

Final Report

October 2013

ISH Shanghai & CIHE

Shanghai International Trade Fair for Heating, Ventilation and Air-Conditioning

Shanghai, China, 25 – 27 September 2013

Shanghai New International Expo Centre

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ISH Shanghai & CIHE 2013 successfully concludes with high praise for East and Central China's HVAC market

Favourable reviews highlight the debut of European Pavilion

Concurrent fringe events commended for furthering regional growth in individual heating

ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation and Air-Conditioning, drew to a successful close for its 2013 edition. Held from 25 – 27 September at the Shanghai New International Expo Centre, the show was designed to better educate end-users and industry professionals on the application of HVAC technology across the regional market. Covering an exhibition area of 11,732 sqm, the fair attracted 249 exhibitors from 15 countries and regions, and drew 10,183 visitors from 44 countries and regions.

With the second edition taking place concurrently with Shanghai Intelligent Building Technology and the Shanghai Building Water, Water Treatment Technology and Equipment Expo, participating exhibitors and visitors were able to explore three of the most important areas in building development at one central location.

ISH Shanghai & CIHE show at a glance:

Total number of visitors	10,183 (+22.3% from 2012)
Local visitors	9,627
Overseas visitors	556

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ISH Shanghai & CIHE

Shanghai, China, 25 – 27 September 2013

Number of represented countries and regions	44
Top 10 visiting countries and regions (in order of highest attendance)	Korea, Russia, Hongkong China, Taiwan Region, Japan, Germany, India, Mongolia, Italy, Thailand.
Total number of exhibitors	249 (+51.8% from 2012)
Local exhibitors	198
Overseas exhibitors	51
Number of exhibitor countries and regions represented	15

Commenting on the success of the show, Mr Richard Li, General Manager of Messe Frankfurt in China shared: “The Shanghai edition to our ISH brand continues to achieve its mission: introducing and promoting the concept of individual heating and related HVAC technologies to East and Central China. Industry players across China and the world have confirmed the importance of this show to the rise of China’s next great HVAC market. I am pleased with the show’s results, and I believe it will continue to grow for years to come.”

Mr Li Hongbo, General Manager, Beijing B & D Exhibition Co Ltd added: “What this show has shown this year is that the market demand for HVAC technology in East and Central China is very strong. By organising the fair in addition to its concurrent fringe events, we have positioned ISH Shanghai & CIHE as the regional destination for all HVAC and building technology related professionals to meet, share knowledge and implement new technologies to their upcoming projects.”

Exhibitors at the 2013 show covered a range of HVAC specialities that could be implemented from the property construction stage up to

ISH Shanghai & CIHE

Shanghai, China, 25 – 27 September 2013

individual home use. They shared equal satisfaction for both the opportunities ISH Shanghai & CIHE presented as well as the quality of decision makers who attended the show.

Mr Boo Pak Lee, General Manager of exhibitor Beijing Kyung Dong Navien Boiler Co Ltd, was satisfied with the show's results. He commented: "ISH Shanghai & CIHE is a highly-recognised brand, focusing on the Eastern China region. We participated in the hopes of finding more qualified agents, distributors and real estate developers through this great platform. The show also gave us a good channel to learn about other industry peers' products and technologies."

Mr Peter Chiu, Marketing Director, Shanghai Dewang Aluminum Co Ltd said: "We used to focus on exporting, but now we aim to grow our business in the domestic market. The results of our participation were good. Seventy percent of the name cards we received were distributors. Visitors were professional. We will definitely come back next year. The HVAC market in Eastern and Central China is getting better and better. Low temperature heating is the biggest trend, and I believe all products will start to become green and energy-efficient oriented."

Visitors were also impressed and delighted by the number of quality exhibitors and products at the show. Mr Zuo Guocui, Deputy Chief Engineer, Shanghai Meiya Jinqiao Energy Co Ltd expressed: "Our company is an investor and operator of central heating systems in Shanghai's Jinqiao area. By attending ISH Shanghai & CIHE, I gained a lot about the concepts of individual heating and energy-saving technology on valves. Meanwhile, I met many potential partners and found some great products. It's a very nice show and I will continue to support it for years to come."

Page 4

ISH Shanghai & CIHE

Shanghai, China, 25 – 27 September 2013

Mr Joakim Arndt, Managing Director, Impel from Sweden shared: “This is my first time visiting this fair. We are in the heating business and I came to look for suppliers of fittings and related systems. I found a couple of interesting items, including boilers and hoses. I also successfully found two qualified suppliers here. It was a successful trip.”

Favourable reviews highlight the debut of European Pavilion

This year marked the introduction of the European Pavilion to ISH Shanghai & CIHE. The pavilion consisted of a number of leading European HVAC brands, who highlighted some of the best technologies currently available from the continent. Participating brands in the pavilion shared equal satisfaction for the show, and through this positive response, the pavilion is confirmed to return once again for the 2014 edition.

Mr Rolf Keidel, General Manager, Keidel GmbH, and participating brand in the European Pavilion expressed: “China is the biggest market and we wanted to establish our brand here. I came to meet existing customers and establish contacts for dealership. Most of the leads I received were good. I am happy and satisfied with the show. And it is good to hold the show concurrently with the building and water exhibitions. I will join next year and hope to come back with a newly found partner.”

Concurrent fringe events commended for furthering regional growth in individual heating

During the first two days of ISH Shanghai & CIHE, a series of engaging fringe events, which included seminars and classroom-style discussions, were held to raise professional knowledge on individual heating technology. Attendees to the fair were offered

Page 5

ISH Shanghai & CIHE

Shanghai, China, 25 – 27 September 2013

seven programmes with dozens of sessions, covering topics such as floor-heating installation, the application of radiator heating and heat pump technology, building heating trends and much more. Speakers provided key insight from their expert knowledge on HVAC technology, and attendees were collectively impressed by the information and industry contacts they were able to obtain.

Mr Ding Zhongming, Chief Engineer, Zhuhai Edison Ecotech Co Ltd, a moderator and speaker at the HVAC Classroom shared: “Further to last year’s success, the second season of the HVAC Classroom was even more successful. Most of the attendees were new to the industry. They wanted to capture the growing market for heating products in the Eastern and Central region. I would say the past two years of this programme tested the demand for HVAC solutions in the region. We can now see that there is a growing market ahead of us.”

Mr Gong Ping, General Manager, HVAC Development Department, Shanghai White Butterfly PPR Technology Co Ltd, was an attendee to a seminar focused on the design and installation of high-quality drink-water piping systems. He commented: “What I learned at the seminar was very helpful to me for the sale and installation of the presented piping system. Seminars like this are very important to us. It provides trend indicators industry players should not miss.”

ISH Shanghai & CIHE is part of Messe Frankfurt’s building and energy fairs. It is organised by Messe Frankfurt (Shanghai) Co Ltd, Beijing B & D Tiger Exhibition Co Ltd and Shanghai Zhanye Exhibition Co Ltd. The next edition is scheduled to take place from 3 – 5 September 2014. The show is headlined by the biennial ISH event in Frankfurt, the world’s leading trading fair for the Bathroom Experience, Building, Energy, Air-conditioning Technology and

Page 6

ISH Shanghai & CIHE

Shanghai, China, 25 – 27 September 2013

Renewable Energies, with its next show being held from 10 – 14 March 2015.

Furthermore, the next edition of ISH China & CIHE – China International Trade Fair for Sanitation, Heating, Ventilation and Air-Conditioning is scheduled to occur at the New China International Exhibition Center from 13 – 15 May, 2014 in Beijing, China. For more information, please visit www.ishc-cihe.com or email info@ishc-cihe.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