

Final Report

October 2012, Hong Kong

Shanghai Intelligent Building Technology
Shanghai World Expo Exhibition and Convention Center
Shanghai, China
20 – 22 September 2012

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Fair concludes with praise for Messe Frankfurt's participation

Exhibitors highlight the growth of intelligent building in East China

Visitors commend the show's quality exhibitors and informative fringe programmes

With the inaugural participation of Messe Frankfurt, the 2012 Shanghai Intelligent Building Technology fair concluded with positive acclaim from attendees and supporting organisations. Jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Council and Shanghai Hongshan Exhibition Service Co Ltd, the show was held from 20 – 22 September 2012 at the Shanghai World Expo Exhibition and Convention Center. The show welcomed 7,883 visitors from 30 countries and regions, of which 97% were domestic and 3% came from overseas. A total 6,000 sqm of space was utilised by the show's 92 exhibitors. Overseas exhibitors came from countries and regions including Belgium, Canada, Germany, Hong Kong and the United States.

The 2012 edition was developed in order to meet the rising demands for building automation, smart home technology, generic cabling as well as security and access control solutions in Shanghai and East China. And with the engagement of Messe Frankfurt this year, the show received a strong addition of professionalism and international exposure.

Mr Richard Li, Deputy General Manager of Messe Frankfurt in China noted: "Messe Frankfurt joined the Shanghai Intelligent Building Technology fair this year due to the incredible growth of intelligent

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buildings in the China market. The show already had a strong regional following in the East China region, and with our experience, we believe the show will start to gain stronger recognition in China's intelligent building community.”

Exhibitors highlight the growth of intelligent building in East China

First-time exhibitor, Gira Giersiepen GmbH & Co KG, is a 107-year old developer of low-voltage appliances. Sharing their experience at the 2012 show, Ms Evangeline Wang, Marketing Specialist for Gira in China commented: “We received many visitors, 50 to 60 percent of which are our target customers, primarily system integrators and developers. The Eastern China smart home market has become very valuable to our business.”

Belgian manufacturer TELETASK BVPA was represented at the 2012 show through its domestic partner, Dolitec Trading (Beijing) Co Ltd. Ms Zhang Jing Jing, Vice General Manager of Dolitec shared: “The show performs much better with Messe Frankfurt. There were no overseas exhibitors before and now there are several major international brands. The organiser has done a good job in exhibitor recruitment. The result is very good and exceeds our expectations. We are able to meet face-to-face with many system integrators, engineering companies and distributors, who are all our target visitors. We'll come back again next year.”

Mr Wang Jiejun, Business Development Manager, Thermokon Automation Equipment (Shanghai) Co Ltd explained: “We have exhibited at this fair several times. This year, the whole exhibition has significantly been upgraded. Show scale is bigger and the venue is more modern, giving the exhibition a more refreshed feel. The results have been very good.”

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EnOcean Alliance, a Germany-based consortium of companies focused on the promotion of self-powered wireless systems, was both an exhibitor and seminar speaker at the Shanghai show. As an exhibitor, Mr Graham Martin, Chairman and CEO boasted: "It's been an excellent show. We had 500 visitors to our booth on the first day, after which all of our brochures were gone. The Chinese government and many private citizens are more aware of energy efficiency now. At first, the application was primarily in government and commercial buildings. Now the market is going into high-end smart homes. We chose this fair because visitors here are really interested in building automation. We received hundreds of contacts who will hopefully become potential members."

I-TONE Intelligent Products Co Ltd came to the show to promote their Wi-Fi control system. Their goal was to find local distributors and agents in China. Mr Jie Weng, Sales Executive expressed: "The number of quality buyers is high and a few buyers made preliminary decisions already. We also have attracted some agents that want to represent our Wi-Fi intelligent systems. The show has been very fruitful to our business."

Visitors commend the show's quality exhibitors and informative fringe programmes

The 2012 show proved to be successful for visitors. With rising demand for intelligent building technology in China, the Shanghai show was one event local buyers could not afford to miss. Mr Wan Yu, Regional Manager, Tlon (Wuxi) Internet of Things IT Technology Co Ltd said: "The show is a good platform for exchange and enhancement. I came to observe new technologies and meet old clients. Internet of Things has been a popular topic recently and the smart home market is exploding. The outlook for smart home technology is bright. The show helped me to understand the market's status."

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Mr Hu Duohui, Sales Manager, Changxing New Technology (Beijing) Co Ltd, visited the show to look for new products for his system integration business. He noted: “The show is good for promoting smart homes. Many people are still not familiar with the intelligent building industry. Geographically speaking, the development in East China is better. I will come back again next year.”

First time visitor, Jitao Zhang, General Manager, Shangdong Xinchengxin Electronic Technology Co Ltd, came to source a range of cabling and home automation products for his company’s upcoming local projects. Sharing his views on the show, he said: “This is an exceptional show. My main goal for visiting was to learn about the latest market technology trends and view the latest products. After visiting all exhibitors, I found intelligent lighting control products from a Taiwan-based company that would be an excellent addition to my business.”

As for fringe programmes, the 2012 show offered 12 unique seminars and forums on everything from the global development of intelligent building standards, to the importance of design in intelligent buildings. Mr Augustine Wen, Sales Manager, Control4 USA held a discussion on Integrated Home Automaton Design in Audio and Video systems. He shared: “My reason for being a speaker at the forum was to introduce our intelligent home automation products and promote our Control4 brand. I wanted to connect with more intelligent building and household companies from mainland China. I also wanted to know more about domestic development trends. Shanghai Intelligent Building Technology is a good platform for our company to introduce our brand and bring our products into the China market.”

Mr Gaoyang Liu, Electrical Engineer, State Grid XJ Group Corporation, attended the KNX forum on the development of Smart Grids. His department is responsible for the management of group energy systems in several factories across southern China. He noted:



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“The topic of the forum was relevant to my job and I will send feedback about the latest information on energy management to my company. It will definitely be helpful to our engineering and construction projects in the future.”

Another seminar attendee, Mr Zhu Zhi Jian, Vice Administrative Director, Hunan Lin Yi Real Estate Development Co Ltd, praised the “Development of IoT in Smart Home Industry Symposium” on the invaluable knowledge it provided him. He commented: “The presentations by professors and experts solved many of our practical problems. We can apply some of the technologies to our projects. Smart home technologies can bring a more comfortable and convenient lifestyle to properties. For example, shopping from home, home appliances control through smart phones can all be within reach thanks to the technology.”

Shanghai Intelligent Building Technology is part of Messe Frankfurt’s architecture and technology shows, headed by the biennial Light+Building event in Frankfurt, Germany. Building technology fairs in China include:

- **Beijing International Building Technology**
8 – 10 April 2013
- **Guangzhou Electrical Building Technology**
9 – 12 June 2013
- **Shanghai Intelligent Building Technology**
25 – 27 September 2013

For more information regarding these shows, please visit www.building.messefrankfurt.com.cn, or send an email to building@china.messefrankfurt.com to contact the organiser.

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