

Press release

26 June 2023

## SIBT and SSHT return in August to promote smart industry exchange

Zoe Law  
Tel +852 2230 9217  
[zoe.law@hongkong.messefrankfurt.com](mailto:zoe.law@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn)

**Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT) and the Shanghai Smart Office Technology (SSOT) zone will take place from 29 – 31 August 2023 at the Shanghai New International Expo Centre. SIBT and SSHT will be run under the themes of “Smart connection” and “Smart frontier”, and will aim to promote synergy and cooperation between smart industries and ultimately push the boundaries of what is possible with smart technology. The fairs will integrate different sectors including smart real estate, smart facility management, smart communities, smart hotels and smart campuses, and facilitate a wide range of business opportunities.**

China’s “14th Five-Year Plan” promotes the use of networked technologies, encouraging the development of smart cities and related infrastructure. For example, the country launched a pilot program in 19 regions to accelerate the use of the next generation of information technology. These include the Internet of Things (IoT), big data and artificial intelligence (AI) for security monitoring, community services and elderly care<sup>1</sup>. To enhance the residential experience, the program also supports the integration of smart home systems that connect with ancillary building facilities, property management services, community information systems and social services.

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd said: “The building industry is now deeply integrated with the new generation of information technology, connecting all corners of the industry. This can enhance the quality and efficiency of its development as well as achieve green and low-carbon transformation. SIBT and SSHT will therefore continue to provide an open business platform as cross-industry cooperation emerges as a major trend for the future landscape of intelligent buildings.”

In line with market development, SIBT and SSHT will create synergies and encourage exchange between smart industries. At the same time, different forums and seminars will be offered to explore industry trends in various sectors such as smart communities, smart facility management, intelligent buildings, smart homes and more. Highlights include:

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

<sup>1</sup>“Digital household offers convenience and a happy life”, 12 April 2023, Ministry of Housing and Urban-Rural Development, <https://qr.messefrankfurt.com/sc66f> (Retrieved: June 2023)

### **Smart hotel**

SIBT will partner with Meadin, a media platform specialised in space utilisation within commercial areas to hold the Meadin Smart Hotel Development Forum, which will discuss the Artificial Intelligence of Things (AIoT) as well as smart development and its applications within hotels. Topics include: “Empowering Hotel Digitalisation with AIoT for Cost Efficiencies” and “Analysis of Smart Hotel Trends”.

### **Smart campus**

The “14th Five-Year Plan” aims for greater technological adoption in teaching environments including the construction of smart campuses, which will introduce additional opportunities within the educational sector. SIBT will invite experts to share related experiences in a smart campus themed forum, such as the integration of information technology and education as well as trends in building smart campuses.

### **Smart home**

Organised by China Smart Home Industry Alliance (CSHIA), the CSHIA East China Summit – Smart Home Integration Innovation Forum 2023 will cooperate with leading smart home companies to explore the current trends about the integration of smart technologies across various contexts.

### **Smart audio-visual**

With the rise of living standards across China, the home theatre market is expanding with the introduction of many new technologies for interconnected smart home devices. The “SSHT Home Audio-Visual Entertainment Innovative Integration Forum” will highlight the future trends in home theatre consumption, as well as installation solutions for home audio-visual entertainment.

### **Smart office**

The OffiSmart Summit will explore multiple topics including digitalisation, workplace flexibility, Generation Z office habits, environmental, social and corporate governance (ESG) and virtual offices in the Metaverse. The summit aims to uncover new business opportunities and discuss smart office solutions that meet changing workplace demands.

In cooperation with Tongji University and DISCIEN, the event will also cover facility management in properties and commercial spaces, cloud-based meetings and other hot issues.

### **Smart parking**

Parking China will once again be held concurrently with SIBT, SSHT and the SSOT zone. Teaming up with the China Urban Parking Industry Association, the fair will organise the China Urban Industry Integration Development Summit. The programme plans to gather industry experts, supervisors and leading company representatives to exchange ideas about the latest parking policies as well as urban parking planning and construction.

To keep up with the rapid development of new energy and connected vehicles, the event will also explore a selection of battery charging and

swapping technologies, and present insights on these topics from leading academics and government representatives.

SIBT and SSHT are headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will be held from 3 – 8 March 2024.

Messe Frankfurt organises a number of trade fairs for the light and building technology sectors in China, including Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology. The company's lighting and building technology trade fairs also cover the markets in Argentina, India, Thailand and the UAE.

For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand). To learn more about SIBT and SSHT, please visit [www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email [building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

-End-

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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (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 figures for 2022