

# Press

May 2014, Hong Kong

## Press Release

Shanghai Intelligent Building Technology  
Shanghai New International Expo Centre  
Shanghai, China  
3 – 5 September 2014

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## Shanghai Intelligent Building Technology's organisers confirm cooperation with the Custom Electronic Design & Installation Association

The organisers of the Shanghai Intelligent Building Technology fair have signed a cooperation agreement with the Custom Electronic Design & Installation Association (CEDIA). Through this newly-formed partnership, both the fair's organisers and CEDIA will organise the first edition of the Home Technology Zone at the fair's 2014 edition from 3 – 5 September. The zone will be a showcase of exhibitors involved in the development of audio and video systems, associated components, home theatre equipment, multimedia systems as well as overall system integration solutions.

The CEDIA is the world's leading authority on home technology. The association represents 3,500 member firms and serves more than 22,000 industry professionals around the world, involved in the USD 14 billion home technology industry. Collectively, their members and associated professionals are involved in the manufacture, design as well as integration of goods and services for the connected home.

Speaking about their newly-formed partnership, Mr Don Gilpin, Executive Director and COO of CEDIA noted: "CEDIA holds an international tradeshow in the US annually to further the success and business opportunities within the home technology industry and we're now focused on duplicating our industry position in the emerging China market. We see amazing growth potential in China's audio and video technology industry. By co-organising the Home Technology Zone at the Shanghai fair, it will not only greatly

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strengthen our presence in the local market, but have us well-positioned for international expansion.”

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd added: “We are excited to be working with CEDIA, as they are well-renowned within the global home technology industry. In addition to co-organising the Home Technology Zone, we will work with the CEDIA on organising a series of seminars that aim to benefit the development of China’s audio and video technology industry. China’s audio and video market is growing rapidly, and I believe the new zone will bring together a number of quality brands from around the world to meet local demand.”

Greater integration with intelligent building systems as well as changes in consumer behaviour have been two of the biggest factors in the growth of professional audio and video technology in China. The growth in demand for integrated Pro-AV equipment has coincided with the increasing use of automation technology, allowing for a more seamless operation of devices within commercial and residential buildings. According to a recent study, sales of Pro-AV systems in China is currently growing at an annual pace of at least 20-percent, and is forecast to increase from USD 8.8 billion in 2010 to USD 15.3 billion by 2015.

The Shanghai fair’s Home Technology Zone is aimed at attracting professional buyers involved in system integration, architecture, interior design, AV technical engineering and property development as well as end users. Scheduled product categories for the zone will include:

- Audio and video components, systems, technologies
- Home theatre design and technologies, multimedia
- Home security, access control systems and products
- Home health technology

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- System integration components
- Network hardware and software

The Shanghai Intelligent Building Technology fair is 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 2014 fair is expected to play host to over 150 exhibitors, and utilise 10,000 sqm of exhibition space. Apart from the Home Technology Zone, the show will also organise the Building Energy Saving, Energy Management & Building Automation Zone and Generic Cabling and Data Centres Zone to fulfil the needs of industry players.

The 2014 show will be held concurrently with ISH Shanghai & CIHE – the Shanghai International Trade Fair for Heating, Ventilation & Air-Conditioning and the inaugural edition of the Shanghai International Lighting Fair. Collectively, the three shows are expected to cover 40,000 sqm in scale, providing a fully-comprehensive platform for demonstrating intelligent building technologies as well as energy efficient solutions.

The Shanghai fair is a part of Messe Frankfurt's building and energy shows, headed by the biennial Light + Building event in Frankfurt, which will take place from 13 – 18 March 2016. The show also follows a series of light and building technology events in China, including:

- **Guangzhou Electrical Building Technology**  
9 – 12 June 2014
- **Guangzhou International Lighting Exhibition**  
9 – 12 June 2014
- **Shanghai Intelligent Building Technology**  
3 – 5 September 2014
- **Shanghai International Lighting fair**

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- **Beijing International Building Technology**  
Spring 2015

To find out more information about these events, please visit  
[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email  
[building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

Companies interested in participating in the Home Technology Zone  
may also contact CEDIA at [towens@cedia.org](mailto:towens@cedia.org) or +1 317-328-4336  
ext 155.

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#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade show organisers with 543\* million euros in sales and 2,026\* 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 2013, Messe Frankfurt organised 114\* 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](http://www.messefrankfurt.com)

\* preliminary numbers (2013)

#### **Background information on CEDIA**

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3,500 member companies worldwide. CEDIA members are established and

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insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit the association's Web site at [www.cedia.net](http://www.cedia.net).

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