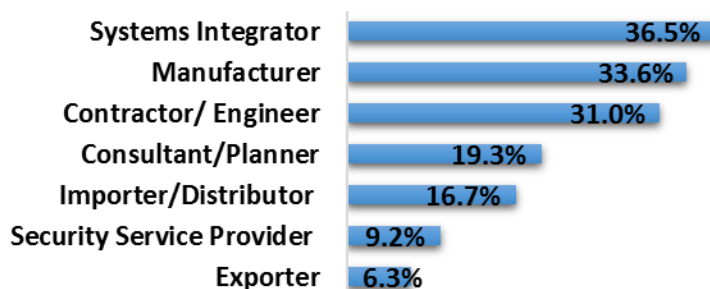
Top 15 products of interest






International visitors by business nature



Domestic visitors by business nature



Secutech 2018 Profile

Date	25 – 27, April, 2018		
Venue	Taipei Nangang Exhibition Center, Taiwan		
Exhibitors	400 (expected)		
Visitors	24,000 (expected)		
Areas	<div> <div> <u>Commercial Security</u> <ol style="list-style-type: none"> 1. Key Components 2. Surveillance 3. Management Software 4. IVS/IVA 5. Access Control 6. Alarm 7. Intelligent Building 8. Biometrics 9. RFID 10. Transmission/ LPWAN 11. Intelligent Sensors 12. Police Equipment </div> <div> <u>Fire & Safety</u> <ol style="list-style-type: none"> 1. Active Fire Safety 2. Passive Fire Safety 3. Disaster Prevention and Rescue Equipment 4. Industrial Safety and Environmental Sanitation </div> <div> <u>Info Security</u> <ol style="list-style-type: none"> 1. IoT security 2. Security Management 3. Network Security 4. Content Security 5. Application Security </div> </div> <div> <div> <u>Smart Home</u> <ol style="list-style-type: none"> 1. Home Security: Video Surveillance, Alarm Systems, 2. Door Locks & Access Control, Video Door Phones 3. Auto Controlling & Integration: Intelligent Control 4. Panels, Gateways/Hubs, Software & Platform 5. Energy Management: Thermostats & Sensors, HVAC control, HEMS, Smart Grid 6. HealthCare: Nursing Care, Exercise and Health Monitoring... 7. Multimedia: Speakers, A/V system, Home Theatre... 8. Key Component: </div> <div> <u>Mobility</u> <ol style="list-style-type: none"> 1. ADAS 2. Connected vehicles 3. Vehicle monitoring 4. Vehicle telematics 5. Autonomous vehicle 6. Remote diagnostic </div> </div>		
Special Focuses	<p>4 features demo-zones revealing the trends and technologies behind</p> <ul style="list-style-type: none"> • CompoSec: Key components • AI & intelligent video analytics • ICT transmission & LPWAN • IoT & physical cybersecurity <p>4 intelligent vertical solutions pavilions:</p> <ul style="list-style-type: none"> • Intelligent factory • Intelligent retail • Intelligent transportation • Intelligent healthcare 		
Concurrent Shows	<div>    </div>		

Dedicated Package for Czech Economic and Cultural Office @ secutech 2018

✓ Czech Republic Booths: 2 Booths Booths No: 5514 (2 reserved)

	Show Only	Show+Media	Show + Media + dedicated Networking Event
Coverage and accessibility	Good exposure to channel players in Taiwan	Better exposure to the channel in TW + exposure on messe frankfurt media – reaching readers who didn't make it to Taipei	Best: show participation+ comprehensive media coverage before, during and after the show + tailored networking event
Time	Before + During the show	Before+ During the Show	Before, During and Post show
Description	<ul style="list-style-type: none"> Czech Republic Booth 18sqm, 3 sides open peninsula booths Dedicated promotion of the pavillion in email campaigns, secutech social media and show catalogue 	<p>In addition to the basic offer, Messe Frankfurt will add media coverage on asmag.com and a&s Magazine.</p> <ul style="list-style-type: none"> "Online cover story" – a cover story placed in prime location on our website that will describe the participating companies and their products reaching out to people who are not in the show. Our website gets ~50K visitors a week. OR: Spread page article in a&s Taiwan introducing the pavillion and the companies. Product exposure in a&s Magazine handed out during the show. 	<p>Show+media package with the addition of:</p> <ul style="list-style-type: none"> In-show networking event: exclusive session to exhibitors with media, distributors and channel players in the show-site lounge. *Seminar Slot is arrangeable if the given topic fit in the seminar track. Dedicated networking event with presentation in Buyer's Lounge if otherwise. Post show E-blasting*1 to all show attendees.



Czech ICT Alliance



捷克經濟文化辦事處



Messe Frankfurt New Era Business Media Ltd.

Address: 8F, No.288, Sec 6, Civic Boulevard Xinyi District, Taipei 110, Taiwan
Tel: +886 2 87291099

Contact person

Event Manager

Ms Peggy Wu #220

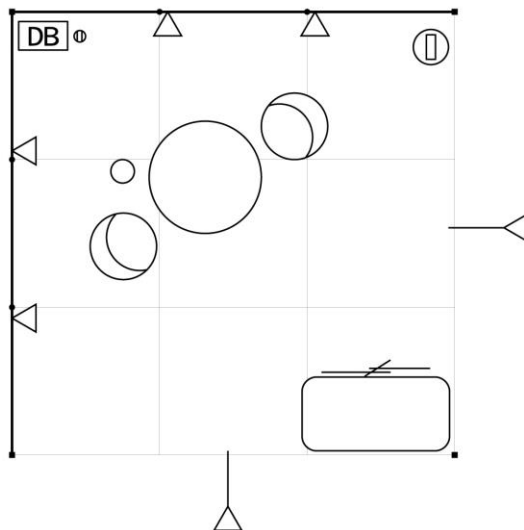
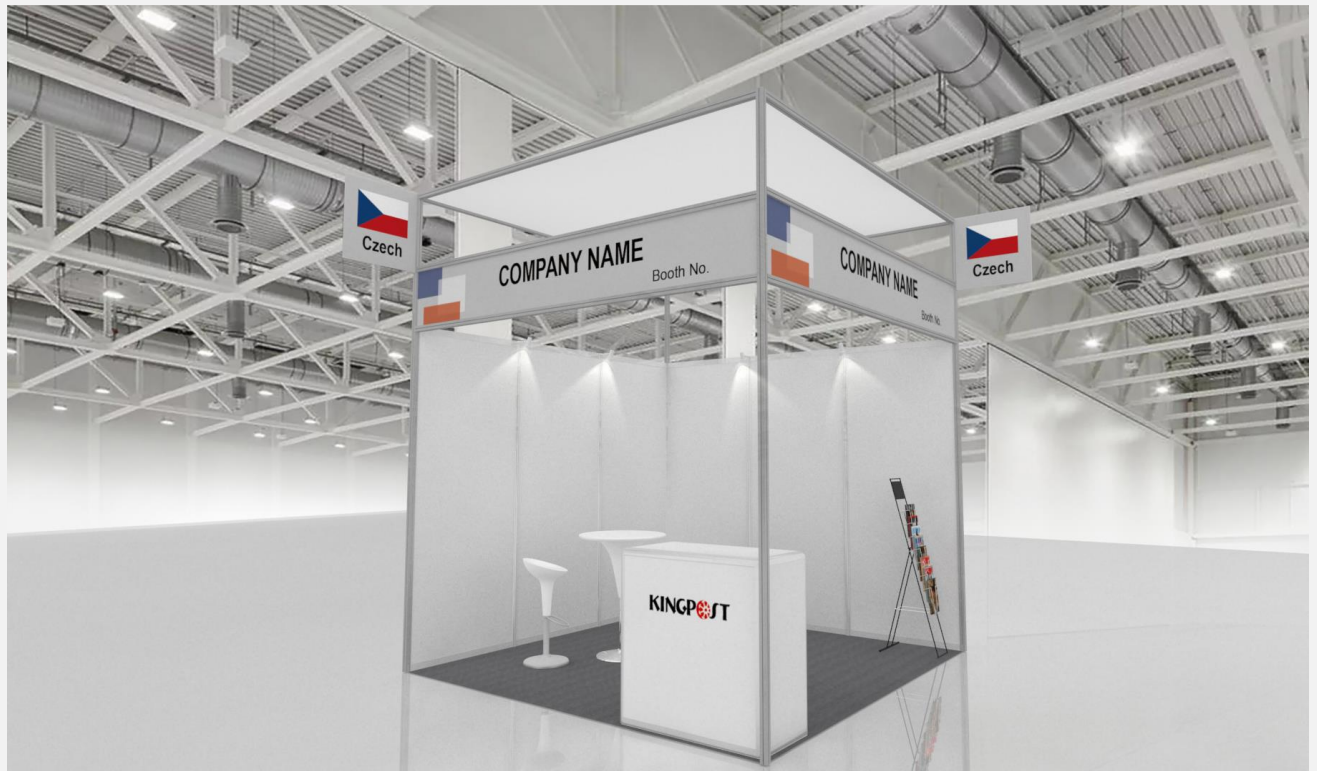
peggy.wu@newera.messefrankfurt.com

Assistant Event Marketing Manager

Mr. Pinchao Huang # 552

pinchao.huang@newera.messefrankfurt.com

✓ Czech Republic Booths: 2 Booths Booths No: 5514 (2 reserved)



STAND FURNISHING

- Company Fascia Board *2 with Lighting & National Identification
- Bar Table *1
- Bar Stool *2
- Lockable Sideboard H:100cm *1
- Catalogue Stand*1
- Spotlight (Cold) *4
- 500w Socket Outlet*1
- Electricity during Show Period (24hr power needs to be ordered separately)
- Carpet 9sqm Dark Grey*1
- Waste Basket *1

SPECS

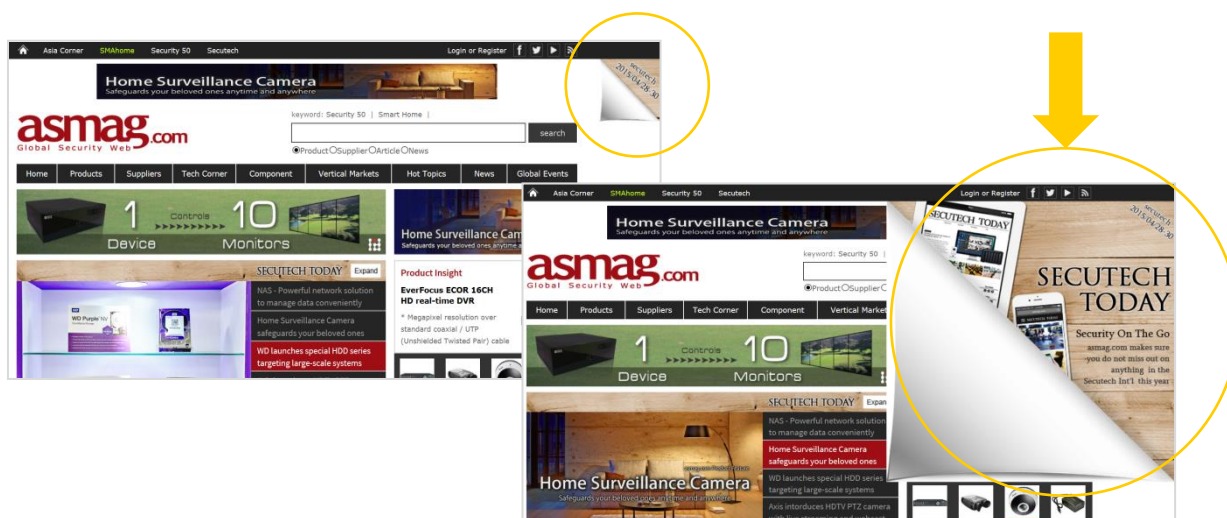
- Elevation:3.5m
- Maxima-Light Scheme (4cm)
- White Banner Cover as Roofing

Pre-show Promotion:

- 1.1 Highlight of Czech Pavilion introduce in "News Update" X half page
- 1.2 Highlight of Czech Pavilion in "Invitation Card (Tradition Chinese version)"
- 1.3 Highlight of Czech Pavilion in "Show preview e-newsletter" X 1 time
- 1.4 All exhibitors under Czech pavilion will be enlisted at "Show catalogue"
- 1.5 All exhibitors under Czech pavilion can display their products on asmag.com/secutech today website
- 1.6 Other mass promotion: special e-DM to promote the pavilion along with the press exposure in FB / Twitter and official website

- **Great location:** Centrally located around all big players (Free of charge of corner fee)
- **Post-show report:** Post show report will be sent individually for show analysis
- **Online Cover Story:**

the messe frankfurt editorial team will circulate a profile questionnaire to attending companies. The answers will be compiled into an article about the Czech pavilion and placed in prime position on asmag.com (1 week). Asmag.com gets ~50K views / impression in a week, this will increase the exposure of the Czech pavilion also outside of the scope of Secutech attendees.



About Messe Frankfurt New Era Business Media

With professional recognition and 26 years of experience, Messe Frankfurt New Era Business Media (MFNE, formerly known as a&s Group) is a well-known and trusted partner for the security and smart home industry.

Leveraging the resources of quality editorial coverage and analysis with 13 a&s publications in 9 languages, comprehensive news websites, MFNE provides optimal marketing options in both global and regional markets to meet the needs of security professionals and smart home players.

Tap into the Asian security and intelligent solution markets!



Floor Plan: proposed Czech Pavilion location -- Green framed Block Stand #5514

