



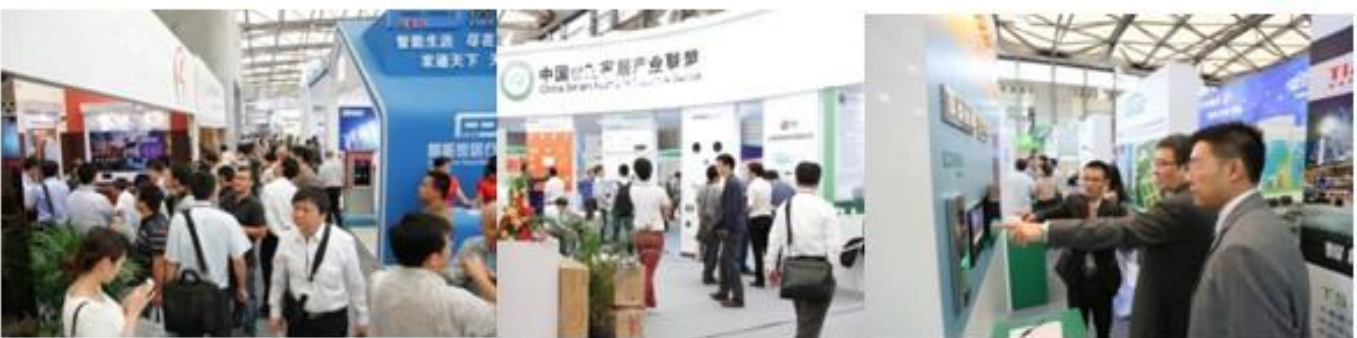
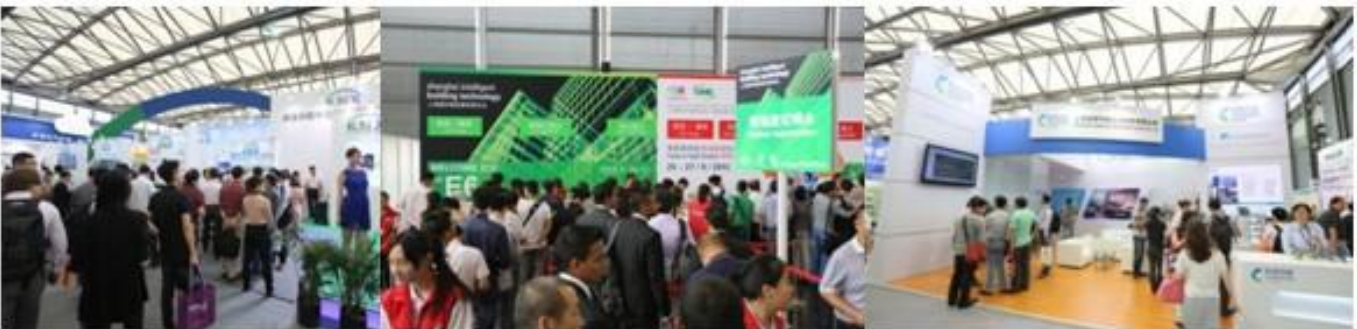
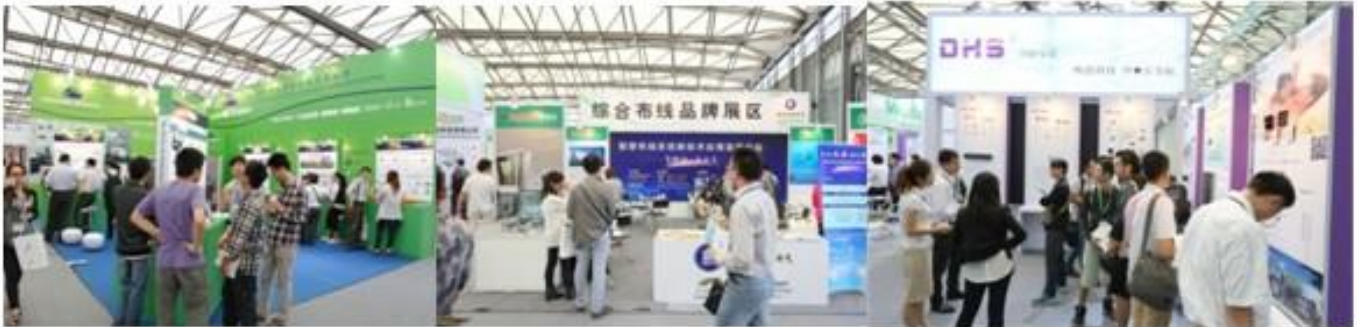
2013 Show Post Report Shanghai Intelligent Building Technology



- **10,000 sqm exhibition area**
- **135 renowned exhibitors**, prestigious exhibitors applauded the success of the comprehensive intelligent building technology platform
- **12,762 professional visitors** (up over 60%) from **50 countries and regions**, highly praised the array of technological products and solutions provided
- **14 high-end seminars** covering over **80 hot industry topics** shared by professionals, providing insight and an excellent networking platform



China's premier platform for intelligent building technology

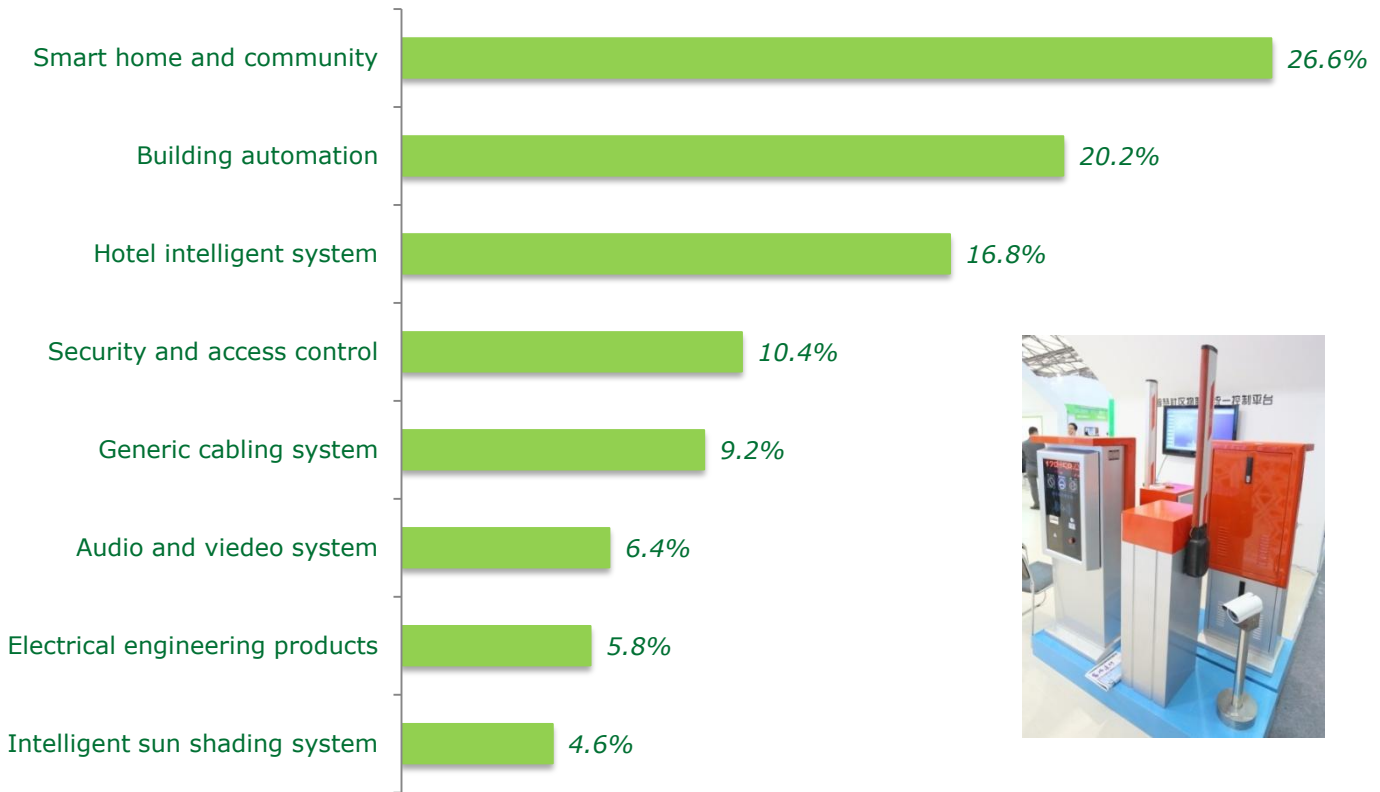


SIBT 2013 Shanghai Intelligent Building Technology focused on the three themes currently highest in demand across East China: building energy efficiency, intelligent cities and smart homes. To assist industry professionals in getting the latest products and technology exchange efficiently, two thematic zones namely "Building Energy Saving, Energy Management & Building Automation Zone" and "Generic Cabling Zone" were set up across the fairground. These zones allowed both exhibitors and visitors to maximise their time in targeting appropriate buyers and finding the right solutions.

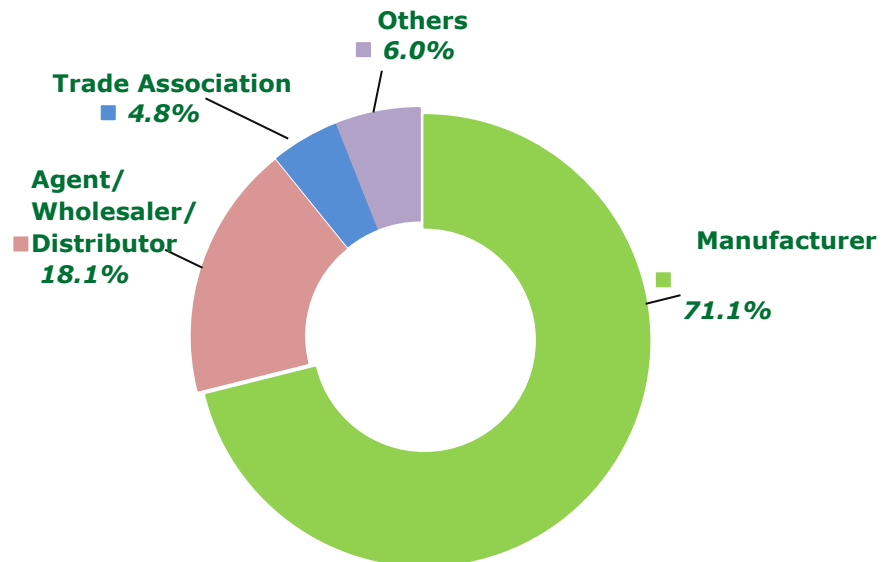
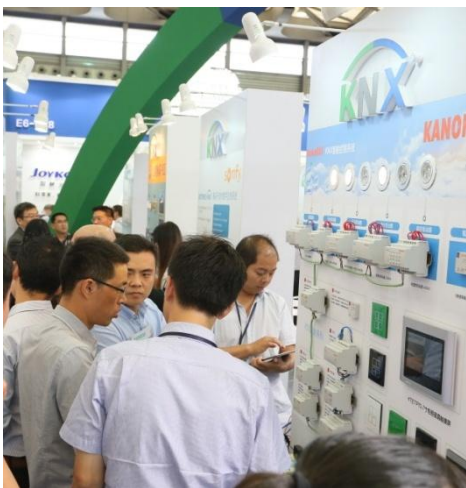
Exhibitors Profile

No. of Exhibitors: 135 from worldwide including China, Belgium, France, Germany, Hong Kong, Russia, South Korea, Taiwan, the Netherlands, the USA, and Switzerland, etc.

Business Fields & Major Products



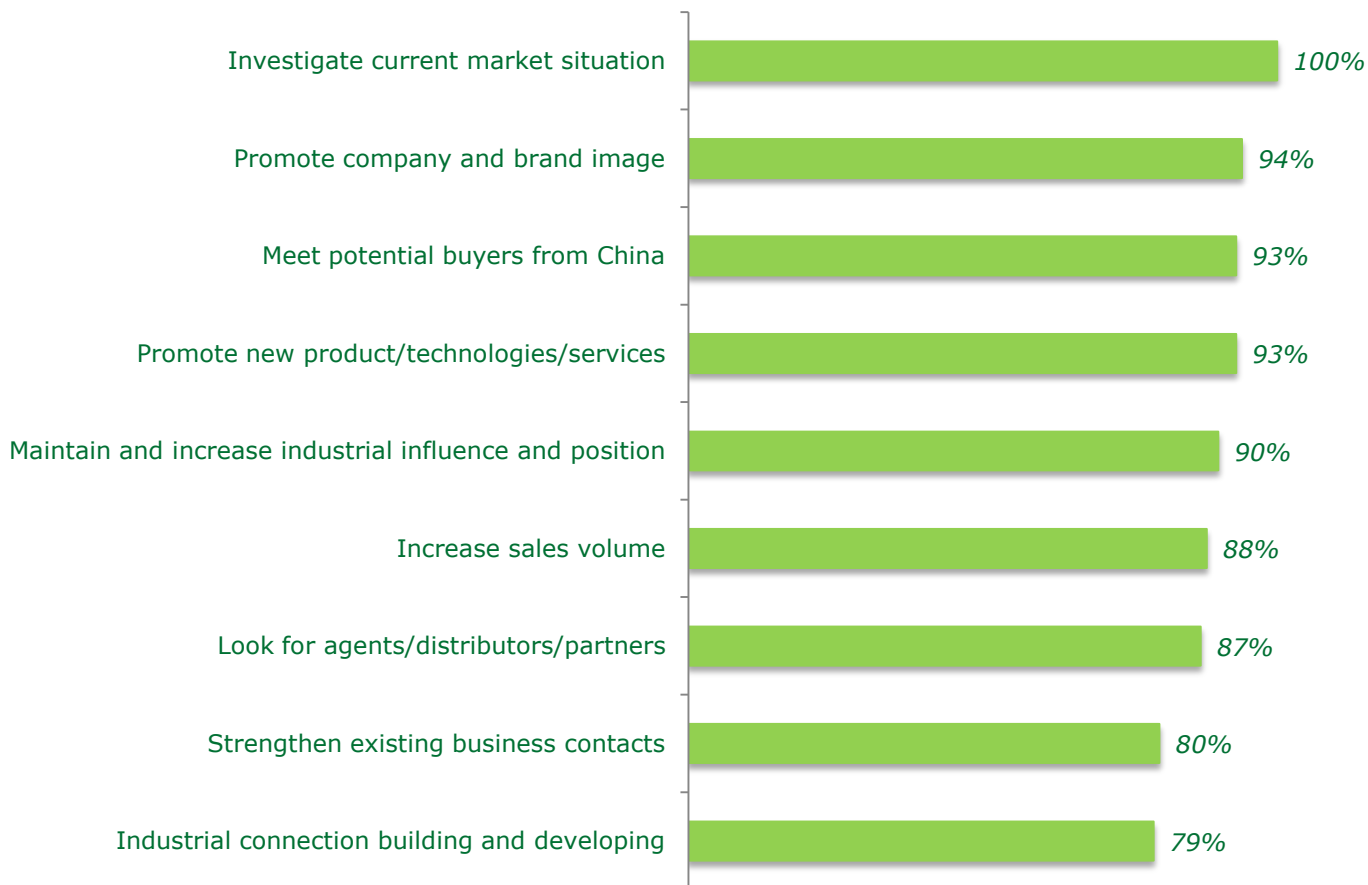
Business Nature



Exhibitors Profile

No. of Exhibitors: 135 from worldwide including China, Belgium, France, Germany, Hong Kong, Russia, South Korea, Taiwan, the Netherlands, the USA, and Switzerland, etc.

Achievement of Exhibiting Objectives



Exhibitors' Comment on SIBT 2013



- **91.7%** were satisfied or very satisfied with the **overall show quality**
- **88.7%** were satisfied or very satisfied with the **business results achieved and business leads gained**
- **90.1%** showed high satisfaction with the **visitor quality**
- **96.7%** intended and planned to **participate in SIBT 2014**

Partial List of the Worldwide Renowned Exhibitors

Smart Home – further expanded to extend the core theme of optimizing smart home development



Building Energy Saving, Energy Management & Building Automation Zone

–promote the latest in energy efficiency and intelligent building development

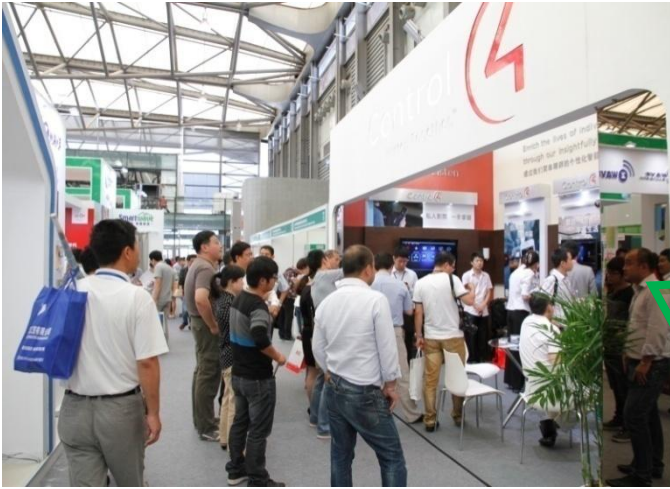


Generic Cabling Zone – for intelligent networks and cabling market in China



More... (Not listed in preferential order)

Exhibitors' Quote



"We are a first time exhibitor to the show. Our aim was to promote our personalised automation and control solutions, and to look for distributors to help sell our products. The visitor flow of the fair was very good and better than we expected. I am very positive that we can achieve our target after the fair. The results of our participation was very satisfying, we will join next year and are planning to book a bigger booth, double in size from the one this year."

**Mr Augustine Wen, Asia Territory Sales Manager
(USA Control4)**

"NorthQ is a hardware manufacturer from Denmark. Through this fair, we hoped to further expand into the China market. It is our first year joining the fair. I was very satisfied about the flow and the professionalism of visitors. They were not just from China, a great amount of them were from overseas. In the first 2 days, I met up with more than 10 European buyers who were very interested in buying our products. We will definitely return to the show next year."

**Mr Christian von Scholten, CEO
(NorthQ, Member of Z-Wave Alliance)**

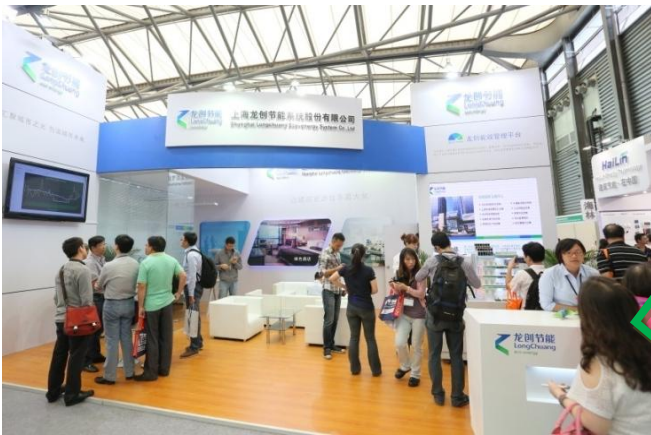


"Our company creates solutions to control energy consumption and building management and this is our second time joining the fair. I think this platform is very good. I was especially impressed by the quantity and professionalism of the visitors. We had product presentation during the fair and received many inquiries from the attendees. In addition, we already met up with potential distributors who could help promote our products in China. I think the fair was very successful. I will join next year and will book an even bigger booth."

**Mr Frederic Guilloux, China General Manager,
(DeltaDore)**



Exhibitors' Quote



"During the fair, there were many professional buyers who came by our booth and the results were good. We will probably be here next year, especially when the show will be held concurrently with the Shanghai International Lighting Fair. I am sure it will create great synergy and benefit to our business."

**Ms Faye Xiang, Director of Marketing Department
(Shanghai Longchuang Eco-energy Systems Co Ltd)**

"The information highlighted in the forum was very important to the industry. My topic, for example, shared the latest cabling standards in China. The industry players need to know the information so as to apply the standards accordingly. It was good that the organisers held seminars concurrently with the fair. The visitors could not only look for business opportunities, but were also able to obtain key industry information through attending the seminars."

Mr Zhang Yi, Head of the China Cabling Team (C-TEAM)



"This is our first time exhibiting at the Shanghai show. We brought our WAFERLOCK-brand household visible interphones and mobile remote electronic locks targeted on high-end real estate. We wanted to introduce our brand and our intelligent household products to the public through the Shanghai show. The first day of the exhibition, several villas project system integrators visited our booth. I believe our participation proved successful."

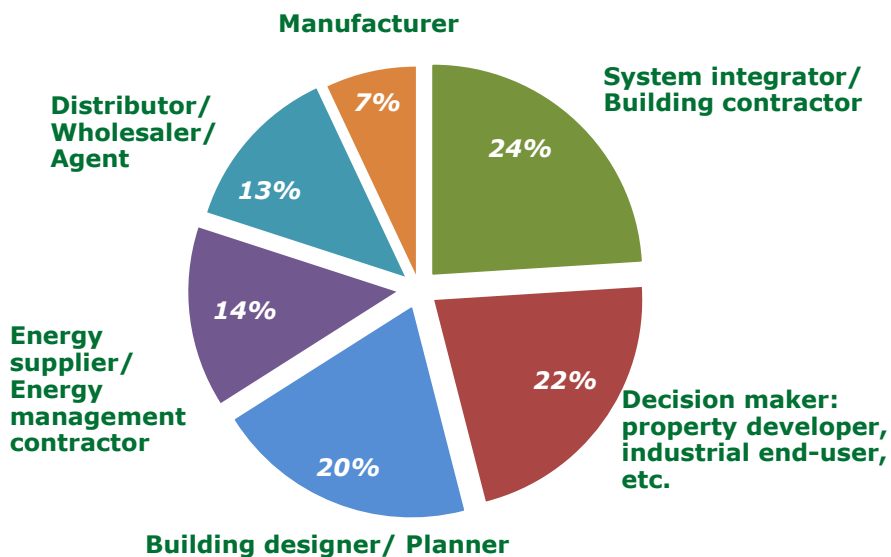
**Mr Golden Zhang, Vice General Manager
(A-Bit Electronics (Shanghai) Co Ltd)**



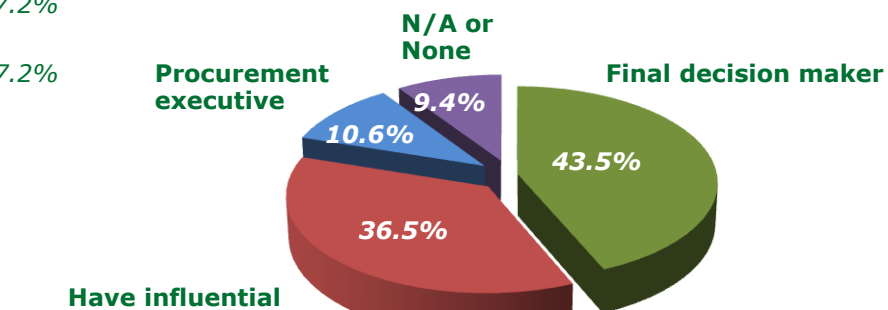
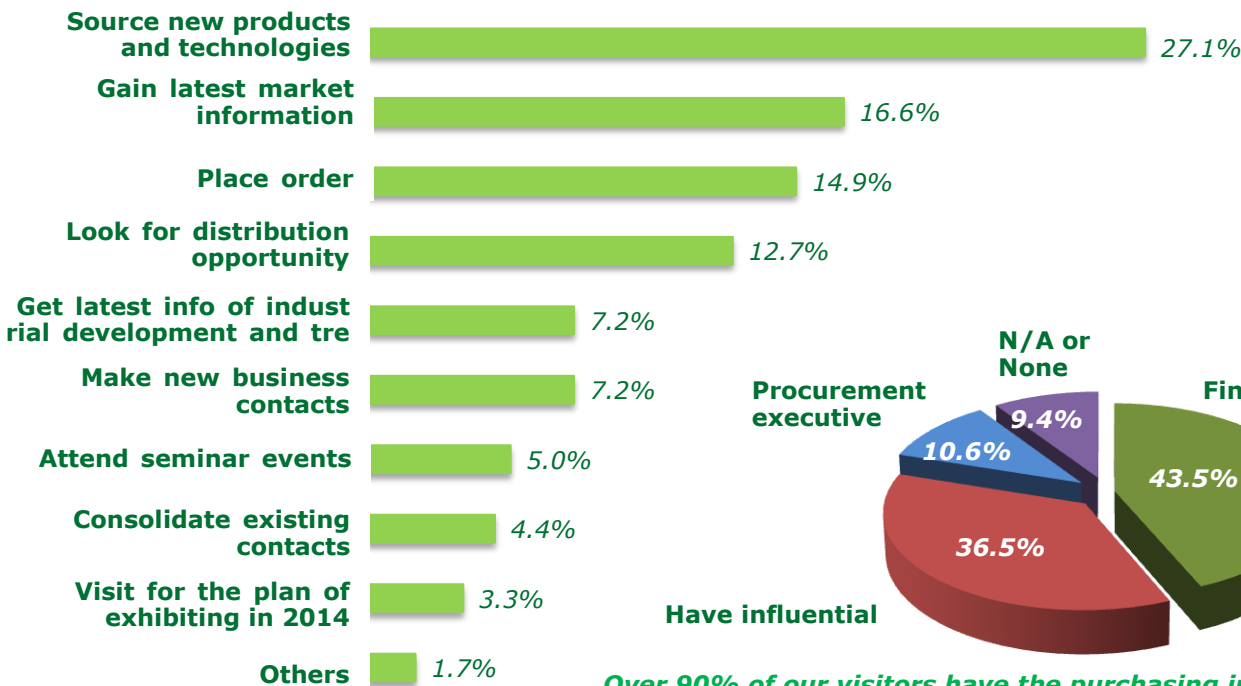
Visitors Profile

Welcomed **12,762** professional visitors from **50** countries and regions, including Australia, Canada, China, Hong Kong, Indonesia, India, Italy, Korea, Malaysia, Japan, Germany, Russia, Switzerland, Taiwan, Thailand, Vietnam, UAE, UK, USA, etc.

Job Nature



Visiting Objectives



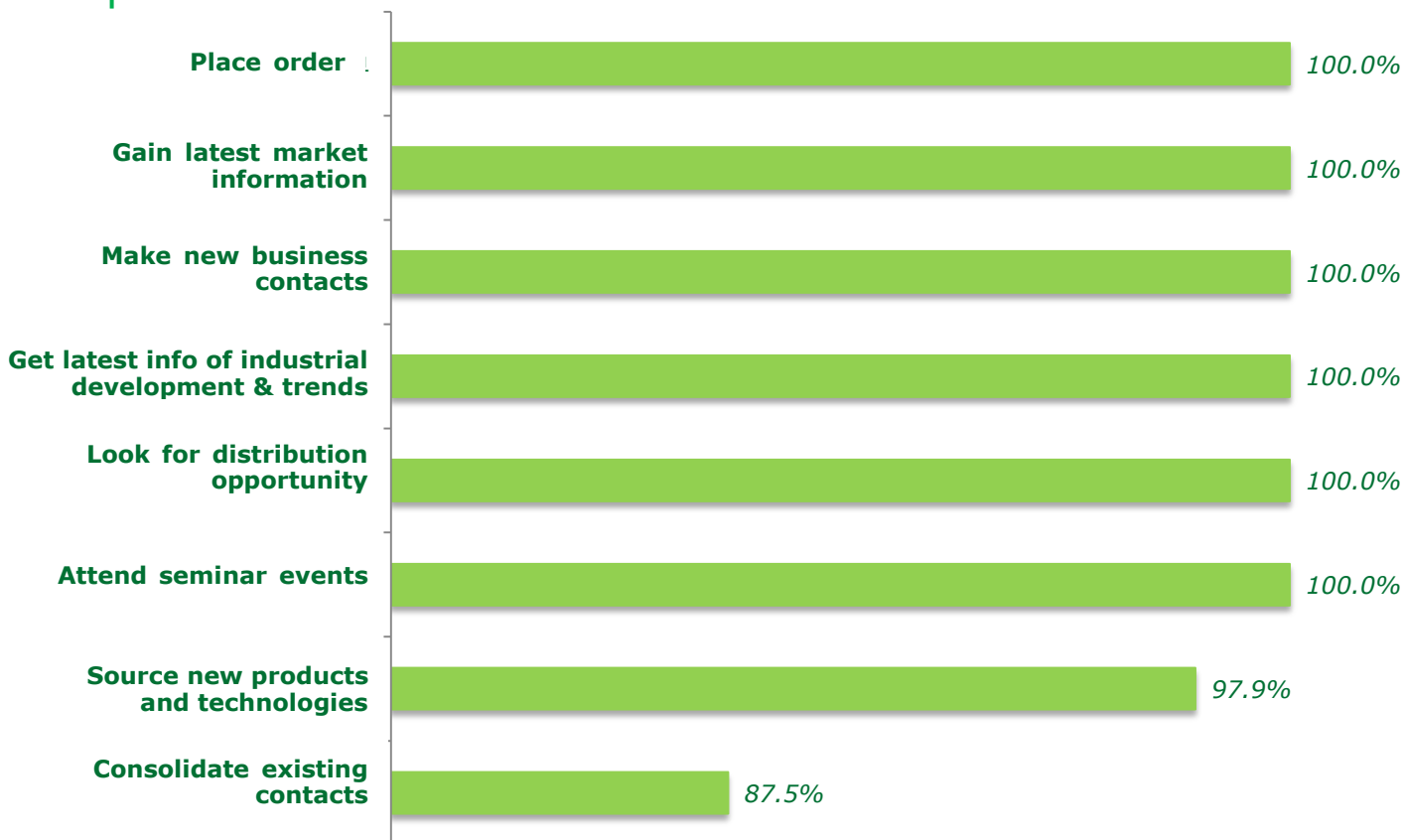
Over 90% of our visitors have the purchasing influence

Purchasing Authority

Visitors Profile

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Achievement of Visiting Objectives



Visitors' Comment on SIBT 2013



- **All** praised the **overall show quality**, in which **84%** showed very satisfied
- **All** showed high satisfaction of the **exhibitor quality**, in which **76%** were very satisfied
- **All** replied that they admired the quality and variety of **product groups and exhibits**, in which **78%** were very satisfied

Visitors' Quote

"This is my first time visiting this fair. I noticed there were a number of renowned international and local brands here. Compared to other similar fairs in Shanghai, the SIBT is definitely more professional, especially in the field of automation and smart control technology. I am here to source potential business partners, allowing me to learn about the latest trends in the industry. I am very satisfied with what I have seen during my visit."

Mr Zhou Yong Yun, EIB Engineer (JUNG)

"The main purpose of our visit was to combine our intelligent doors with other intelligent home products like lights, curtains and TVs. I hoped to seek cooperation opportunities with some exhibitors here. I feel this Shanghai exhibition is one of the most professional intelligent exhibitions in China."

Ms RuoHuan Liu, Purchasing Manager (Beijing HongChang He Zhu Electronic Technology Co Ltd)



"I hoped to cooperate with intelligent home and 'internet of things' companies, to develop a function in temperature and humidity control, wireless, smart touch switches. I was also very interested in the related forums during the show, such as Z-Wave and ZIGBEE's software development & product introduction; it was very useful to us."

Mr Hao Wu, Senior Field Applications Engineer (Silicon Labs)



"Our company is a system integrator. I came to purchase home theatres, remote control systems, cabling and solutions for my villa project. My main goal at the fair was to meet the exhibitor "Swiss Datwyler" and view their cabling products which are Siemens specified and can meet the high quality needs of my villa project."

Mr JingGuo Liu, General Manager (Shanghai Yuan Hua Enterprise Co Ltd)



Value-added seminar events enhanced networking and technology exchange with key industry leaders and government representatives



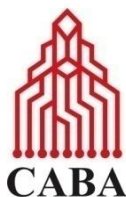
Concurrent Seminar Events

- China Cabling Team – Intelligent Building and Cabling Systems Forum
- 2013 zigbee Technology Smart Home High Level Forum – Challenge and Opportunity in the IOT times
- Building Automation and Energy Management System Technical Seminar
- Z-Wave Smart Home Control Seminar
- 2013 China Smart Home Industry Trend Forum: Business Opportunity in Diversified Markets
- Shanghai Intelligent Building Technology – Building Standard Forum
- 2013 China Hotel Management / Engineering Management Forum
- Shanghai International Intelligent Building Development Symposium – Building Energy Efficiency and Intelligent City
- Safe and Smart City: Solution for the Safe City and Intelligent Building
- China Smart Home Industry Alliance Forum – Eastern China 2013
- KNX Technical Seminar
- 2013 Abuilding.cn Electrical Engineer Salon
- Product Presentation

Media coverage



Strong Support from Leading Associations



- Asian Institute of Intelligent Buildings (AIIB)
- Building M & E Engineering Magazine
- China Cabling Team (C-TEAM) of Information Communication Professional Committee of China Engineering Construction Standardization Association (C-TEAM)
- China Hotel Engineering Alliance
- China Smart Home Industry Alliance (CSHIA)
- Continental Automated Buildings Association (CABA)
- EnOcean Alliance
- ESCO Committee of China Energy Conservation Association (EMCA)
- KNX Association
- LonMark International
- Qianjia.com
- Taiwan Intelligent Building Association (TIBA)
- The Hong Kong Institute of Architects (HKIA)
- Z-Wave Alliance



2014 Shanghai Intelligent Building Technology

Exhibit Profile

- Building automation systems and products
- Generic cabling and data center systems and products
- Smart home and community management systems
- Electrical engineering products
- Hotel intelligent systems and products
- Building energy efficiency and energy management systems and products
- Audio & video systems and products
- Security and access control systems and products
- Intelligent sun shading systems and products

Visitor Profile

Industry related

- System integrator
- Architect
- Designer
- Planner / Engineer
- Property developer / Building owner
- Housing / Property management
- Building decoration company
- Low voltage electrical contractor
- Electrical engineering / Building contract
- Residential electronic integration system installer
- Energy management service company
- Energy supplier
- Institution for standard establishing
- Industrial association / Media

Government related

- Building authority / Municipal management
- Government department / Corporate enterprise

Trade related

- Importer / Exporter
- Agent / Wholesaler / Distributor
- Manufacturer
- Industry end-user (e.g. banking, finance, hotel, stadium, school, hospital, public facility, shopping mall, restaurant, etc.)

3 Core Thematic Zones

- * **Building Energy Saving, Energy Management & Building Automation Zone**
- * **Data Center and Cabling Zone**
- * **Integrated Audio & Video System and Home Theater Zone**



Concurrent Exhibitions



Shanghai Intelligent Building Technology (SIBT 2014)

China's Premier Platform for Intelligent Building Technology

3 – 5 September 2014

Shanghai New International Expo Centre (SNIEC) • China

- **Participation details:** Stand Booth Package – RMB 9,800 per / 9 sqm (min 9 sqm)
Raw Space - RMB 1,000 / sqm (min 36 sqm)
- **Send us your [Online Booth Booking Enquiry](http://www.messefrankfurt.com.hk/develop/en/46/6069.PDF) or [Application Form](http://www.messefrankfurt.com.hk/develop/en/46/6069.PDF) to reserve your booth.**
<http://www.messefrankfurt.com.hk/develop/en/46/6069.PDF>
- **[Visitor Online Registration](#) for SIBT 2014 now.**
- **[Review](#) the snapshots of SIBT 2013:**
http://www.messefrankfurt.com.hk/fair_photogallery.aspx?fair_id=45&exhibition_id=46

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