

# The 14<sup>th</sup> Asian International Security, Safety and Fire Protection Show & Conference



**4-6 MAY**  
**2016**

Hong Kong  
Convention &  
Exhibition Centre

[asiansecuritex.com](http://asiansecuritex.com)

Organiser



Hong Kong  
Exhibition  
Services  
Ltd

ALLWORLD  
EXHIBITIONS  
MEMBER

Co-located with

Build  Asia

The Technology Showcase for the  
Building, Electrical Engineering  
and Security Industries



is Reputed as the Most Prestigious Security Solution and Fire Protection Tradeshow in Hong Kong, Connecting Industry Buyers with Local and Overseas Suppliers, Fostering Co-operation and Information Exchange.

Asian Securitex 2016, co-located with Build4Asia, will return to Hong Kong Convention and Exhibition Centre from 4 - 6 May 2016. It is expected to attract 15,000 professionals from the government, hotel & restaurant, facility management, property development, banking, retail chains and etc. across Asia to source the latest security products and solutions.

The industry acclaimed biennial event, with high quality visitors, is known to stand out from other resembling exhibitions with its thought-provoking educational event - Asian Securitex Conference. In 2014 edition, the Secretary for Security of HKSAR, the Hong Kong Police Force and other prominent speakers from various security associations were invited to address timely issues, including the advancement in fire safety equipment, technology crime and the changing face of the threats to our business.





# Security Market Outlook

- IT market in China is predicted to grow at a CAGR of 11.39% from 2014 to 2019 as SMEs are purchasing more security solutions to confront the advanced cyber threats and cloud-based security becomes increasingly popular due to its cost-effectiveness.
- The market scale of the security equipment industry in China reached approximately US\$860 million in 2014, and it is projected to keep growing, driven by the ongoing technological progress together with improved R&D capabilities.
- The thriving infrastructure projects in Hong Kong and Macao increase the demand for video surveillance, access control, fire & gas detection and other cutting-edge equipment and technologies.
- Over 66% of Hong Kong consumers prefer biometric authentication, such as voice, fingerprint and facial recognition, to passwords for securing financial services, presenting ample opportunities for the business of biometrics.

## Exhibit Profile

- Access Control System
- Alarm & Alarm System
- Archway Metal Detection System
- Baggage Tracking System
- Biometrics
- Building Management System
- Card / Smartcard Technology & System
- CCTV & Remote Monitoring Control System
- Communication & Information Technology
- Computerised Monitoring System
- Control Panel of Security & Fire
- Data / Network Security System
- Detection & Alarm System
- Encryption Technology
- Explosive / Metal Detector
- Fire & Gas Detection Equipment
- Fire Alarm Equipment
- Fraudulent Document Detection Equipment
- Gate
- Guard Control & Monitoring
- Hand Held Metal Detection System
- Identification System
- Integrated Security Management System
- Lock / Locking Equipment / Safe
- Metal Detector & X-ray / Screening Equipment
- Monitoring Technology and System
- Operations / Security Control Centre System
- Perimeter Security System
- Protection Equipment & Material
- Radio System
- Rescue and Emergency Equipment & Clothing
- Security Door, Shutter & Fencing
- Security Glass & Screen
- Surveillance System & Intruder Detector
- Tagging and Tracking System
- Threat Image Projection System
- Vehicle and Foot Patrol Equipment
- Videophone

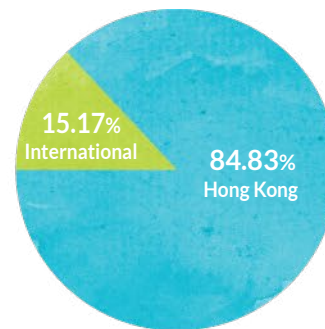


# Asian Securitex 2014 Buyer's Profile

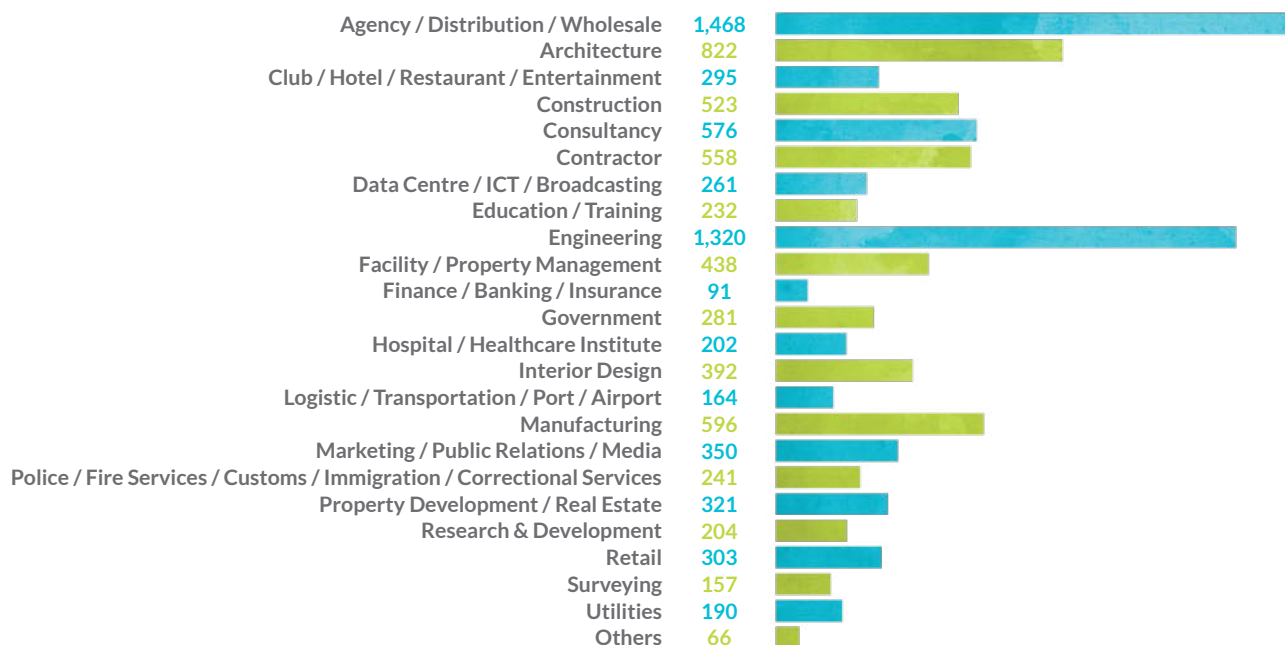
The last edition of Asian Securitex, together with the co-located show - Build4Asia, welcomed 10,051 local and overseas trade buyers coming from Macao, China, Korea and other Southeast Asian countries to source and network.

## Buyer's Origin

Total number: 10,051



## Buyer's Industry

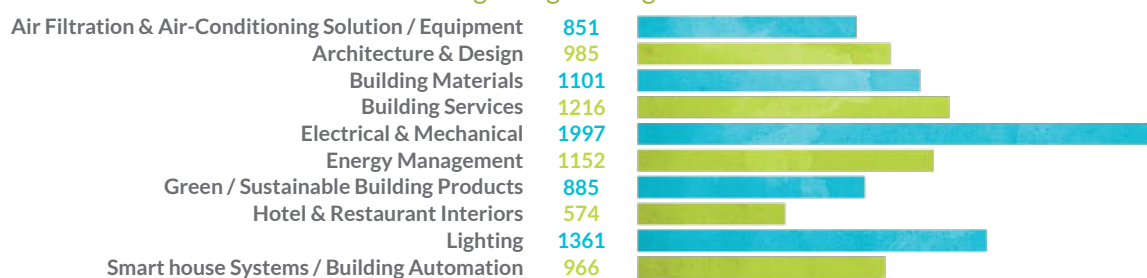


## Products That Our Buyers Are Interested In

### Security Products



### Building & Engineering Products



# Strong Industry Support

Being one of the major events in the industry, Asian Securitex has been supported by numerous industry associations across Hong Kong, Macao, Singapore, Philippines etc. for its professionalism and for offering an extensive range of cutting edge products and technologies and educational events. Below is the list of associations which supported Asian Securitex 2014.

## Advisory Panel



Asian Professional Security Association (APSA) - Hong Kong Chapter



ASIS International - Hong Kong Chapter



Hong Kong Police Crime Prevention Bureau (CPB)



Hong Kong Security Association (HKSA)



International Professional Security Association (HK) Ltd (IPSA)

## Hong Kong

- Chamber of Security Industry Ltd
- Hong Kong Association of Risk Management and Safety (HKARMS)
- Hong Kong Electrical Contractors' Association (HKECA)
- Hong Kong Institute of Planners
- The Associated Locksmith of Hong Kong
- The Association of Architectural Practices (AAP)
- The Association of Consulting Engineers of Hong Kong
- The Association of Registered Fire Service Installation Contractors of Hong Kong Ltd (FSICA)
- The Hong Kong & Kowloon Electric Trade Association
- The Hong Kong Association of Property Management Companies
- The Hong Kong Chapter of IFMA
- The Hong Kong Federation of Electrical & Mechanical Contractors Ltd (HKFEMC)
- The Hong Kong Institute of Architects (HKIA)
- The Society of Operations Engineers (HK Region)

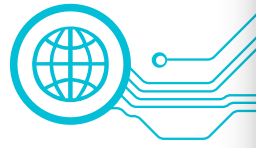
## Macao, China & Overseas

- Asia Crisis & Security Group
- Asian Professional Security Association (APSA) - Malaysia Chapter
- Asian Professional Security Association (APSA) - Singapore Chapter
- Asian Professional Security Association (APSA) - Thailand
- ASIS International - Singapore Chapter
- China Illuminating Engineering Society
- International Security Industry Organisation (ISIO)
- Macau Construction Association (MCA)
- Macau Construction Machinery Engineering Association
- Macau Electrical and Mechanical Professionals Association
- Philippine Society for Industrial Security Inc (PSIS)
- Philippines Association of Detective & Protective Agency Operators, Inc (PADPAO)
- The Macau Institution of Engineers (MIE)
- 澳門消防業商會 (Macao Fire Services Association)





# Benefit from More Than Just 3 Days



Being an exhibitor of Asian Securitex, you do not only sign up for an exhibiting space for 3 days but also some complementary all-round promotional services to further broadcast your sales and network before, during and after the show:

From January 2016

- Website Promotion
- Email Broadcast
- Social Media Broadcast
- Flyer Direct Mailing



From February 2016

- Buyer's Invitation Direct Mailing

From March 2016

- Advance Buyer's Guide Direct Mailing
- Exhibitor's E-invitation System
- VIP Nomination and Invitations
- Prestigious Visitor Group Nomination
- Advertisements in Leading Trade Magazines, Newspapers, Newsletters, Broadcast and Internet Media

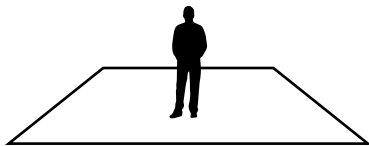


From April 2016

- Show Reminder Direct Mailing
- PR Promotion



# Flexible Exhibiting Options



## Space Only

**Min: 36 m<sup>2</sup>**  
**@ US\$ 400 / m<sup>2</sup>**

Bare floor space, for large exhibitors or national groups who wish to build their own stand



## Walk-On Package

**Min: 9 m<sup>2</sup>**  
**@ US\$ 445 / m<sup>2</sup>**

Walls, carpet, lighting, fascia, power socket, counter & chairs



## Premium Package

**Min: 15 m<sup>2</sup>**  
**@ US\$ 480 / m<sup>2</sup>**

Walls, carpet, lighting, fascia, company logo, power socket, counter, lockable cabinet, display shelves, table & chairs

## About the Organiser



Since 1981, Hong Kong Exhibition Services Ltd (HKES) is one of the region's leading show organisers with a comprehensive portfolio of successful tradeshows, such as HOFEX - Asia's leading food and hospitality tradeshow in Hong Kong - and Electric & Power Vietnam. HKES is also a member of the esteemed Allworld Exhibitions, which is based in London and owns an established portfolio of 150 shows over 14 countries and regions.

## Contact Us

Organiser:



### Hong Kong Exhibition Services Ltd

Unit 1203, 12/F, Harcourt House,  
39 Gloucester Road, Wanchai,  
Hong Kong

+852 2804 1500

+852 2528 3103

exhibit@hkesallworld.com

www.hkesallworld.com

Ms Karina Yu

Worldwide Co-ordinator:



### Overseas Exhibition Services Ltd

12/F, Westminster Tower  
3 Albert Embankment  
London SE1 7SP United Kingdom

+44 (0)20 7840 2130

+44 (0)20 7840 2119

swhite@oesallworld.com

www.allworldexhibitions.com

Mr Shaun White

Southeast Asia Co-ordinator:



### International Expo Management Pte Ltd

10 Kallang Avenue, #09-15

Aperia Tower 2,

Singapore 339510

+65 6233 6777

+65 6233 6768

fiona@iemallworld.com

Ms Fiona Seetoh





[www.asiansecuritex.com](http://www.asiansecuritex.com)

