

Final Report

ISH Shanghai & CIHE
Shanghai International Trade Fair for Heating, Ventilation &
Air-Conditioning
Shanghai New International Expo Centre
Shanghai, China, 31 August – 2 September 2016

Hong Kong, September
2016

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ISHS & CIHE 16_PR3_Eng

ISH Shanghai & CIHE 2016 ends in acclaim, demonstrating the great potential of Eastern and Central China's HVAC market

Exhibitors commended show for its high business creation potential

Air-source heat pump technologies and home comfort were event focal points

Dedicated to the HVAC market in Eastern and Central China, the fifth edition of ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation & Air-Conditioning was successfully held from 31 August – 2 September 2016 in Hall W1 of the Shanghai New International Expo Centre (SNIEC). The show was jointly organised by Messe Frankfurt (Shanghai) Co Ltd, Beijing B&D Tiger Exhibition Co Ltd, Shanghai Zhanye Exhibition Co Ltd and the China Council for the Promotion of International Trade (CCPIT) – Shanghai Pudong Sub-Council.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, expressed: "After five years of development, ISH Shanghai & CIHE has become a sophisticated fair that attracted 16,527 visitors (2015: 15,726, +5%) and hosted 192 exhibitors this year. Among those exhibitors were companies from the popular European Pavilion and the new Premium Brand Zone. Exhibitors commended the visitor quality while buyers appreciated what they found onsite. In addition, the concurrent events were well-received and generated so much interest that many sessions were crowded with standing attendees. This strong attendance demonstrates that there is great market potential and the show is a proven annual professional trade platform for the HVAC market in

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Eastern and Central China.”

Mr Li Hongbo, General Manager at Beijing B&D Exhibition Co Ltd, added: “Winters in Eastern and Central China are getting colder and colder. This fact coupled with rising spending power in the region is making the demand for greater home comfortability soar. The HVAC market is blossoming here. We will stay close with market trends and continue to connect suppliers with buyers through ISH Shanghai & CIHE, as well as introduce the latest products and technologies to the Chinese market.”

Being a member event of the “Intelligent Green Building – IGB” exhibition platform (Shanghai edition), ISH Shanghai & CIHE ran concurrently with three other fairs: Shanghai Intelligent Building Technology, Shanghai Smart Home Technology and Shanghai International Lighting Fair. Collectively, these events provided total solutions for energy-efficient building technologies to Eastern and Central China. The exhibitions spanned across 40,000 sqm covering halls W1, W3, W4 and W5, while gathering over 600 exhibitors and 52,000 trade visitors.

Exhibitors commended ISH Shanghai & CIHE for its high business creation potential

Given rising demand for heating solutions in Eastern and Central China, many overseas and domestic enterprises use ISH Shanghai & CIHE as a springboard to penetrate the region’s promising HVAC market. The European Pavilion joined for the third time this year and several leading local exhibitors participated in the new Premium Brand Zone, where unique booth designs were applied and products were showcased in a designated display area.

Thermotec was one of the exhibitors at the European Pavilion. Mr Lu Xiaohua, spokesman for the brand, said: “It is our third year participating in the European Pavilion at ISH Shanghai & CIHE. Our results were fruitful in the past years and so we came back again this year. Through exhibiting at the show, potential customers are able to learn more about our company and products. We can also network with fellow industry peers and learn from their product trials. Recent winter temperatures in Eastern and Central China have reached as low as -5 degrees Celsius and various heating solutions such as those using water and electricity are being applied. The market is emerging and my outlook is positive so I will come back to exhibit again next year.”

This year, many exhibitors were happy with the quality and quantity of visitors, particularly the high concentration of agents and distributors.

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Exhibitors also reacted positively to the strong potential for forming business deals at the fair.

Mr Paolo Chen, General Manager of Italtherm (Beijing) Heating Technology Co Ltd – a renowned Italian exhibitor, expressed: “The wall-hang boiler market has the highest potential for growth in Eastern and Central China. As more piping systems are installed and residents earn higher incomes, people will ask for more comfortable heating solutions. Therefore, we are introducing our standard wall-hang boilers with heat efficiency at 92 – 94%, as well as our condensing boilers which are commonly used in Europe. Our main objective is to meet with distributors and the results we have achieved are better than expected. The show helped us to promote the advantages of our Italian brand to distributors and end-users from Shanghai, Zhejiang and Jiangsu.”

Having made its overseas exhibition debut at ISH China & CIHE in Beijing earlier this year, Daian Service Inc from Japan also joined ISH Shanghai & CIHE. Mr Hiroshi Yonemura, Deputy Manager of the company’s Overseas Business Planning & Development Department, expressed: “We are a manufacturer who is new to the Chinese market. Therefore, we need to establish a distributor network to develop here. I am delighted that there were a lot of distributors and agents at the fair. Business opportunities at the show are abundant and I received enquiries for a container order almost everyday. Additionally, the service provided by the organiser was very good and I will definitely return again.”

System integration was the key sales point of Menred Group Co Ltd. Ms Zhang Lingli, Manager of the company’s Marketing Department, said: “Exceeding our expectations was the popularity of our fresh air products this year. Visitor flow to our booth is always high, so we participate in both the Beijing and Shanghai shows every year. Nowadays, turnover is no longer our main focus at the exhibition, rather brand promotion is. Our objective is to find more distributors of end-users so we can introduce our products to real consumers.”

Visitors also gave positive comments about their visits. A commonality between them was that they were pleased with the innovative products and technologies introduced by the European Pavilion and imported brands. Tianjin Yilan Energy-efficient Technology Co Ltd, a distributor of end-of-line products, plans to transform itself into a system integrator. Mr Li Guanglin, General Manager of the company, said: “The integration of air conditioning with floor heating is the current trend and so I came to the show to learn more about this. There are plenty of imported brands offering products with quality that is much higher than those made domestically, such as flooring heating and manifolds. I need to learn

more about these products so I can introduce them to my clients in the future.”

Air-source heat pump technologies and home comfort were event focal points

The informative concurrent programme was one of the show highlights, providing the latest market intelligence and ample networking opportunities. Speakers and attendees agreed that the heating market in Eastern and Central China has huge potential. As such, air-source heat pump technologies and home comfort were the focal points of the programme.

Mr Cooper Zhao, Deputy Secretary General of the China Heat Pump Alliance and the Heat Pump Committee of the China Energy Conservation Association, organiser of the “Shanghai International HVAC Forum – Heat Pump Technologies, stated: “The Yangtze River Delta is the most populated and economically developed area in China. The need for heating is out there but there is no sophisticated piping network for central heating. Therefore, in the long run, air-source heat pumps (ASHP) will be a big market with high potential here. The full audience indicated that the whole industry supply chain, from manufacturers and distributors to engineers and end-of-line enterprises, recognises that ASHP is the trend. These players joined the forum to learn for better design, manufacturing and sales of ASHP solutions.”

The seminar on “Floor Air Supply System Application Technologies“, co-organised by the renowned industrial portal hvac8.com, was another event that recorded strong attendance. Coming from the Technical Department of Dakin (China) Investment Co Ltd, seminar attendee Mr Zheng Lei noted: “The seminar mainly covered the design and installation of floor air supplies, and their actual applications in the market, which interested me the most. The presentations by speakers helped me to expand my thinking. I learned new techniques and obtained the latest market intelligence. This kind of technical seminar can draw many professional visitors and exhibiting installers to the show.”

Additionally, there was an interactive brainstorming session on Tenement Home Comfort hosted by Mr Tian Bo, a renowned HVAC WeChat group leader. He said: “The brainstorming session discussed ways to increase product efficacy and amenity of air conditioning, heating and water purification in older homes. This emerging market has huge potential. The room where the session was held was packed with a full audience made up of both exhibitors and visitors. One after another, manufacturers, system integrators and system providers alike took to the floor with their ideas. I hope the session delivered new inspiration, ways of thinking and business opportunities to the industry.”

The next ISH Shanghai & CIHE will be held from 5 – 7 September 2017 at Shanghai New International Expo Centre. It is headed by the biennial

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ISH event in Frankfurt, Germany, which is the world's leading trade fair for the Bathroom Experience, Building, Energy, Air-Conditioning Technology and Renewable Energies. The mother event will take place from 14 – 18 March 2017. Moreover, a new addition to the ISH exhibition profile is ISH India powered by IPA, which will run from 23 – 25 February 2017 at the India Expo Centre. For more information, please visit www.ish.messefrankfurt.com.

As for the next edition of ISH China& CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning Sanitation and Home Comfort System, it is scheduled to be held at the New China International Exhibition Center in Beijing, China from 18 – 20 May 2017. 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 fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

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