

shanghai smart home technology

13 – 15.8.2025

Shanghai New International
Expo Centre (SNIEC), China

China's premier platform
for smart home technology

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Show highlights



Focusing on smart home system integration to unlock the potential of smart spaces

Shanghai Smart Home Technology (SSHT) will take place from 13 – 15 August 2025 at the Shanghai New International Expo Centre (SNIEC). The fair will continue to highlight innovations and applications in smart home technologies, exploring diverse scenarios centered around the four key elements: “sound”, “light”, “smart” and “visual”. It will also showcase cutting-edge products, technologies, and solutions.

According to industry reports, the global market size of the smart home industry is expected to reach nearly USD 338.3 billion by 2033. The European market is projected to have a compound annual growth rate (CAGR) of 9.4% from 2024 to 2031, while the Asia-Pacific region, which holds the largest market share, is anticipated to achieve a CAGR of 16.2% from 2024 to 2030.

As the smart home industry advances and people place a higher emphasis on quality of life, the demand for system integration products such as audio-visual systems, smart lighting, security solutions, and energy management continues to grow. The concept of smart home is also expanding into various settings, including commercial spaces, hotels, public institutions and school campuses, driving innovation across the industry.

Furthermore, international industry standards such as Matter, KNX, and Zigbee gradually gain popularity, domestic smart home companies have been expanding their overseas operations. In 2024, the fair saw a more than 150% increase in the number of overseas visitors compared to 2023, with visitors from 67 countries and regions. The fair will actively promote cross-sector business cooperation and collaboration, partnering with experienced industry players to create intelligent living space scenarios and build bridges for companies seeking to overseas opportunities.

Reference:

- 1 “Smart Home Market Size, Value & Trends”, Fortune Business Insights, 30 September 2024, <https://qr.messefrankfurt.com/b51d2> (Retrieved: October 2024)
- 2 “Europe’s smart home market size: 2024 to 2031”, Verified Market Research, July 2024, <https://qr.messefrankfurt.com/rbaca> (Retrieved: October 2024)
- 3 “Asia-Pacific Smart Home Market Forecast Through 2030”, Meticulous Research, July 2024, <https://qr.messefrankfurt.com/2c36c> (Retrieved: October 2024)

Smart home

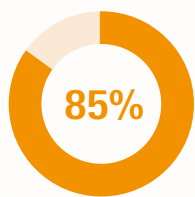
- Smart home central control systems
- Intelligent lighting control systems
- Home heating, ventilation and air conditioning systems
- Home audio & video and entertainment systems
- Home security and building intercoms
- Intelligent shading and electric curtains
- Smart home appliances and smart hardware
- Cloud platform technologies and solutions
- Chips, radar, and wireless modules
- Smart hotel control systems
- Home energy management systems
- Home health care technology
- Smart community management systems and products
- Smart home systems and solutions
- Digital commercial screens and interactive displays
- Stores, supermarkets, and intelligent retail systems and products
- Ultra-high-definition video systems

Featured exhibitors 2024



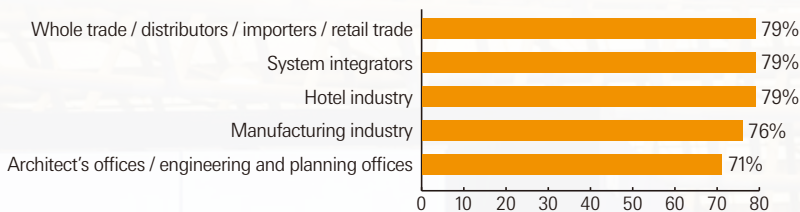
(Listed in no particular order)

SSHT 2024 exhibitors survey*



85% of surveyed exhibitors consider SSHT a major fair for the industry compared to other similar shows in China.

Exhibitor satisfaction with the target audiences they engaged *



*Shared with concurrent events Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Office Technology (SSOT) and Parking China (PKC). The total is over 100 percent due to multiple choice.

Exhibitor comments

"We are here to showcase our company's diverse solutions, including smart factories, smart communities, and smart hotels. Since our founding, we have consistently taken part in SSHT and observed that visitors have a high level of expertise and clear procurement objectives. The ratio of domestic to international customers is now nearly fifty-fifty. Overall, the show has yielded positive results in terms of finding our target clients and promoting our brand."

Mr Kai Gui, Senior Marketing Manager, LifeSmart

"At SSHT 2024, Leili showcased specially designed smart panels that cater to customers' needs for both aesthetics and practicality. This edition attracted a significant number of visitors, with several clients signing contracts on the spot. The overall quality of attendees has consistently been high, with a strong focus on high-quality products. As a result, we are optimistic about the outcomes of this year's show."

Ms Yingqi Su, Sales Consultant, Leili Home





Visitors' comments

"My company specialises in international trade, and I came here to source for smart home solutions, primarily security systems. The shows feature numerous innovations, and staying updated on these advancements is crucial for my business. I've already identified three promising partners. It's also fascinating to explore a variety of products, including facility management and intelligent building solutions, all in one place."

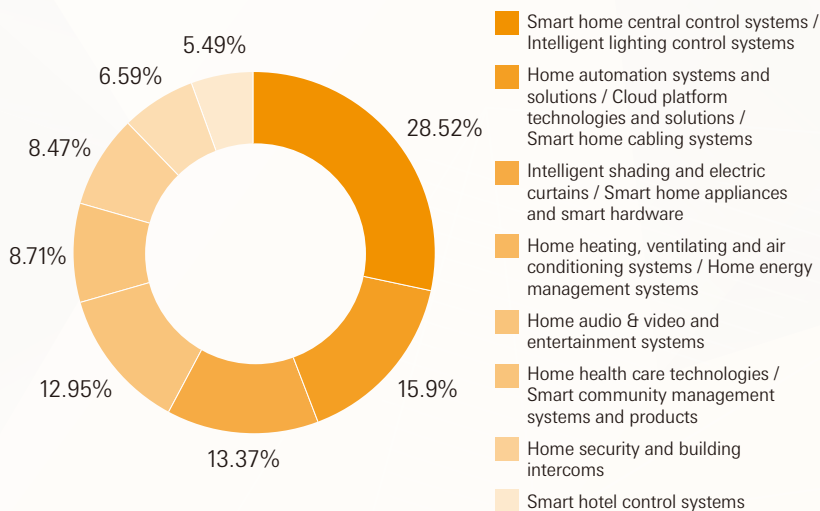
Mr Andres Mancero, General Manager, Valdani Trading (Ecuador)

"As part of the integrated hotel and resort industry, we aimed to explore high-quality suppliers of digitalisation solutions, high-end curtain motors, and more. SSHT showcased a range of products designed to enhance the accommodation experience for hotel guests. This event was not only an exciting sourcing opportunity but also a valuable occasion for learning and networking."

Mr Bin Lin, Facilities Manager, MGM (Macau, China)

28,295 professional visitors*

Product categories by audience interest**



* Shared with concurrent events Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Office Technology (SSOT) and Parking China (PKC).

** Source: SSHT 2024 onsite survey



A series of highlighted forums with thematic product zones to foster efficient exchanges

In 2024, SSHT hosted 21 forums, featuring over 100 industry experts who shared their insights on more than 150 trending topics across various sectors. The content covered areas including: smart spaces, smart home integration, smart lighting control systems, smart gerontechnology, smart hotel and engineering technology, smart healthy spaces, home audio-visual entertainment, digitalisation of real estate, smart cities, as well as low-carbon intelligent building.

Additionally, the 2024 edition collaborated with industry partners to create several thematic product zones, such as the "UWA Global Ultra-High-Definition Video Industry Alliance Zone", the "Urban Renewal Research Zone", the "DALI Alliance Zone", the "DISCIEN Future Meeting Zone", the "Facility Management Service Provider Zone", the "WELL Healthy Building Pavilion", the "KNX Zone", and the "EnOcean Zone". The next edition will maintain themed product zones that highlight unique content, fostering collaboration and enhancing communication among participants.

2024 edition highlighted forums:

- Forum of 2024 KNX Smart Home and Building Control Technology – the Development and Future of KNX Energy
- EnOcean Energy Harvesting Wireless Solutions for Energy-efficient and Smart Spaces
- DALI Alliance's Smart Lighting + International Intelligent Building Innovation Ecosystem Application Salon
- Smart Home Product Innovation Summit 2024
- SSHT Redefines the Possibilities of Home Entertainment
- Smart Gerontechnology Innovation and Application Development
- "Smart Hotel, Engineering Innovation" Forum
- The 2nd Yangtze River Delta Intelligent Building and Smart City Forum
- Salon of the Wise – The Intelligent Scenario Collision of the All-domain Business Space
- The China (Shanghai) Integrators' Conference 2024
- WELL Building a New Scenario of Health and Intelligence

Effective promotional and marketing campaigns to help exhibitors achieve their goals

The fair collaborates with over 150 media organisations, including industry associations, mainstream and trade media, and influencers across both traditional and emerging channels. It offers exhibitors with comprehensive promotional and marketing strategies to enhance their brand image and visibility both domestically and internationally, increase market exposure, and thereby strengthen existing business relationships while exploring new opportunities.

- ✓ EDM campaigns
- ✓ Official platform and media promotion
- ✓ Official website search engine
- ✓ Forum activity cooperations
- ✓ Sponsorship of event souvenirs
- ✓ Visitor invitations / delegation sponsorships
- ✓ Fair catalogues, event agendas, and flyers / onsite advertising
- ✓ Business matching services (online / offline)
- ✓ More targeted marketing channels available



智空间
慧生活

SMART SPACE
SMART LIVING



Show details

Date

13 – 15 August 2025 (Wednesday to Friday)

Opening hours

13 – 14 August 9:00 – 17:00
15 August 9:00 – 14:30

Venue

Halls N1 & N2
Shanghai New International Expo Center (SNIEC)
2345 Longyang Road, Pudong New Area
Shanghai, China

Admission

Free entry for trade visitors aged 18 or above

Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd
Shanghai Hongshan Exhibition Service Co Ltd

Co-organiser

China Smart Home Industry Alliance (CSHIA)

Participation fees

Standard booth package:
RMB 13,800 / 9 sqm (min 9 sqm)
Raw space:
RMB 1,400 / sqm (min 36 sqm)

SSHT is part of Messe Frankfurt's building technology shows, headed by the biennial Light + Building event in Frankfurt, Germany. Please visit: www.light-building.com/brand

Join and reserve your booth!

For more information, please contact:

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Show website



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Subject to change, as of November 2024