

Press release

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## SIBT, SSHT and Parking China return to build an efficient platform for cross-industry exchange

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SIBT\_SSHT\_PKC23\_FR\_ENG

Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT), Parking China (PKC) and the Shanghai Smart Office Technology (SSOT) zone concluded on 31 August 2023 at the Shanghai New International Expo Centre. The four events hosted 457 exhibitors and welcomed 26,229 visitors. As in the past, this year's fairs showcased a wide array of innovative products and technologies for the building industry, along with a series of value-added forums, offering the ideal platform for business exchange and the sharing of knowledge.



The 2023 edition of Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Parking China and the Shanghai Smart Office Technology zone

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd said: "Leading up to this year's edition, we have successfully been holding a number of online and offline events to help industry players network and grasp the latest market trends. It is such a pleasure to see exhibitors and visitors meeting face-to-face again this year. I would like to thank all participants for their support of this year's event and I look forward to seeing them again next year."

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

Apart from intelligent building and smart home, the fairs featured cutting-edge products, technologies and solutions in the fields of smart real

estate, smart communities, smart office, smart parking, smart hotel and smart education, attracted a wider group of target clients to visit. Jointly organised by the Tongji University Facility Management Research Institute and the CRE&FM Alliance, the “Facility Management Service Providers Special Zone” was held for the first time. The zone highlighted innovative products within facility management, garnering a favourable response from the industry.

**Exhibitors’ comments:**

“This is our seventh time exhibiting at SIBT, and we can sense the enthusiasm of people who have been eagerly awaiting the return of this influential event for the smart building industry for three years. The fair’s content has consistently been aligned with industry trends, and visitors attend with clear sourcing targets. We have noticed a significant increase in interest for smart solutions in elderly care, hotels, and hospitals. This shift clearly demonstrates the growing acceptance of smart solutions.”

**Ms Jenney Xia, BI Communication Director, Legrand China**

“This year’s fair experienced a significant influx of visitors, including our suppliers, end users and clients. The fair brings together sectors such as smart building, home, office and parking, which are closely intertwined with urban development. It serves as a premium platform that connects the needs and solutions of multiple parties, fostering connections between suppliers and buyers.”

**Mr Min Lin, Marketing Director of Smart Home Systems, Schneider Electric (China) Co Ltd**

“As an emerging business unit of Canon, our presence at the SSOT zone was primarily driven by its influence in the industry. Our goal was to raise awareness among industry players that Canon is not limited to produce printers and cameras, but is also making breakthroughs in the smart office field. The outcome of the exhibition was highly satisfactory, particularly because it allowed buyers to have first-hand experiences with our smart office products.”

**Mr Yonggyu Lee, Director of the System Solution & Frontier Business Group, Canon (China) Co Ltd**

“We organised over a dozen companies to participate in SIBT and SSOT’s Facilities Management (FM) Service Provider Zone, primarily to coordinate with the concurrent forums and roundtables in order to facilitate public understanding of facility management. The visitor flow was very good, and all member companies provided positive feedback, finding their participation to be highly beneficial.”

**Dr Zeng Hui, Tongji University Facility Management Research Institute**

“We’re always able to acquire new customers after each participation in SIBT, and this enhances the influence of our brand. About one third of our clients come from this fair. This year’s edition is particularly lively, and our booth is filled with interested visitors. We believe that the goals we have set for this edition, such as the number of signings and the total amount of deposits, can be easily achieved.”

**Mr Zhiyong Chen, General Manager, Hangzhou Konke Information**

## **Technology Co Ltd**

“We have been exhibiting at SSHT for a long time. There are many intelligent building-related fairs across the country, but SSHT is the most significant. The fair brings us lots of high-quality buyers with many of them being distributors, therefore we are happy to participate at the fair for many years to come. This year, we mainly displayed a high-end living room theatre system, meeting the demand of the new middle class for a more refined entertainment experience, and many clients are very enthusiastic about it.”

**Mr Qing Cong, Marketing Director, Ningbo Hope Intelligent Technology Co Ltd**

### **Buyers' comments:**

“Technologies such as touchless services, AI voice generators and robot delivery have been developing rapidly in the past few years, and smart hotels will be an important trend for the upgrade and transformation of hotels in the future. Our main purpose in attending the fair was to connect with companies in the upstream supply chain that are involved in smart hotels, as well as smart cultural tourism. This year's edition of the fair boasts a diverse range of exhibitors, showcasing solutions for intelligent building, parking, smart home, digitalisation and smart hotels.”

**Mr Hu Jiangyi, General Manager of Supply Chain Division, Hangzhou East Sunnet Technology Co Ltd**

“Parking China is an influential event in the industry, showcasing a diverse array of new products. One category that has caught my attention is AI patrol cars, and I intend to engage in further discussions with the relevant exhibitors after the fair. This event has presented us with a valuable platform to explore emerging products and technologies in the market, facilitating convenient access to the information we are looking for and helping us discover our desired products. I am looking forward to visiting again next year.”

**Mr Yuan Lu, Director of IoT and 5G Centre, China Mobile Communications Group (Jiangsu) Co Ltd, Wuxi Branch**

“Our company is a distributor of security systems, and this is my first time visiting SIBT and SSHT. We have come to the fair to explore new security and telecommunication products, technologies, and brands, with the goal of introducing more excellent products to our country's market. I have discovered several new companies here at the fair, and we plan to follow up with them afterwards.”

**Ms Galina Sizasko, Head of CCTV Development Department, Intant (Kazakhstan)**

“I visited SIBT for the first time to discover new products and technologies, including IoT smart circuit breakers, smart home control panels and uninterruptible power supply systems. Getting to know the products at the fair gave me a unique experience, enabling me to better understand the latest market trends. I will definitely visit the fair again.”

**Ms Dongfang Ouyang, Sales Engineer, Shenzhen Zhong Xin Chuang Zhan Technology Co Ltd**

Shanghai Intelligent Building Technology  
Shanghai Smart Home Technology  
Parking China  
Shanghai, 29 – 31 August 2023

Meanwhile, the fairs hosted a total of 20 industry forums in collaboration with domestic and international partners. These forums brought together over 100 experts and representatives from leading companies to share insights about the advancements and opportunities in smart hotels, smart parking and smart education. Highlighted forums include: “China Intelligent Building and Smart City Conference Yangtze River Delta Forum 2023”, “Shanghai International Forum on Smart Home Energy Efficiency Control and Household Energy Management”, “SSHT Home Audio-Visual Entertainment Innovation Forum”, “OffiSmart Shanghai Smart Office and Workplace Management Summit” and “Development of Integrated Construction of Parking and Charging Summit”.

**Speakers’ comments:**

“As a company specialising in the development of smart classrooms, our goal for this presentation was to provide the audience with a comprehensive understanding of the concepts, technologies, and products associated with smart classrooms. The audience displayed great interest, and I believe the presentation was well received. Additionally, there were other speakers at the forum who were experts in different smart technologies, and I was delighted to engage in discussions with them and learn from their expertise.”

**Mr Zhou Zhang, Project General Manager, Anhui Wenxiang**

“This is our tenth time attending the fair, and it is the most important show for us in China because its content and audience align perfectly with our expertise and goals. We have decided to host a seminar to expand our marketing coverage and educate audiences about the importance of considering long-term costs and sustainability.”

**Mr Graham Martin, Chairman and CEO, EnOcean Alliance (United States)**

**Audiences’ comments:**

“We are a contractor for office construction, interior decoration, and hotel renovation. We travelled to Shanghai for visiting the fair and attending the OffiSmart Shanghai Smart Office and Workplace Management Summit. Among the presentations, the topics that impressed me the most were smart cities and the reuse of old spaces for renovation. The building industry continues to move towards greater use of smart technology. Thus, it becomes essential for us to attend these kinds of events in order to stay informed and expand our knowledge.”

**Mr Hailong Wang, Sourcing Director, Rugao Construction Group**

“It’s my first time visiting Parking China, primarily to look for suppliers of charging piles for new energy vehicles. The concurrent forums were very well organised, and I attended a session on improving the management efficiency of traditional car parks. This type of sharing and learning format is in line with my objective, as it allows me to gain a better understanding of the parking market’s development in different regions across the country.”

**Mr Zhixiang Chen, Product Manager, Zkteco**

Shanghai Intelligent Building Technology  
Shanghai Smart Home Technology  
Parking China  
Shanghai, 29 – 31 August 2023

The next editions of Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT), Parking China (PKC) and

the Shanghai Smart Office Technology (SSOT) zone will be held from 3 – 5 September 2024 at the Shanghai New International Expo Centre. SIBT, SSHT and PKC 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). For more information on PKC, 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).

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#### **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 2,160 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 €454 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)