

Press release

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## Shanghai Intelligent Building Technology 2018: Record show figures and smart parking topics high on the agenda

Daniel Chiu  
Tel +852 2238 9985  
[daniel.chiu@hongkong.messefrankfurt.com](mailto:daniel.chiu@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn)

**Shanghai Intelligent Building Technology 2018, a specialised exhibition and marketing platform for state-of-the-art building technologies, concluded with exhibitors and visitors expressing positive feedback about the fair. Highlighting the 2018 edition was the Parking China forum which promoted the collaboration between the smart parking and intelligent building industries. Various smart parking concepts were examined in greater detail to help audiences better understand the integrated trends within the Building IoT sector.**

Held concurrently with Shanghai Smart Home Technology (SSHT), SIBT 2018 spanned across halls W3 and W4 at the Shanghai New International Expo Centre from 3 – 5 September. Being one of the most reputable industry platforms in China, the two fairs were collectively the host to a record 272 exhibitors and 29,423 professional buyers. The total exhibition area even climbed to an all-time-high figure of 23,000 sqm, a 28% increase compared to last year.

Commenting on a strong 2018 edition, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, stated: “In every edition, SIBT strives to enrich the experience for a diverse array of industry players. This year, special attention was paid to intelligent parking solutions as we foresee a huge demand for advanced parking facilities as China’s rapid urbanisation continues. I am happy to see the topic was well-received by the audience, and the visitor attendance has shown our efforts to foster a cross-sector building ecosystem in this era of IoT and big data have been on the mark. My thanks also goes to our co-organisers, especially the Intelligent Engineering Branch of China Exploration and Design Association (CEEDI) for their valuable support.”

Taking place on the first day of the show was the “IoT – Enlighten Smart Parking in the New Age” forum. Experts and representatives from industry associations, leading companies and the academic world gathered to further explore smart parking issues including system installation and management, interconnecting technologies and protocols, regulations and much more. Not only was the seminar popular among the industry – the forum was packed to the rafters with not a single seat to spare – major local TV channels also covered the event. In total, SIBT and SSHT together featured over 80 presentations at the concurrent event programmes during the three-day fairs.

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

## **Fairgoers applaud the fair for its connection to China's booming building automation market**

As the fair continues to expand its profile across the industry, the show is increasingly becoming an important annual gala for exhibitors looking to expand their business scope in the region. Industry players from home and abroad showcased a full spectrum of Building IoT related products and solutions including big data, cloud platform applications, building automation systems, energy management solutions, sun shading products and security surveillance systems. Many of the cutting-edge products and build-to-order solutions were unveiled onsite, underlining SIBT as a comprehensive and influential trade fair for the leading brands.

### **Key figures at a glance (together with SSHT)**

- Visitors: 29,423 – 8% increase
- Exhibitors: 272 – 13.3% increase
- Exhibition area: 23,000 sqm – 27.8% increase

### **Exhibitor feedback:**

“The number of visitors at the show this year is more than ever and our booth has been very busy. SIBT is an important channel and an efficient platform for us to explore the Chinese market and promote our brand. Every year we are able to meet many of our industry friends and we have always attached great importance to the fair. Exhibitions such as SIBT can help us grasp industry trends more accurately and we will continue to support the show.”

**Ms Pu Shen, Executive Secretary, Secretariat of KNX China**

“We have been a keen participant at this fair for many years. SIBT was one of the earliest exhibitions in the East China region with the theme of smart homes and buildings, and it's been a great boost to our marketing plan over the years. It is our first choice for domestic exhibitions. This year the buyers have been very professional and visitor traffic has met our expectations.”

**Mr Ben Young, Marketing Director, HDL Gunagzhou HDL Co Ltd**

“SIBT as a platform helps us to vividly showcase our smart home products, improving the visitor experience and the understanding of our products and solutions. I think the visitors at the show are professional and fit our target group. Exhibiting at the fair is important for our product promotion and business expansion.”

**Ms Tina Yang, Senior Sales Manager, Zhejiang Hui Ju Intelligent Home Co Ltd**

### **Visitor feedback:**

“This was my first time at the fair and I came primarily to source for audio & visual systems and to locate potential manufacturing partners. Overall, those two goals have been achieved. A great number of local manufacturers were at the fairground and I have collected many new contacts. As China expands its market share in terms of building

automation products, this marketing platform has provided me with valuable sourcing opportunities in the country.”

**Mr Cristian de Amesti Mujica, Innovacion, ASESTI, Chile**

**Speaker feedback:**

“Most of the participants at the forum are technicians in the industry. The more they know about the latest trends, the more they will enhance the industry. In the past, the smart building industry has paid more attention on how to manage buildings. Now, the focus has gradually shifted to people and their health and personalised applications have begun to be considered. In the future, intelligent buildings will focus more on energy conservation and environmental protection as well as investing more energy in the research of personalised services.”

**Mr Hong Wang, President, The Intelligent Engineering Branch of China Exploration & Design Association**

SIBT is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, the China Council for the Promotion of International Trade – Shanghai Pudong Sub Council and the Intelligent Engineering Branch of China Exploration & Design Association. The next edition of the fair will be held from 3 – 5 September 2019 at the Shanghai New International Expo Centre.

SIBT will once again be held concurrently with SSHT to showcase intelligent building technologies and solutions for building energy saving, the smart community and smart hotels. The fair is committed to presenting the concept of Building Internet of Things and driving the industry forward. This will eventually mean the concept of intelligent building evolving from an individual building to a cluster of buildings and moving further towards intelligent technologies and digitisation. Many hope that the idea of cognitive buildings will eventually be realised.

SSHT and SIBT are both headed by the biennial Light + Building event which will take place from 8 – 13 March 2020 in Frankfurt, Germany. Messe Frankfurt also organises a series of light and building technology exhibitions in the Asia-Pacific region including Guangzhou Electrical Building Technology, Thailand Building Fair, Guangzhou International Lighting Exhibition, Shanghai International Lighting Fair and Thailand lighting fair. The company's light and building technology fairs also extend to markets in Argentina, India, Russia, the UAE and other countries and regions.

For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand).

To learn more about SSHT and SIBT, please visit [www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email [building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

Shanghai Intelligent Building Technology  
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**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 2,400 employees at 30 locations, the company generates **Page 3**

annual sales of around €669 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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)