

Press release

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## SIBT & SSHT 2019 presents a final seminar line-up of over 120 speakers at 16 events and a new Smart Office zone

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**Shanghai Intelligent Building Technology (SIBT) and Shanghai Smart Home Technology (SSHT) will be held from 3 – 5 September 2019 at the Shanghai New International Expo Centre (SNIEC). This year, SIBT and SSHT will collaborate with new partners to bring forward 16 industry-oriented seminars and forums. Highlighting innovative concepts and upcoming trends, over 120 speakers will share their perspectives on key industry topics, including new technologies, communication protocols and standards, system integration, smart homes and smart offices.**

Witnessing the growth of the industry, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Co Ltd commented: “This is a year of changes for the smart home and intelligent building industry. On the one hand, the rapidly developing property and furnished unit market has offered new models for our industry while bringing new challenges. On the other hand, advances in artificial intelligence (AI), Internet of Things (IoT), AIoT and edge computing has encouraged real estate developers, furnishing companies, product manufacturers and integration platform service providers to transform their businesses. The technology revolution is also facilitating the growth of new intelligent sectors such as the smart office and smart parking sectors. It is our vision for smart homes and communities to one day fully integrate, and with this goal in mind the fairs will continue to encourage cross-industry cooperation and support the industry.”

### **Exhibitors showcase technologies and products across different sectors**

SIBT and SSHT will once again welcome renowned exhibitors to demonstrate their new technologies and products. Some of the featured exhibitors include: Schneider, Ave Leelen, ANJUBAO, Konke, Legrand, SUREN, ALCATEL, D&M Ezviz, Baiwei, A-OK, KNX, EnOcean, Sonos, Hisense, Crodigy, WISTAR, Easemore, Puppyrobot, Vensi, Liteputer, Argrace, Vimar, Laffey, Eastsoft, HDL, Savekey, Gubei, DOOYA, Dnake, Amina, Grandland, Wintom, Weiyu, Orange Intelligent, Hui Ju, ViewSonic, SONY. Exhibitors at SSOT include, Lenovo, Kuyi, Maxhub, Somai, VIRSICAL, BARCO, KITEDGE, Shure, AA-IOT, COMI, ThinkWin, Wafer, and FANGTANG.

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## **16 professional forums featuring technologies for a new era**

In today's world, topics such as 5G, AI, IoT, edge computing, information and communications technology (ICT), big data, cloud technology, and the application of technology in vertical markets are closely related to people's work and daily lives. New intelligent technologies are also being introduced into communities, residential and commercial buildings, and private homes, presenting new options for the real estate industry. As a platform for exhibitors and visitors to discuss advanced technologies and products, this year, the trade fair will showcase the following topics:

### **1. Technologies for a new era – 5G, AI, IoT, edge computing, and more**

#### **Using "Smart IoT" to Develop Complete Scene for Smart Living**

Technologies such as AIoT and 5G are essential components in forming smart communities and smart real estate. Co-organised with CAICT, at this forum, speakers from different disciplines will demonstrate how these new technologies empower people's lives. The seminar topics include: enhanced living experience through AIoT and 5G, AIoT smart home models by BRC, the benefits of smart real estate, the Haier COSMOplat industrial internet platform, the new "Family - Community - City" ecology, empowering community through IoT, and new opportunities brought by intelligent buildings.

#### **CSHIA East China Summit - Complete Smart Home and Smart Real Estate 2019**

Focusing on the integration of complete smart home automation and smart real estates, industry professionals will share their perspectives on related subjects and potential difficulties.

### **2. Communication protocols and standards technology**

#### **5G + ZETA — Combining Wideband and Narrowband, Empowering Smart Buildings**

The forum will discuss the incorporation of narrowband technology ZETA and 5G in intelligent buildings. From chips and communication facilities to sensor devices and software platforms, ZETA technology provides solutions for smart buildings, improving the safety and efficiency of building utilities, working environments and energy consumption management.

#### **Develop New Application for Smart Home & Smart Building by Using Bluetooth**

Speakers will share their views on 'The Expanding Role of Bluetooth in Smart Home & Buildings', 'Bluetooth Enhances Location Services with Direction Finding' and other subjects.

#### **EnOcean Energy Harvesting Wireless Standard: Bringing IoT into Buildings**

Targeting building industry professionals, the forum will introduce different solutions relating to the energy harvesting protocol

EnOcean, methods to reduce installation costs and energy consumption to making smart homes more liveable.

### **2019 KNX Secure Road Show China – Shanghai The Development and Future of KNX Security**

The forum will share the update on KNX's global development and in China, including network safety, solutions, building energy management, personnel screening, intelligent building industry protocols under the Belt and Road initiative, smart home and smart lighting solutions.

## **3. Home entertainment and smart audio visual equipment**

### **Audiovisual Applications, Solutions & Development**

At this forum, smart audio-visual and speaker industry professionals will share the latest developments in the market, including integrated technology, audio-visual equipment and practical examples of interconnected amenities. As new technologies such as 5G wireless connection, AI, extended reality (XR), and IoT bring drastic changes to the market, speakers will share their views on technologies, home theatre scenes, equipment, integration, and industry prospects.

## **4. System integration and smart home**

### **2019 The China (Shanghai) Smart Home System Integrator Conference**

Held together with QJ. Smartech, five hot topics related to smart home system integrators will be discussed at the forum, including smart home systems for high-end villas and 200 m residential units. Professionals will also critically review three smart home system solutions mentioned in the seminars.

## **5. Smart office**

### **Shanghai International Smart Office Space Management Conference**

With the impending 5G era in sight, IoT applications are becoming a reality in our everyday lives. Held together with Zhixing Xiaozheng, the SSOT summit forum will invite industry professionals and experienced users to answer 'What is a smart office?' and 'Why do we need smart offices?'

## **6. Smart parking**

### **China Urban Parking Ecological Construction Forum**

Co-organised with China Urban Parking Industry Association (CUPIA), the conference will promote a new model of commercial smart parking with the concept of "Shared resources • New ecosystem • Open platform". This new way forward will focus on creating convenient parking using contactless payment, unmanned parking lots, intelligent car location systems, and precise navigation.

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For more information about the seminars and forums, please visit the [official website](#).

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. The two fairs will be held from 3 – 5 September 2019 at Shanghai New International Expo Centre in China.

SIBT and SSHT are both headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will take place from 8 -13 March, 2020.

Messe Frankfurt also organises a series of light and building technology exhibitions in Asia including Guangzhou Electrical Building Technology, Guangzhou International Lighting Exhibition and Shanghai International Lighting Fair. 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 SSHT and SIBT, please visit [www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email [building@china.messefrankfurt.com](mailto:building@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 more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve 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).

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