

# shanghai intelligent building technology

上海国际智能建筑展览会

China's premier platform  
for intelligent building  
technology

3 – 5 September 2014

Shanghai New International Expo Centre  
Shanghai, China

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# China's booming smart city and intelligent green building market offers you unparalleled opportunities

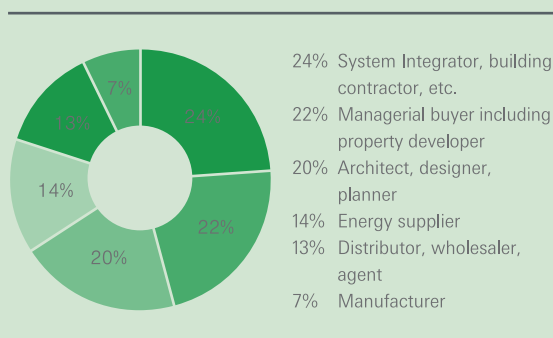
Smart Cities and Green Buildings are currently two of China's prime urban development projects. Underlined in the country's 12th Five-Year Plan, the Chinese government is focused on enhancing energy efficiency within buildings as well as municipal infrastructures to sustain the country's economic growth.

To cope with the growing demand and development trends of building technology and smart cities, Shanghai Intelligent Building Technology has focused on the core themes currently highest in popularity across China: **building energy efficiency, intelligent cities and smart homes**. Exhibitors at the fair offer a range of technologies and solutions for building automation, building energy saving and energy management, generic cabling and data centres, smart home development as well as security, audio and video and access control.

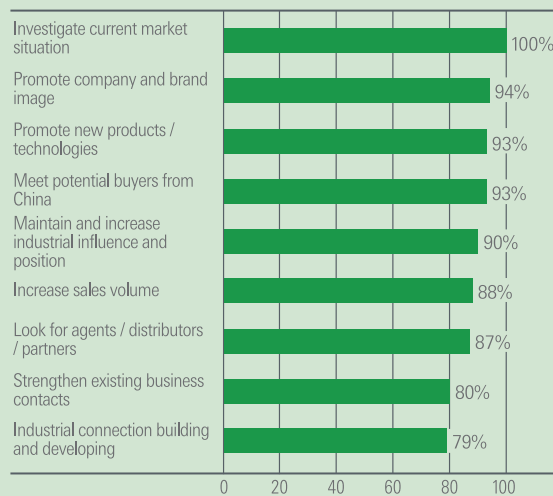
Held concurrently with Messe Frankfurt's ISH Shanghai & CIHE and Shanghai International Lighting Fair, the 2014 Shanghai show will serve as the most comprehensive platform for demonstrating intelligent building technologies as well as energy efficient technologies. Collectively, the three shows are expected to reach 40,000 sqm in scale and attract visitors from a wide range of disciplines, including system integrators, architects, engineering designers, contractors, property owners and developers and much more.

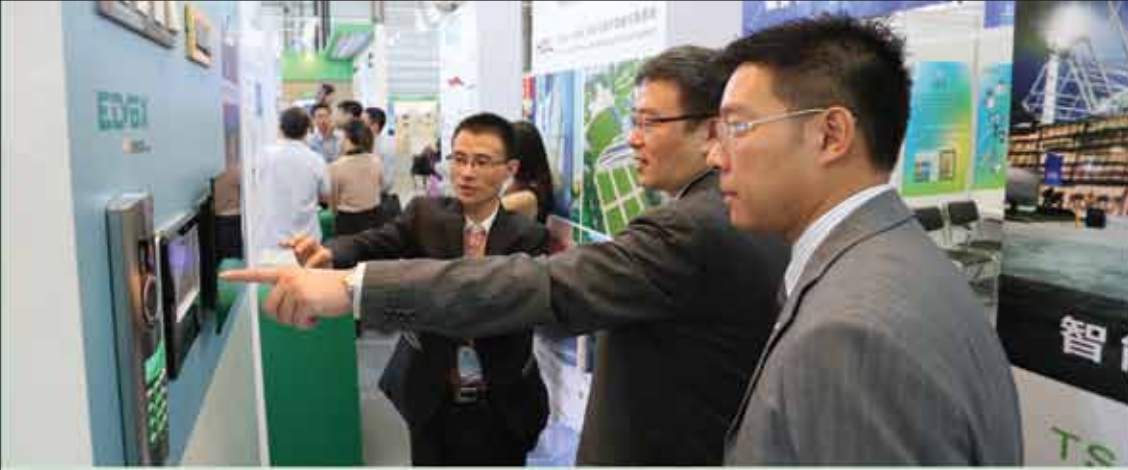
In 2013, Shanghai Intelligent Building Technology welcomed 12,762 visitors from 50 countries and regions, with 135 exhibitors on hand across 10,000 sqm of space, a 62% increase from its 2012 edition. New thematic zones on **Building Energy Saving, Energy Management & Building Automation** and **Generic Cabling** were set up to allow both exhibitors and visitors to maximise their time in targeting appropriate buyers and finding the right solutions.

Visitor profile (2013)



Achieved objectives of exhibitors (2013)





## Exhibitors highlight the growth of intelligent building in China

“This is the first time we have had a separate booth in the fair. There’s a great call for energy-saving technology and related solutions in China, and the business opportunity for our company is huge. During the fair, there were many professional buyers who came by our booth and the results were good.”

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

“The demand for smart home products and solutions in China is huge and people here show great interest in our products. Through this fair, we hoped to further expand into the China market. We are even considering starting an office in Hong Kong to help achieve our goals. It is our first year joining the fair. I was very satisfied about the flow and the professionalism of visitors.”

Mr Christian von Scholten, CEO, NorthQ, Member Company of Z-Wave Alliance

“Our aim at the show was to promote our personalised automation and control solutions, and to look for distributors to help sell our products. Through the fair, we hoped we could reach around 80 to 100 target distributors to further discussions. 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, Control4

## Buyers praise the show’s comprehensive offering

“This is my first time visiting this fair. Compared to other similar fairs in Shanghai I have visited, Shanghai Intelligent Building Technology is definitely more professional, especially in the field of automation and smart control technology. My company utilises the KNX system, so 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 Zhao Yongyun, EIB Engineer, JUNG

“My company produces computer accessories and other related electronic products. We currently are aiming to expand our business into the smart home industry. I was most impressed by the internationally-renowned building standards organisations present. I am sure I will return next year.”

Mr Zou Haoyu, Manager, Chongqi Song Ri Technology., Ltd

## Renowned exhibitors in 2013 included

- AKE (China)
- China Smart Home Industry Alliance (China)
- Control4 (USA)
- DELTA DORE (France)
- DOOYA (China)
- EnOcean (Germany)
- Fantem Technologies (USA)
- Hailin (China)
- HDL (China)
- IDEAL INDUSTRIES (USA)
- IISFREE (China)
- KNX China (Belgium)
- Levoice (China)
- LongChuang (China)
- Molex (USA)
- NXP Semiconductors (The Netherlands)
- ORVIBO (China)
- Persagy (China)
- Synchrotime Software (China)
- TC Smart Systems Group (Germany)
- Telege (China)
- Thermokon (Germany)
- UCS (USA)
- WIT-TECH (China)
- Wulian (China)
- ZhongXun VeeYee (China)
- Z-Wave Alliance (USA)





## Influential seminars offer infinite opportunities

Various seminars and forums were held during the 2013 fair that provided the latest industry and market information to help firms promote solutions, new products and technologies. Some key topics included:

### China Cabling Team - Intelligent Building and Cabling Systems Forum

Co-organised with China Cabling Team (C-TEAM) and Modern Architecture Electric Magazine, the forum discussed the latest trends in smart cities and the cabling industry. It also interpreted white papers on intelligent building and cabling management system design.

### Shanghai International Intelligent Building Development Symposium — Building Energy Efficiency and Intelligent City Forum

The symposium invited leading industry experts along with keynote speakers from the Asian Institute of Intelligent Buildings (AIIB) and Taiwan Intelligent Building Association (TIBA), to cover current developments in intelligent building, particularly on the application of building energy efficiency and intelligent cities.

### 2013 China Hotel Management/Engineering Management Forum

Co-organised with the China Hotel Engineering Alliance, the forum provided an excellent exchange platform for showcasing energy saving management and integrated building automation technology and energy-efficient products applied in hotels across China.

### Safe and Smart City: Solutions for the Safe City and Intelligent Building

Co-organised with the Russian National Forum for Information Security "INFOFORUM", the symposium discussed issues in the use and implementation of complex information solutions for building security systems of different levels.

### 2013 China Smart Home Industry Trends Forum: Business Opportunities in Diversified Markets

Co-organised with QianJia.com and supported by SDCC, the forum explored business opportunities under the rapid development of Internet-of-Things and mobile internet applications in China's smart home industry.

### China Smart Home Industry Alliance Forum - Eastern China

Co-organised with China Smart Home Industry Alliance, the forum investigated the latest trends in the smart home industry put forward by governmental economic policies of emerging Internet-of-Things (IoT) products and technologies.

### The Building Technology Standard Series

Internationally-renowned building standards organisations organised a series of forums that introduced the benefits and cost-effective ways to applying the various standards of KNX, zigbee and Z-Wave into buildings. Topics included:

- **Building Standard Forum**
- **KNX Technical Seminar**
- **zigbee Technology High Level Forum of Smart Home 2013**
- **Z-Wave Smart Home Control Seminar**

"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 they can 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 (Speaker)

"I found the discussions at the 2013 show's concurrent seminars and forums very inspiring and valuable. Our company designs and manufactures power automation devices and systems for offices. This experience and the information I was able to obtain were valuable and very useful to me."

Mr Yang Qing, Technical Support Manager, Shanghai Sunrise Power Technology Co., Ltd (Attendee)

# Green building and energy efficiency: The keys to China's future development

The past decade of economic growth has provided the engine for unprecedented development in China's building construction industry. With a strong focus on urbanisation, China's booming building construction is expected to lead the development of over 200 smart cities across the country. Key solutions strongest in demand among the nation's residents is the implementation of intelligent building technologies and investment in public infrastructure development; demands that coincide with sustainable and national energy efficiency development goals within China's 12th Five-Year plan.

**Green buildings**, a product of implementing smart building technologies, are expected to cover all new building projects for the country's foreseeable future, and total over 1 billion square metres of all projects in China by 2015. By 2020, the nation's portfolio of green buildings is estimated to be worth USD 246 billion.

**Energy efficiency**, a concept closely related to green building development, is also anticipated to be widely adopted in both new and existing buildings in China over the next few years. In fact, current national goals project at least 95% of all new buildings in China to meet the country's new energy efficiency standards by 2015.

Green buildings demand a range of solutions for effective operation. Smart technologies such as *Internet-of-Things*, *Cloud Computing*, *Big Data solutions*, *state-of-the-art monitoring* and *surveillance systems* for example, all have the power to transform properties into green buildings, as well as create smart cities. China's urban development authorities and property developers alike are all making great efforts in sourcing the best and most effective smart technology solutions from around the world. And for the country's building market, Shanghai Intelligent Building Technology continues to play a key role in bringing together the industry's top decision makers to one central platform.



## Show Details

### Date

3 – 5 September 2014  
(Wednesday – Friday)

### Opening hours

09:00 – 17:00 (3 – 4 September 2014)  
09:00 – 14:30 (5 September 2014)

### Venue

Shanghai New International Expo Centre (SNIEC)  
2345 Longyang Road, Pudong New Area, Shanghai, China

### Participation Details

Standard booth package  
RMB9,800 / 9sqm (min 9 sqm)  
Raw space  
RMB1,000 /sqm (min 36 sqm)

### Organisers

- China Council for the Promotion of International Trade – Shanghai Pudong Sub-Council
- Guangzhou Guangya Messe Frankfurt Co Ltd

### Co-organisers

- Guangzhou Guangya Messe Frankfurt Co Ltd
- Shanghai Hongshan Exhibition Service Co Ltd

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### Concurrent exhibitions



Shanghai International Trade Fair for Heating, Ventilation & Air-Conditioning  
上海国际供热通风空调、暖通设备与技术展览会

shanghai international  
lighting fair  
上海照明展览会

## Exhibit profile

- Building automation systems and products
- Generic cabling and data centre systems and products
- Smart home and community management systems
- Building energy efficiency and energy management systems and products
- Audio & video integrated systems and products

## Visitor profile

- System integrator
- Architect / Designer
- Planner / Engineer
- Property developer / Building owner
- Housing / Property management
- Building decoration company
- Electrical engineering / Building contractor
- Energy management service company
- Building authority / Municipal engineering management
- Institution for standard development

- Security and access control systems and products
- Hotel intelligent systems and products
- Intelligent sun shading systems and products
- Electrical engineering products

- ELV general contractor
- Residential electronic integration system installer
- Energy supplier
- Importer / Exporter / Trading company
- Agent / Wholesaler / Distributor
- Manufacturer
- Government department / Corporate enterprise
- Industry end-user (e.g. hotel, stadium, school, hospital, public utility, shopping mall, restaurant, etc.)

## The Light + Building family of fairs

Light + Building  
Frankfurt, Germany  
30 March – 4 April 2014

Beijing International Building Technology  
Beijing, China  
Spring 2014

Guangzhou Electrical Building Technology  
Guangzhou, China  
9 – 12 June 2014

Guangzhou International Lighting Exhibition  
Guangzhou, China  
9 – 12 June 2014

Shanghai Intelligent Building Technology  
Shanghai, China  
3 – 5 September 2014

Shanghai International Lighting Fair  
Shanghai, China  
3 – 5 September 2014

Light India  
New Delhi, India  
18 – 21 September 2014

Light Middle East  
Dubai, UAE  
3 – 5 November 2014

Interlight Moscow  
Moscow, Russia  
11 – 14 November 2014

BIEL Light + Building  
Buenos Aires  
Buenos Aires, Argentina  
15 – 19 September, 2015