

Press release

7 September 2020

## SIBT, SSHT and Parking China 2020 remain the leading industry platforms to capture growing potential in the market

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**Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT) and Parking China (PKC) concluded their three-day run on 4 September after welcoming 25,837 visitors and 208 exhibitors, covering 20,000 sqm. Together, with the dedicated zone – Shanghai Smart Office Technology (SSOT) – the four concurrent events constructed a one-stop sourcing platform, encompassing the major areas of the smart industry ecosystem. An array of themes were covered including: IoT, AI, big data, robots, smart offices, smart parking, home security, HVAC, energy conservation, 5G, smart neighbourhoods and cities, and more.**

The concurrent fairs shone a spotlight on the new infrastructure scheme introduced by China, a strategic push for the adoption of technology across the region. The scheme is set to boost the country's digital economy, thus providing ample opportunities across the smart home, building, office and parking sectors.

After the successful conclusion of the fairs, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd commented on market changes and the role SIBT, SSHT and PKC play within the industry: "This year, the fairs successfully aligned themselves with the development of China's digital and smart markets, driven by support from the government's new infrastructure goals. The latest innovations across the major areas of the smart industry ecosystem were on offer, promoting integrated solutions and cross-collaborations."

Ms Wong continued: "What's been interesting this year, are the industry trends that have emerged from the pandemic. For instance, the value of better connected homes and offices has been highlighted with work-from-home arrangements, a new norm and with people spending more time in their living spaces. This in turn, has created an increase in demand for smart technologies that can be applied to enhance living and working environments."

"With the adoption of new technologies in the region being pushed ahead by new trends, it is clear there's a growing potential in China's developing market, and the feedback from participants again this year confirms SIBT, SSHT, SSOT and PKC are recognised as trusted and effective platforms to capture this potential. And after a challenging few months, the shows were positively welcomed by the industry who appreciated the chance to connect and regather in the midst of the

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economy's early signs of recovery," she concluded.

### **Fringe programme offered valuable industry insights**

With the industry changing rapidly and responding to new advancements and innovations, the fringe programme proved to be an important tool to learn and discover new opportunities across the industry through knowledge exchange. Some noteworthy events to highlight included a forum organised by the Intelligent Branch of China Engineering & Consulting Association which looked at the intelligent building industry in a 'post-epidemic' era, honing in on the challenges and opportunities this entails.

Meanwhile, the CSHIA East China Summit: 2020 Smart Home Integration Innovation Forum discussed the development of smart homes in the era of 5G and AIoT with a focus on the home furnishing, real estate and commerce fields. Lastly, Messe Frankfurt joined forces with the China Urban Parking Industry Association to analyse the latest forward-thinking trends in parking legislation, construction, planning and smart parking across a series of presentations and discussions led by industry experts.

### **Exhibitors' experiences**

"Exhibiting at SSHT has allowed us to gain a better understanding of the current market trends and to network with peers. We have also used the platform to showcase our latest products and build brand awareness. With the selection of innovative products we've seen from other companies as well as our own, we think the smart home industry in China is set to thrive in the post-pandemic era."

**Mr Shan Haihua, Smart Home Building Material Director, Hangzhou EZVIZ Network Co Ltd, China**

"It is very significant that this year's SIBT was held as scheduled, because many exhibitions were cancelled in the first half of the year. From day one, there has been a large amount of visitors at our booth, more than we were expecting. The show has successfully reconnected the smart building industry and allowed us to effectively resume business activity."

**Ms Lydia Liu, Senior Business Manager, Xiamen Ave Leelen Technology Co. Ltd, China**

"We are a loyal Messe Frankfurt client and have participated in SSHT to meet with quality buyers and industry specialists from the region. I am very pleased that the fairs have opened according to schedule as they have given suppliers the opportunity to physically showcase their products to clients. With people now spending more time at home, they will demand more from smart home products which are more user friendly and health-focused. We have been very happy with the results and the large visitor flow."

**Ms Shang Ruiyun, Representative, Zigbee Alliance, China**

"We return to SIBT annually because it is an excellent marketing tool to promote our brand. HDL has been in the smart home industry for some

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time, and taking part in this trade fair is a great way to showcase our new products while having buyers experience them in person. We also use this opportunity to reconnect with existing and potential clients. I think that as a result of the pandemic, people will consider health-related products including smart temperature devices, pollutant index and HVAC ventilation systems or other touchless devices going forward.”

**Mr Yang Xiongwei, Marketing Director, HDL, China**

“I think the fair definitely plays a role in helping the industry recover from the pandemic disruption, and SIBT being held as scheduled has been a boost in confidence for the smart home and building markets. We participate in the fair so that we can promote our newest solutions to our customers, including B2B developers, our business partners or end-users. It’s a very good platform for us to do business following the pandemic and it’s also an educational platform for us to communicate face-to-face with developers and to better understand their needs.”

**Mr Jerry Li, Head of Smart System Offer Marketing, Home & Distribution, Schneider Electric (China) Co Ltd, China**

“This is our first time exhibiting at Parking China. We chose to exhibit at this fair because it’s a specialised trade platform for the parking industry. We’ve been able to find our potential clients and understand the latest market trends and customers’ needs via the dedicated fringe programme. And we have already received some orders!”

**Mr Jiao Wei, Operations Center Deputy Manager & Aftersales Manager, Transpeed International Pte Ltd, China**

“We first heard about Parking China in 2017 and were interested because it’s a professional, specialised trade fair for the parking industry. Initially, we came to the fair as buyers but have decided to exhibit for the past two years because we could find many target clients here. We also wanted to showcase our new products as well as network with other industry players. I think face-to-face encounters for business networking are irreplaceable and allow more in-depth discussions, so we will definitely exhibit again next year.”

**Mr Lu Yu, Chief Marketing Officer, JustTrust Intelligent, China**

“This has been our first time participating as an exhibitor and speaker in the OffiSmart Summit. Exhibiting at SSOT has been beneficial for us to gain exposure and connect with a broader range of industry specialists, not limited to office technology. We’ve noticed that with remote office being the new norm, there is a high demand for levelling up remote access systems, particularly conferencing systems. Overall I am very pleased with the fair and the visitor flow which is higher than I expected and I expect the fairs to grow in the future, alongside the industry.”

**Mr Chen Qunhui, Head of Intelligent Collaboration Marketing Engineering; Chief Expert, Product Management, Huawei, China**

### **Speakers’ insights**

“I moderated a session in the ‘2020 Intelligent Building Industry "Post Epidemic Era" Opportunities and Challenges Summit Forum’ which discussed how the healthcare crisis has offered opportunities for smart

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and intelligent building technologies to push innovation to the next level. For instance, hospitals are now using smart technologies to offer consultations with patients, whilst online interactions, such as webinars and online learning have proven to be one of the best solutions for communication, thanks to smart building technologies. The pandemic has proven a demand for new smart technologies. With that said, SIBT's exhibition and conference platform is one of the best ways to promote some of the new innovations and educate the market."

**Mr Shao Minjie, Senior Chief Engineer, Arcplus Group PLC East China Architectural Design & Research Institute, China**

"I have been participating at SSHT and SIBT for several years now and this year I gave a presentation on 'Designed for Invisibility: Integration of Home Audio-visual Entertainment and Interior Design'. I wanted to share new opportunities within the smart home and home entertainment industry during and after the pandemic, such as the enhanced market demand as a result of more people staying at home, who then look to upgrade their home entertainment systems. This trading platform is very professional and paired with smart lighting, building and HVAC technology, we can learn a lot."

**Mr Yang Xiaodong, CEO, Cinemaster Shanghai Ltd, China**

"To tackle parking problems in urban cities, the Chinese government has been paying more attention to smart parking. For instance, smart parking is included in the government's new infrastructure scheme. As the smart parking industry continues to undergo rapid development, this fair and its fringe events are proving critical for facilitating business activities and innovations that move the industry forward. That is why I was glad to participate as a speaker in the 'China Urban Parking Industry Integration Development Summit'."

**Mr Sun Xiaobo, President, China Urban Public Transport Association Urban Parking Branch, China**

"Office technology is quite a large industry, and with the current pandemic, we treasure the opportunity to gather here and discuss the latest hot-topics. With that said, I think our discussion in the Smart Office and Workplace Management Summit was beneficial to many who participated today. Looking forward, I think products with the capacity to improve workers' productivity will be an important trend in the years to come. Whether it be digitalised databases or enhanced connectivity and communication solutions, if the product has the ability to enhance productivity by simplifying workflow and reducing labour costs, it will be in high demand."

**Mr Cai Jiawei, CEO, Zhixing Xiaozheng, China**

### **Visitors' feedback**

"This is the first time we have joined Parking China and we are really grateful to have the opportunity to communicate with our industry peers. The speakers at the forum are all very well-prepared. For example Professor Wang Jie from Tsinghua Tongheng Urban Planning & Design Institute, looked at the problem of parking from an international perspective. It's really great to have experts like her share their

knowledge of the parking industry at a macro level. We also saw that there are concurrent fairs about smart home, smart office and more, which is a bonus! We would like to join the fair every year.”

**Ms Jiang Manshu, Director of Integrated Management Department,  
Nan Jing Intelligent Parking Co. Ltd, China**

“This is a very professional platform of fairs, and many leading domestic suppliers are here to exhibit their latest products and technologies. I intend to place orders and work with exhibitors I have met here after having some positive business exchanges. Also, the fringe programme provided me with a lot of insights, such as the importance of office lighting, among other interesting trends and themes.”

**Mr Yin Shuo, Vice Director, General Manager Office, Tianjin  
Zhonghuan Semiconductor Co. Ltd, China**

SIBT is organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Branch and The Intelligent Engineering Branch of China Exploration & Design Association. The organisers of SSHT are Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Branch and China Smart Home Industry Alliance. PKC is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Shanghai Hongshan Exhibition Service Co Ltd.

The next editions of SIBT, SSHT and PKC will take place from 31 August – 2 September 2021 at the Shanghai New International Expo Centre. SIBT and SSHT are both headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will take place from 13 – 18 March 2022.

Messe Frankfurt also organises a series of light and building technology exhibitions in Asia including Guangzhou Electrical Building Technology, and Guangzhou International Lighting Exhibition. The company's light and building technology trade fairs also extend to markets in Argentina, India, Thailand, Russia, the UAE and other countries and regions.

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).

For more information on Parking China, please visit [www.smartparkingchina.com](http://www.smartparkingchina.com), follow on WeChat through “ParkingChina\_MF” or send an email to [parking@china.messefrankfurt.com](mailto:parking@china.messefrankfurt.com).

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve

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our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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)