

Press release

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## Shanghai Intelligent Building Technology and Shanghai Smart Home Technology to focus on five trending sectors

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**The 2020 editions of Shanghai Intelligent Building Technology (SIBT) and Shanghai Smart Home Technology (SSHT) are set to return from 2 – 4 September in halls W3 – W5 at the Shanghai New International Expo Centre (SNIEC). The two fairs will once again be held concurrently with the Shanghai Smart Office Technology (SSOT) zone and Parking China. Together, they are expected to attract 25,000 industry visitors and over 250 exhibitors, covering an exhibition space of 25,000 sqm. This year, the fairs will focus on five in-demand sectors, including audio-visual, complete smart home ecosystems, smart sunshade, smart office and smart parking technology.**

Commenting on the current status of the industry, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd said: “This is a challenging year for all of us in the industry, but as the pandemic eases, I believe there will be a strong and growing consumer demand for home, building, office, parking, engineering and smart technologies. During these trying times, smart technology can support remote office practices while offering improved and more connected indoor and outdoor environments”.

“Moreover, it is important to recognise some positive aspects in the industry such as the continuous development of AI and IoT, increasing consumer demand and the application of 5G technology. The Chinese government has also implemented policies to promote the use of technology on a national scale, such as the ‘new infrastructure’ scheme. This year, the concurrent fairs will highlight key areas covering home, building and city aspects, allowing the industry to explore the entire smart technology ecosystem in one place,” she added.

### **2020 fair features**

This year, SSHT and SIBT, together with the concurrent fairs, will present new technologies and products in the smart home, intelligent building, smart parking and smart office sectors. By showcasing innovative ideas, the fairs build a bridge of communication between industry stakeholders and offer a head start in identifying future trends.

### **SSHT highlights**

#### **Audio-visual and home entertainment systems**

Benefitting from new applied technologies, audio-visual products with centralised systems have positively changed the user experience. Home

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cinema and audio equipment are now the key elements of the smart home audio-visual system with a growing emphasis on user-centric design and integrated control. At SSHT, exhibitors will demonstrate in-demand products featuring a human-computer interaction (HCI) experience, smart control and playback systems as well as seamless connection systems in home settings. Exhibiting home audio-visual brands include HiMedia, Denho, E-High, AV Design, CAV, Sissi & Jason, Lingjie, United Audio, Beichang, Wise, Hope and AISpeaker.

### **Complete smart home ecosystem**

As 5G, AI and IoT technologies mature, the smart home industry has entered a new chapter, allowing complete smart home ecosystem solutions to become further established in the market. By engaging both upstream and downstream businesses, this promotes cooperation across different industries. Complete smart home ecosystem brands at SSHT include Legrand, Leelen, Vensi, Ezviz, Citron, Kuaizhu, Zhixuan, Konke, Dnake, Morelinks, Lifesmart, Wayclouds, DALITEK and Zigbee.

### **SIBT highlights**

#### **Shanghai Smart Office Technology (SSOT) zone**

Combined with the sharp increase in remote office demand this year, the fast development of IoT, AI, big data, cloud computing and 5G technologies have led to a call for flexible working environments, and smart and user-centric office spaces. While this poses a new challenge for some office-based companies, it also offers valuable opportunities for office design and management companies, solution providers and system integrators.

SSOT will be hosting the 'OffiSmart – 2<sup>nd</sup> Shanghai International Smart Office Space Management Summit' to present smart conference, commercial and office space management, and elevator and parking equipment solutions. The forum will gather an audience from different backgrounds, such as system integration, property management, corporate, human resources and commercial development to discuss the future of smart offices and the business potential. SSOT will continue to work with business partners to deliver an industry platform for smart solution applications in office and commercial spaces.

### **Smart sunshade systems**

According to a market research report published by Technavio this year, the smart sunshade market could potentially grow by USD 300 million between 2020 and 2024. The report indicated that the increasing demand for efficient energy solutions plays a key role in the growing smart sunshade market and this technology has become an integral part of intelligent buildings. SIBT will explore the leading market trends and support the industry's development by focusing on retail, smart technology and design. Exhibiting smart sunshade brands include A-OK, Wistar, Bofu and WakeTop.

### **Concurrent fair – Parking China**

Coined to describe digital, integrated and innovative infrastructures, China's 'new infrastructure' concept demonstrates the region's objective to stimulate the economy through technology. The 2020 edition of

Parking China will examine the parking industry's role in the implementation of this scheme. Jointly organised with China Urban Parking Industry Association, the 'China Parking Industry Convergence Development Forum' will discuss three major topics:

- Industry integration: analyse the latest trends in parking, construction and urban planning from a government policy perspective.
- Technology integration: discuss the integration and application of new parking IoT technologies.
- Application and development: share the latest solutions and applications of major smart parking product categories.

The SSHT and SIBT [exhibitor search engine](#) is now online and will be regularly updated. Visitors can also view the 2020 [exhibitor list](#) to prepare before the fair in order to maximise their experience onsite.

For other information, please visit the fairs' [official website](#).

SIBT is organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Branch and The Intelligent Engineering Branch of China Exploration & Design Association. The organisers of SSHT are Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Branch and China Smart Home Industry Alliance.

The two fairs will next be held from 2 – 4 September 2020 at Shanghai New International Expo Centre in China. SIBT and SSHT are both headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will take place from 13 – 18 March 2022.

Messe Frankfurt also organises a series of light and building technology exhibitions in Asia including Guangzhou Electrical Building Technology, Guangzhou International Lighting Exhibition and Shanghai International Lighting Fair. The company's light and building technology trade fairs also extend to markets in Argentina, India, Thailand, 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).

#### **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and

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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. Headquartered 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)

\* preliminary figures 2019