

Press release

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Smart city and public safety to take centre stage at Guangzhou Public Security Technology 2018

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GPST18_PR3

Leading security industry companies, including Dahua Technology, Hikvision, Huawei, SenseTime, SensingTech and Intellifusion, have selected the upcoming edition of Guangzhou Public Security Technology (GPST) as their trading platform of choice, as final preparations begin ahead of the highly anticipated 2018 show.

As one of the year's key trade fairs for safety and security products, GPST together with Guangzhou Electrical Building Technology is preparing to welcome over 220 leading manufactures and solution providers to the China Import and Export Fair Complex from 9 – 12 June 2018. Regional and international security industry players will converge in Guangzhou to do business, learn about new market trends and take inspiration from leading industry brands across 15,000 sqm of exhibition space.

The most relevant technology for today's security industry will be front and centre at GPST, as solution providers continue to move away from traditional mechanical security systems and towards the advanced digital solutions favoured by the market. With a total of 290 Chinese cities initiating smart city pilot projects among over 500 cities that made smart city proposals in 2017¹, China is currently leading the world in smart city projects². Because of this, AI enabled smart city technology, including IoT, big data, and video surveillance is in significantly high demand and will be among one of the key areas to be highlighted during the fair.

In order to fulfil this demand, an array of leading brands that provide relevant solutions for smart city will be present at GPST. The likes of AJB Digital, Dahua Technology, Huawei, Hikvision, Intellifusion, NetPosa, PCI-Suntek, SenseTime, and SensingTech are just some of the well-known industry leading brands to have confirmed their participation.

One of the first time exhibitors at GPST, SenseTime, is among the countries leading developers of AI technology. The company will present some of their latest developments in AI powered facial recognition technology to visitors of the fair, giving participants insight into how AI enabled video surveillance systems can automatically process large volumes of data to monitor and improve public safety in crowded areas.

Moving beyond facial recognition, the latest security industry innovations also have implications for traffic control and public resource monitoring.

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¹ "China's 'smart cities' to number 500 before end of 2017", China Daily.

² www.chinadaily.com.cn/china/2017-04/21/content_29024793.htm Retrieved 11 May 2018

² "China outnumbers other countries in smart city projects: Report", The Straits Times.

www.straitstimes.com/asia/east-asia/china-outnumbers-other-countries-in-smart-city-pilots-report Retrieved 8 May 2018

PCI-Suntek, for example, will be just one of the exhibitors to showcase an advanced traffic monitoring system at the fair. Using cloud computing, big data and AI, the system can respond intelligently to complex traffic management problems and improve transportation networks by making them safer and more efficient.

The changing dynamics in the security industry landscape will also be evident at GPST, as the fair hosts a number of newcomers across different sectors. Global telecoms and electronics giant Huawei, for example, has highlighted the growth potential in the smart city and public safety sectors by entering into the market. Huawei's arrival has involved advanced end-to-end public safety solutions that include license plate and facial recognition technology, IoT technology, and data analytics.

Many of the technologies to be exhibited at GPST have applications that extend beyond smart city and stretch into intelligent retail, smart factory, and intelligent healthcare. Access control systems that have applications across different sectors are just one such example. Providers of these systems at the show will include IntelliFusion, Misobone, Sayee Intelligent Technology, Sensingtech, Soplar, Taichuan Cloud Technology and Wicrown. For many of these companies, access control systems represent one element of a broad portfolio of security products that will be of interest to fairgoers.

The show will also be supplemented by the Asia intelligent Security Forum (AiST), which is scheduled to take place from 9 – 11 June 2018. Jointly organised by the Guangdong Public Security Protection Technology Association, Guangzhou Guangya Messe Frankfurt Co Ltd, Messe Frankfurt New Era and a&s Media, the forum will allow security industry players to exchange information and learn about the latest trends and developments in Asia's security industry.

Some of the most pressing development topics to be discussed will include: 'the rise of AI as a force for revolutionising the security industry', 'a comprehensive analysis on Guangdong's urban multi-dimensional security protection construction', and 'smart city solutions across multiple industries'.

For more information about Guangzhou Public Security Technology 2018 and the Asia Intelligent Security Technology Forum, please visit www.guangzhousecurity.com, or contact Guangzhou Guangya Messe Frankfurt Co Ltd on +86 20 3825 1558.

With 11 events, Messe Frankfurt is one of the world's leading organisers of trade fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Asia, Europe, the Middle East and South America. Further information at www.safety-security.messefrankfurt.com.

Guangzhou Public Security Technology
China Import & Export Fair Complex
9 – 12 2018

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 some 30 locations, the company

generates annual sales of around €661* 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). * preliminary numbers 2017

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