Final Report

GPST 2018 creates business opportunities across vertical markets as government and commercial sector buyers turn out in force

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The 11th edition of Guangzhou Public Security Technology (GPST) received significant approval from industry and trade professionals, as it closed its doors on 12 June 2018. Together with Guangzhou Electrical Building Technology, an impressive 28,417 visitors attended the co-located hall 8.1 in the China Import & Export Fair Complex.

The positivity surrounding the show's outcome also applied to the fruitful collaboration between Guangzhou Guangya Messe Frankfurt and the Guangdong Public Security Protection Technology Association (GDPSPTA), who joined forces to organise GPST for the first time this year.

Commenting on the show's successful conclusion, Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "The impressive attendance figures and positive feedback from visitors and exhibitors demonstrate that the show is on a strong trajectory. Not only has it given fairgoers a platform to explore the most relevant security sector products and solutions, but it has also provided attendees with insight into the future development prospects of the regional security industry, for example through the Asia Intelligent Security Technology (AIST) Forum." Mr Duh added: "Overall, the outcome of this year's show has been very pleasing and has reaffirmed its position as an essential business platform that reaches both government and commercial sector buyers in south China's security industry. I would like to thank the GDPSPTA for their role in making this year's show a great success."

The trade fair provided coverage to a diverse spectrum of products and solutions with applications across the vertical markets of smart city, public safety, smart transportation, smart community, smart retail, smart medical care, smart factory, and building management. Advanced technologies involving artificial intelligence, IoT, and biometric recognition have been in high demand across these verticals and were on full display to fairgoers during the show.

Alongside Guangzhou Electrical Building Technology, the two fairs welcomed 220 exhibitors across 15,000 sqm of floor space. Among the exhibitors were industry leading brands in the shape of Anjubao, China Unicom, Dahua, Gosuncn, Hikvision, Huawei, Intellifusion, Jinfu, Jinpeng, NetPosa, PCI–Suntek, SenseTime, SensingTech, Wave Wisdom, and Z–Argus. The Vice President of one such company, Mr Eric Wang of Shenzhen Intellifusion Technologies, spoke of his pleasure regarding the

business opportunities generated during the fair: "By participating at GPST, we are able to keep key industry players updated about our latest product offerings as well as our future development path. We have met numerous potential customers to discuss cooperation opportunities for various smart city projects. We have also held discussions with system integrators to discuss integrating our components into software development kits. Every key player from the public security and smart city solution sectors has participated at the show. This has given us fantastic opportunities to network, find new business partners, and maintain existing relationships."

Fairgoers explore product offerings at Guangzhou Public Security Technology 2018

Exhibitors also recognised GPST as a place to enhance their brand exposure. A relative newcomer to the security industry is Z–Argus, a specialist in computer vision and artificial intelligence technology. In the fast paced security industry, technology is constantly being updated and improved upon. The company says that for this reason, it is important to maximise brand exposure and keep the market updated about their latest product offerings. "We are here to showcase solutions for smart city which include our high performance video analysis system that incorporates artificial intelligence technology," said the general manager of Guangdong Ao Zhi Innovation Technology, Mr Jiefu Zhao. "The show has given us great exposure to the relevant industry buyers. The traffic is very good and we have been busy networking with potential customers, end users and system integrators."

This satisfaction was also expressed by Mr Youliang Gu, Director and Vice President of Marketing at PCI-Suntek Technology. The company provides big data, artificial intelligence and cloud based solutions for the vertical market of smart transportation. Mr Gu said: "This year, it is quite obvious that the visitor flow has increased. I have been very impressed with the quality of visitors coming to our booth. A lot of them are senior staff and decision makers from public security departments of different Chinese provinces. This has been beneficial for us because government police departments are among our key clientele. I was also able to meet various trade visitors at the AIST Forum. Overall, GPST is a great place to connect with different groups of target customers and discuss cooperation

opportunities."

With so many of the industry's leading companies exhibiting together under a single roof, the show was a convenient one-stop platform for visitors to source products and learn about the newest technologies. Mr Zhang Yao Rong, a project manager from Guangdong Guangxin Communications Services Co Ltd, spoke of his satisfaction during the fair: "I found this show to be very comprehensive in products related to public security and intelligent community. Many exhibitors here are showcasing new applications that incorporate AI technologies. I found some good solution providers for video surveillance systems and was able to get updated on new developments in the market."

Asia Intelligent Security Technology (AIST) Forum places sharp focus on artificial intelligence
Further establishing the show's position as a holistic platform, the AIST Forum gave industry players the chance to glean information and gather industry insight. Held concurrently from the 9 – 11 June, the forum delved into the development prospects of artificial intelligence in South China's security industry.

Mr Wan Dingrui, Deputy President of Netposa Technologies, joined a strong lineup of industry experts including representatives from both government and commercial sectors to speak during the forum. Focusing on intelligent and safe communities, his talk engaged forum attendees and stimulated further discussions: "This forum allows us to deliver an in-depth introduction to AI technology and its potential to create safe communities. AI is a hot and relatively new topic in the industry, so I'm excited to share new ideas and engage with the audience who share our common interests. We were also able to explore cooperation opportunities and I hope we can find new business partners."

As was the case with many of the forum speakers, Mr Dingrui's company, Netposa, also exhibited at the show: "Apart from the forum, we also have a booth here to better serve customers from the market in southern China. It's important to have our presence here to display our full range of products and capabilities to this important market," he said.

By covering pertinent industry issues, the forum attracted considerable attention throughout the three days. Just a few notable topics included 'The security industry applications of video cloud and big data in the era of artificial intelligence', 'Innovations for smart city architecture', and 'The future of the security industry – starting from the chip!'

"I heard that this forum is related to AI technology. I want to have a better understanding of the latest advancements as well as how to apply AI technology to the industry as this is highly relevant to our business," said Mr Yuanning Yu, regional manager of Guangzhou Shengshi Electronic Technology Co Ltd. "We are a supplier of video surveillance and facial recognition technology. The topics that the speakers covered are comprehensive and will help us to further develop our products and services to our customers."

Also exploring the development challenges and prospects for artificial intelligence in the security industry was the **Live Talk with Industry Experts Zone.** Data mining, deep learning and machine vision were examined alongside a host of other artificial intelligence and IoT based technologies during discussions that were made available through a live streamed internet broadcast. As was also the case at the AIST forum, where speakers and interviewees included representatives of industry leading companies. The likes of Anjubao, China Telecommunications, China Unicom, Dahua, Gosuncn, Hikvision, Jinpeng, PCI–Suntek, Netposa, and Z- Argus all participated at the zone.

Bridging the gap between theory and the real-world at the show was the well-received **Exemplary Case Study Zone** which engaged fairgoers with real time examples and product demonstrations. Encompassing products and solutions related to artificial intelligence and IoT, the zone provided yet another opportunity for exhibitors to increase their industry recognition and connect with industry players.

The next edition of Guangzhou Public Security Technology will take place in June 2019. For further information and photography from the show, please visit www.guangzhousecurity.com, or contact Guangzhou Guangya Messe Frankfurt Co Ltd on +86 20 3825 1558.

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