

Press release

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SIBT & SSHT 2021 to offer wide-ranging business opportunities through matching services once again

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Shanghai Intelligent Building Technology (SIBT) and Shanghai Smart Home Technology (SSHT) will take place on the rescheduled dates of 10 – 12 December 2021 in halls N3 to N5 of the Shanghai New International Expo Centre, and will be held alongside the concurrent Parking China (PKC) fair and the Shanghai Smart Office Technology (SSOT) zone. This year's editions will continue their successful online and offline matching programmes 'In-Matching' and 'Business Matching & Appointment Making Services'.

After much positive feedback on the 'In-Matching' and 'Business Matching & Appointment Making Services' from exhibitors and visitors last year, SIBT and SSHT will offer both again this year to further help industry players to adapt to the rapid development of the smart building, smart office, smart parking and smart home markets in China.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd commented: "Along with the steady recovery of the Chinese economy, the smart industry is developing at a fast pace and continuously expanding, while smart aspects are creating connections throughout the industry and featuring in a wide range of new products. So we are optimistic that the fairs will offer a successful business environment this December, aided by our business matching services, and that they will bring about a positive message to the industry as a whole. Our fairs will continue to move forward alongside the industry, stimulating innovation and inspiration in this new era of smart products and solutions."

The 'In-Matching' service will pair supply and demand between select, high-quality exhibitors and specially invited buyers to arrange onsite meetings over the fairs' three days. Participants' meeting schedules will be tailor-made by the fairs' business matching experts to ensure they meet the right targets.

The 'Business Matching & Appointment Making Services' uses the WeChat platform to arrange meetings between all exhibitors and buyers, and offers other services including visitor registration and exhibitor search. The SIBT & SSHT [online exhibitor search](#) has also been launched and will continue to be updated with the latest exhibitor information.

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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.

SIBT and SSHT are part of Messe Frankfurt's Light + Building Technology fair portfolio headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will be held from 13 – 18 March 2022.

Messe Frankfurt organises a number of trade fairs for the light and building technology sectors in Asia, including Guangzhou Electrical Building Technology, Guangzhou International Lighting Exhibition, Thailand Building Fair and Thailand Lighting Fair. The company's lighting and building technology trade fairs also cover the markets in Argentina, India, Russia and the UAE.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To learn more about SIBT and SSHT, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.com.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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 flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. 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