

Press release

Shanghai Smart Home Technology 2018 concludes successfully as influential speakers shed light on the latest AI developments

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The fourth edition of Shanghai Smart Home Technology (SSHT), held from 3 – 5 September alongside Shanghai Intelligent Building Technology (SIBT), closed to an enthusiastic response. Apart from serving as a key business platform for the smart home industry in China, the 2018 fair was particularly praised for its finely curated concurrent event programme. Dedicated summits invited industry elites to share insights on the future of in-house AI applications, promote knowledge exchange and inspire audiences to develop business strategies.

Commenting on the success of the fair, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: “The debut ‘SSHT AI + Smart Home Summit’ was the focal point of the 2018 fair. By organising such an event, we position the fair as not just a marketplace but also a forward-looking, engaging and interactive meeting point in the region. I am pleased to have witnessed the overwhelmingly positive feedback from attendees, showing that our effort to initiate industry-wide collaboration was well received by the sector. In the future, SSHT will continue to build similar platforms to serve the needs of the industry.”

The ‘SSHT AI + Smart Home Summit’ took place on the first day of the show with the support from China Smart Home Industry Alliance (CSHIA). Esteemed guests including the China Academy of Information and Communication Technology, Alibaba, Baidu, Huawei and Microsoft gathered to deliver eight talks illustrating how the concept of smart living could be achieved by applying AI technologies. Mr Bill Chen, Deputy Director of Finance from KUKA Investment, praised the wealth of information available: “The theme of this AI forum is closely related to the market demand. The speakers were very professional which encouraged a high-quality audience to attend. I’ve met a number of interesting new people and the participation level and engagement from the audience was very good.”

Together with SIBT, the two shows featured over 80 presentations that addressed an array of topics related to wireless connection protocols, building automation theories, energy management systems, new product launches and much more. Audiences no doubt benefited from the forums’ outlook on the next decade’s intelligent household development.

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

Exhibitors and visitors satisfied with the wealth of business opportunities provided

Apart from providing up-to-date information on market trends, the fair was praised by exhibitors for its effectiveness in connecting them with quality buyers, while professional buyers leveraged the event to carry out various sourcing needs under one roof. Home security, electric curtains and sun-shading systems, home audio & video entertainment systems, wireless control applications and cloud platform services took centre stage at the three-day fair. An increase in exhibitor numbers from home and abroad and the record-breaking total exhibition area once again spoke for the show's status as the premier platform for smart living technologies in China.

Key figures at a glance (together with SIBT)

- Visitors: 29,423 – 8% increase
- Exhibitors: 272 – 13.3% increase
- Exhibition area: 23,000 sqm – 27.8% increase

Exhibitor feedback:

“With the advent of the IoT era, the smart home industry has developed very rapidly in recent years. I believe that IoT will enter the lives of more families in the near future, creating a better and smarter life for hundreds of millions of families. Our company has participated at SSHT for five years. The fair is very professional and helps us to expand and promote our company to the wider industry.”

Mr Zhou Zegui, Senior Vice President, UIOT Smart home

“Kuai Zhu Intelligent Technology has long been committed to the development of smart home technology. As one of the most important smart home exhibitions in China, SSHT is our first choice to present the latest products, to enhance publicity and to seek more potential partners. Participating at this exhibition also gives us a good opportunity to show visitors real-life product applications.”

Mr Wu Yongqing, Director of Operations, Kuai Zhu Intelligent Technology (Suzhou) Co Ltd

Visitor feedback:

“I travelled all the way from Nigeria to China just to attend this fair and I am extremely satisfied. I was able to connect with more than 10 quality smart home product suppliers on just the first morning. I was particularly interested to find control panels, sun shading systems and switches. I have successfully placed an order for some USD 50,000 worth of products already, and I am looking to liaising with exhibitors after the fair and expecting more on-going procurements. I believe I will return next year.”

Mr Yusuf Belgore, Manager Director, Gore Digital Integrated Resouces Limited, Nigeria

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“The abundant selection of control panels and smart door locks were the main reason for my visit. The products in China are also suitable for the Russian market as they are economical and high quality. During my last visit to the show I was able to find the right products which meant that it was an easy decision to return this year.”

Mr Dmitrii Samsonov, Director, TradeArt Ltd, Russia

Speaker feedback:

“I found the summit particularly appealing. Not only were we able to present our company’s innovative ideas before industry professionals, the event also allowed me to connect with other experts in the field on how the industry will evolve in the years to come. I am amazed by the number of attendees. They were very professional and some of them even came to me for discussion after the session. Overall, I am satisfied with the outcome of the seminar.”

Mr Wang Zhi, Smart Terminal General Manager, Alibaba AI Labs

“At the moment when we talk about smart homes in China, much of the attention goes to hardware developments. However, the path towards a real intelligent household experience lies far beyond the product level. It would require the whole industry to thoroughly explore the bigger picture, like what the real values are for implementing those systems and what still needs to be done to improve the user experience. A summit at this level was truly the ideal platform for us to convey this message. In future, I hope to meet with more industry specialists from different parts of the world to enrich the diversity of communication.”

Mr Jerry Chou, PhD, Senior Director of Strategy & Business Development Department, Huawei Cloud

SSHT is organised by Guangzhou Guangya Messe Frankfurt Co Ltd, the China Council for the Promotion of International Trade – Shanghai Pudong Sub-Council, Shanghai Hongshan Exhibition Service Co Ltd and the China Smart Home Industry Alliance (CSHIA). The next edition of the fair will be held from 3 – 5 September 2019 at the Shanghai New International Expo Centre.

SSHT will once again be held concurrently with SIBT to showcase intelligent building technologies and solutions for building energy saving, the smart community and smart hotels. The fair is committed to presenting the concept of Building Internet of Things and driving the industry forward. This will eventually mean the concept of intelligent building evolving from an individual building to a cluster of buildings and moving further towards intelligent technologies and digitisation. Many hope that the idea of cognitive buildings will eventually be realised.

SSHT and SIBT are both headed by the biennial Light + Building event which will take place from 8 – 13 March 2020 in Frankfurt, Germany. Messe Frankfurt also organises a series of light and building technology exhibitions in the Asia-Pacific region including Guangzhou Electrical Building Technology, Thailand Building Fair, Guangzhou International Lighting Exhibition, Shanghai International Lighting Fair and Thailand Lighting Fair. The company's light and building technology fairs also

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extend to markets in Argentina, India, Russia, the UAE and other countries and regions.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To learn more about SSHT and SIBT, please visit www.building.messefrankfurt.com.cn or email 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 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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 | www.congressfrankfurt.de | www.festhalle.de