

Press

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Press Release
Intelligent Green Building

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Messe Frankfurt incorporates eight fairs to introduce the “Intelligent Green Building - IGB” exhibition platform in China

A prosperous future anticipated for China’s intelligent green building market

Intelligent green building is currently one of China’s urban development focuses, and the mission for creating a greener and energy-efficient country remains a top priority. To accommodate increasing market demands for intelligent and green building infrastructures, Messe Frankfurt is incorporating its eight events on building technology in China to launch the “Intelligent Green Building - IGB” exhibition platform. Collectively, these fairs aim to offer architects, contractors, designers and engineers total solution for building energy efficiency. Products and solutions on building automation covered across the associated shows include:

- Lighting and LED products
- HVAC
- Sun-shading systems
- Solar building
- Smart home
- Audio and video systems
- Generic cabling products
- Access and security devices
- Electrical engineering
- Sanitation wares

Ms Lucia Wong, Deputy General Manager, Messe Frankfurt (Shanghai) Co Ltd commented: “We have years of experience in

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organising building technology fairs in China. Thanks to the great supports we continue receive each year from industry associations, government bodies and influential commercial brands, we have gained invaluable insight on the current and future state of building technology's development. This insight has translated into the engaging exhibitions as well as high-end seminars and conferences we produce each year, most of which have now become signature events for industry professionals. Through the integration of these fairs into this new exhibition platform, we aim to provide an inclusive channel for intelligent and green building industries. Suppliers and professionals in the industries can exchange market information for developing new areas for growth and initiating more business opportunities with fellow exhibitors and buyers."

The "Intelligent Green Building - IGB" exhibition platform in China will take place in Shanghai ,Guangzhou and Beijing. Upcoming fairs include:

Shanghai (3 – 5 September 2014)

- Shanghai Intelligent Building Technology
- Shanghai International Lighting Fair
- ISH Shanghai & CIHE - Shanghai International Trade Fair for Heating, Ventilation and Air-Conditioning

Guangzhou (9 – 12 June 2014)

- Guangzhou Electrical Building Technology
- Guangzhou International Lighting Exhibition
- Building Solar China (Guangzhou)

Beijing

- Beijing International Building Technology (**Spring 2014**)

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- ISH China & CIHE - China International Trade Fair for Sanitation, Heating, Ventilation & Air-Conditioning (**13 – 15 May 2014**)

A prosperous future anticipated for China's intelligent green building market

Smart cities and green buildings are prime urban development projects for China. The country is focused on enhancing energy efficiency of the communities to sustain its continuous economic growth, competitiveness and most importantly, improve national living quality. Furthermore, as national income levels rise and technology advances, people in China are determined to pursue a higher living standard that will provide greater levels of comfort, convenience, efficiency and safety. Backed with all the mentioned factors, the construction of intelligent and green building is now an inevitable trend to accommodate rapid urbanisation.

According to the Chinese government's 12th Five-Year Plan, Internet-of-Things, cloud computing and buildings that emphasise energy efficiency and environmental protection are all emerging pillar industries in the country. Intelligent building's growth rate will soon surpass the general construction industry in China. Within the next 10 years, the market size for smart cities and intelligent buildings is expected to exceed USD 164 billion. By 2020, this massive market growth will place China as the largest market for intelligent building technology, accounting for approximately one-third of the global market share.

With global warming becoming a major worldwide concern, the Chinese government has established a series of policies to advocate the use of environmentally friendly, energy-efficient and sustainable technologies for all domestic urban development projects in the

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foreseeable future. Currently, buildings account for 30% of total energy consumption in China. The incorporation of intelligent green buildings in China's large scale urban development will more than likely lower energy consumptions effectively. It is estimated by 2020, project investments on energy-efficient buildings in China are expected to worth USD 246 billion.

Intelligent and green buildings are currently the biggest trends in the development of building technology in China. The "Intelligent Green Building - IGB" exhibition platform is designed to meet market needs and create business opportunities for one of the most fastest growing markets in the country.

For more information, please visit www.intelligentgreenbuilding.cn or email to igb@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade show organisers with 536.9 million euros in sales and 1,833 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organised 109 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com