

shanghai smart
home technology

China's premier platform for smart home technology

2 – 4 September 2020

Shanghai New International Expo Centre (SNIEC)
Shanghai, China

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Shanghai Smart Home Technology (SSHT) 2020

An Influential platform to a new era of smart home industry in China

Shanghai Smart Home Technology (SSHT) will be held in halls W3, W4, and W5 at Shanghai New International Expo Centre (SNIEC) from 2 to 4 September 2020.

As a key industry platform for growing businesses and igniting conversations, SSHT services the entire smart home industry chain, presenting home security, intelligent sun-shading systems, smart switches, audio-visual and home entertainment systems, wireless control systems, cloud platforms and other technologies. Closely in touch with the industry trends, SSHT is an influential platform in China for trade opportunities, brand exposure and business matching.

China's booming smart home industry chain

As the new wave of a global technology revolution approaches, 5G, IoT, cloud computing and AI technology are further incorporated into people's lives, encouraging the diversified development of the industry. Influenced by the upcoming trends in the smart home sector, many new technologies, products and applications are now emerging in the market.

According to market forecast, between 2017 and 2022, the compound annual growth rate (CAGR) of the smart home industry in China is predicted to be 45.3%. Meanwhile, the RMB 162.7 billion smart home market is expected to reach a penetration rate of 21.2% by 2022.* The national increase in penetration rate will provide a strong momentum for the smart home market. With both challenges and opportunities currently present, this is an environment which cultivates better branding, professionalism and scale production in businesses.

Audio-visual market continues to thrive

Nowadays, audio-visual and home entertainment equipment are no longer exclusive to high-end users. As one of the earliest systems integrated into the smart home environment, audio-visual technology has contributed to the popularity of the smart home industry as an integral element. Facing a fast-growing smart home integration and audio-visual industry, SSHT 2020 will continue to work with industry brands to deliver an experience that is rich in audio and visual elements.

* According to Statista 2019 predictions



An industry gala supported by leading brands

Concurrently held with Shanghai Intelligent Building Technology (SIBT) and Parking China (PKC), the 2019 fairs attracted over **280** renowned brands from China and overseas to demonstrate the latest smart home products and technologies. Exhibitors included: Schneider, Legrand, KNX, EnOcean, ALCATEL, Vimar, SONOS, Sony, D&M, SUREN, Liteputer, Lenovo, Hisense, Ezviz, Argrace, BroadLink, Ave Leelen, ANJUBAO, Konke, Baiwei, A-OK, Crodigy, Wister, Puppyrobot, Vensi, RAYSGEM, Daming Laffey, Eastsoft, HDL, Savekey, DOOYA, DNAKE, An Mei Lai, Cinemaster, IMX, Hope, Tianqiao, Grandland, Wintom, Weiyu, Orange, and Hui Ju. Reaching **28,750** sqm in 2019, the total exhibition space was 25% larger than the 2018 edition. Encouraging the industry to connect with IoT, internet, information technology, 5G and artificial intelligence sectors, SSHT continues to support the industry by demonstrating an increasingly cohesive smart home ecosystem.



Comments from exhibitors

“ We exhibit here every year, and the past few editions have yielded good results in terms of visitor flow and encountering new buyers. This year, we are here to look for equipment manufacturers and integrators. We have also noticed that due to the rapid development of the smart home industry, visitors seem to be more involved than last year. The product launch event has proven very effective in promoting our own brands, so this year we have decided to organise it at our booth and have received welcoming responses. ”

Ms Cui Shu Ping, General Manager, Qingdao Hisense Smart Home Systems Co., China

“ With a specific target audience and years of experience, the exhibitors and visitors at SSHT tend to have a deeper understanding of the fair. This year, we are exhibiting at a larger booth to better demonstrate our products and bring a better viewing experience and we have received a very good response from buyers. We value this fair highly. ”

Mr Gavin Liang, Founder / General Manager, Teibar, UK

An encompassing view on smart home hardware, technologies, system and solutions



Smart door locks



AI voice control systems



Smart control panels



Audio-visual and home entertainment systems



Sensors



Smart home solutions



Smart security systems



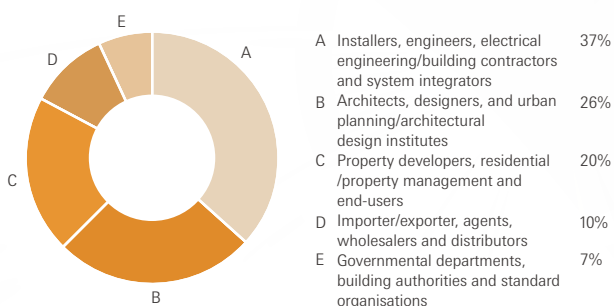
Smart appliances

Professional audiences congregated at SSHT 2019

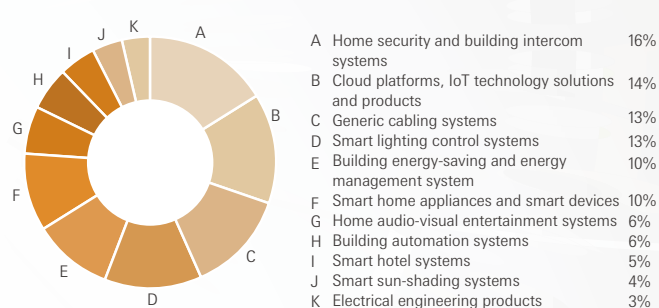
A record high, SSHT 2019 attracted **30,374** professional visitors, **3.23%** higher than the last edition. Visitors attended from China and **49** overseas countries and regions respectively, including Australia, India, Indonesia, Iran, Japan, Hong Kong, Malaysia, Thailand, Singapore and the US.



Visitors' business nature



Visitors' product category interest



Figures include concurrent fairs Shanghai Intelligent Building Technology and Parking China



Overseas and national buyers meet at SSHT for the latest intelligent building and smart home products. Face-to-face conversations with exhibitors spark new business opportunities.

Comments from visitors

Our company is located in Qatar and we are currently expanding into the smart home and home automation sector. This is my first time at SSHT and we are looking for high-quality but cheaper systems to replace the more expensive options. Since it's difficult for people to spend money on home automation if not fully integrated, we are targeting systems that can be fitted into existing homes.

Dr Jamal Rashid Al-Khanji, Managing director, Al-Khanji Enterprises & Trading, Qatar

Recommended by my friends in the industry, this is my first time at SSHT. My company specialises in property management and we are here to look for smart home products to facilitate our logistics management. Unlike other trade fairs, there are more exhibitors and a wider selection of products at SSHT. I have already found some interesting exhibitors to hopefully establish successful cooperations with. The seminars have also offered useful insights into aspects that I'm not familiar with. The seminars featured diversified topics which furthered my understandings in other related domains and I will certainly come back next year.

Mr Shuoke Hong, Chairman, Zhuhai Gangzhuang Municipal Engineering Co., Ltd., China

16 concurrent events to set new industry trends

Together, SIBT and SSHT 2019 presented 16 concurrent events led by 120 industry professionals, delivering the latest technology and product knowledge to audiences. Forums are organised by The Intelligent Engineering Branch of China Exploration & Design Association, China Smart Home Industry Alliance, China Academy of Information and Communications Technology-CTTL-Terminal and other organisations to interpret the application of smart homes and interconnectivity. Moreover, standards organisations such as Bluetooth, Wi-Fi, Zigbee, EnOcean, KNX and ZETA hosted concurrent forums to illustrate the new developments and applications in IoT technology.



Comments from speakers

“ Serving professional audiences from vertical industries who are mostly from real estate and construction backgrounds, this forum’s scope matches with the audiences’ needs and offered key industry knowledge that they are interested in. ”

Mr Hantao Ge, IoT Principal Researcher, Strategic Planning & Researching Deputy Executive, China Academy of Information Communications Technology Department of Strategic Planning & Research of CTTL – Terminals, China

“ The forum topics are in sync with the needs of system integrators and clients, including new smart products and technologies. From its size to the number of exhibitors, this fair has a considerable influence in the smart technology sector which encourages the industry to move forward by discussing different viewpoints and products. ”

Mr Hao Wu, General Manager of China, Thx, Singapore

“ This year our main discussion topic was inborn interconnectivity and presenting KNX’s latest development in this aspect. Specifically targeting the market trends and the audiences’ needs, we discussed the movement of leading corporations and outlined Zigbee’s next steps. ”

Dr Wilma Su, Chairman, Zigbee Alliance Member Group China, China

Comments from business partners

“ First of all, I am very grateful for the long-standing relationship with the organiser. With years of experience, SSHT has become the first-choice industry trade fair which benefits many manufacturers and distributors. In the future, CSHIA will continue to stand firmly alongside SSHT’s organisers to develop the most unique, all-encompassing, and professional trade fair in the smart home sector. ”

Mr Zhou Jun, Secretary-General, CSHIA, China

Official supporters

- Asia Pacific Intelligent Green Building Alliance
- Asian Institute of Intelligent Buildings
- Bluetooth Special Interest Group, Inc.
- China Academy of Information and Communications Technology-CTTL-Terminal
- China Smart Home Industry Alliance (CSHIA)
- Continental Automated Buildings Association
- EnOcean Alliance
- Green Building Energy Saving Industry Innovation Alliance of Chinese Public Institutions
- HomeGrid Forum
- International WELL Building Institute
- KNX Association
- LonMark International
- Shanghai Internet of Things Industry Association
- Taiwan Intelligent Building Association
- Wi-Fi Alliance
- ZETA Alliance
- Zigbee Alliance
- Z-Wave Alliance

Why SSHT?



Comprehensive smart home technology platform demonstrating the entire industry ecosystem



Promotes interconnectivity and cross-industry resources integration



Closely in sync with industry trends and encourages face-to-face discussion between industry leaders and visitors



International business development outlook with audiences from China and 49 overseas countries and regions



Concurrent events receiving exclusive support from multiple international standards organisations

Concurrently held with SSHT 2020

In 2020, the fairs will bring forward more industry news and updates. Highlights include:

shanghai intelligent building technology

Shanghai Intelligent Building Technology

- Industry platform for intelligent building technology
- Under the 'Building IoT' concept, encompasses intelligent building control, intelligent security, smart energy-saving and other domains



parking

CHINA

Parking China

- Professional smart parking platform
- Focusing on the city parking ecosystem, promotes the integration and the development of China's parking industry. Leads the industry and supports businesses in recognising the market pulse



shanghai smart office technology

Shanghai Smart Office Technology

- The trendsetter in the global intelligent and IoT application market
- Presents leading smart office products and solutions



Secure your booth at SShT 2020 now!

Building technologies portfolio of fairs

Shanghai Smart Home Technology is part of Messe Frankfurt's building technologies shows, headed by the biennial Light+Building event in Frankfurt, Germany.

LED Expo Mumbai
India, Mumbai
7 – 9 May 2020

Guangzhou International Lighting Exhibition
China, Guangzhou
9 – 12 June 2020

Guangzhou Electrical Building Technology
China, Guangzhou
9 – 12 June 2020

Shanghai Intelligent Building Technology
China, Shanghai
2 – 4 September 2020

Shanghai Smart Home Technology
China, Shanghai
2 – 4 September 2020

Parking China
China, Shanghai
2 – 4 September 2020

Interlight Russia
Russia, Moscow
14 – 17 September 2020

Intelligent Building Russia
Russia, Moscow
14 – 17 September 2020

Light + Building
Germany, Frankfurt
27 Sept - 2 Oct 2020

Light India
India, New Delhi
15 – 17 October 2020

Electrical Building Technology India
India, New Delhi
15 – 17 October 2020

Thailand Lighting Fair
Bangkok, Thailand
25-27 November 2020

Thailand Building Fair
Bangkok, Thailand
25-27 November 2020

Light + LED Expo India
India, New Delhi
3 - 5 December 2020

Light Middle East
Dubai, UAE
24 - 26 January 2021

Intelligent Building Middle East
Dubai, UAE
24 - 26 January 2021

BIEL Light + Building Buenos Aires
Argentina, Buenos Aires
8 - 11 September 2021

Show details

shanghai smart home technology

Date

2 – 4 September 2020 (Wednesday – Friday)

Opening hours

09:00 – 17:00 (2 – 3 September)

09:00 – 14:30 (4 September)

Venue

Halls W3, W4 & W5
Shanghai New International Expo Centre (SNIEC)
2345 Longyang Road, Pudong New Area
Shanghai, China

Admission

Free entry for trade visitors aged 18 or above

Organisers

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

Co-organisers

- China Smart Home Industry Alliance
- Guangzhou Guangya Messe Frankfurt Co Ltd

Participation fees

Standard booth package:

RMB 12,000 / 9 sqm (min 9 sqm)

Raw space:

RMB 1,100 / sqm (min 36 sqm)

For more information, please contact:

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