

Press release

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Guangzhou Electrical Building Technology closed with an increase in visitor numbers to reveal China's rising demand for smart household applications

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Guangzhou Electrical Building Technology 2018 reaffirmed its influence in South China's intelligent building and smart home sector as the total visitor figure with Guangzhou International Lighting Fair reached more than 165,000, a 5% increase from the last edition. This year, special attention was paid to the development of 'Green Hotels' in the country and IoT as dedicated seminars addressed the topics during the fair.

Reflecting on another successful edition of the fair, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "As well as serving as a business hub and displaying the latest market offerings, the 2018 edition of the fair delivered an inspiring seminar programme by bringing together some of the leading voices from the industry. We strived to forge an information-exchange platform that encouraged the sharing of insights and innovations and the response from our speakers and audiences was extremely positive. Looking forward, the industry can expect to enjoy a promising future as China moves forward towards a smart era, and Guangzhou Electrical Building Technology will continue to support industry peers."

In response to the Chinese government's plans to reduce energy consumption in the hospitality industry, a wide variety of 'Green Hotel' applications are receiving much greater attention. Such products and technologies include smart lighting, air-conditioning, IoT appliances, and many more. Recognising the need for a high-level technical exchange on the subject, the fair established the Intelligent & Green Hotel Development Summit again. Expert speakers and industry leaders were assembled to address the latest industry findings and future market trends. Well-received by the audience, this summit was among the highlights of the fair's event programme.

A comprehensive sourcing platform for the smart building sector

Guangzhou Electrical Building Technology was abound with business opportunities as exhibitors showcased some of their latest products and a strong lineup of domestic and international buyers used the fair as an important sourcing platform. IoT standards and communication protocol alliances were high on the agenda for many visitors. Leading players in the sector including KNX, Zigbee Alliance, LonMark, EnOcean and Zwave were present and showcased many state-of-the-art solutions.

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

The 2018 edition of GEBT was held concurrently for the first time with the Guangzhou Public Security Technology fair, jointly welcoming over 220 exhibitors. Together with Guangzhou International Lighting Exhibition, the three shows spread across 210,000 sqm of exhibition space. As the smart building, lighting and security industry sectors become more closely connected and interrelated, the three fairs were able to benefit from the synergistic effect of gathering relevant exhibitors and buyers under one roof.

Comments from exhibitors

“It is our first time to exhibit in China. We are manufacturers of indoor control panels for smart home devices. We have chosen GEBT as our stepping stone because we thought it could give us a cross-section view of the market. The result turned out to be very satisfying. We have received roughly 80 enquiries from potential buyers or business partners, which was well more than what we had expected. We saw a huge demand for smart home control units at the fair, buyers from various end-markets came over and talked to us, and they expressed great interest in our products and we are likely to return in 2019.”

Mr Benjamin Meinhardt, Technical Sales, tci GmbH

“We wanted to communicate with the industry and hopefully to increase the sale of our products. At the same time, we would also like to make use of the platform to attract and recruit new companies as our members. In the past few days we have received a great number of enquiries at our booth which showed there was a hunger for information. We think of GEBT as one of the few events in China that we can reach our target buyers. In short, we are very satisfied with the fair and we expect to return next year.”

Mr Victor Berrios, Vice President, Technology, Zigbee Alliance

Comments from visitors

“It is my third time visiting the fair. Every year I fly from India to attend GEBT and GILE to source for a number of products in the intelligent home sector. This makes the fair a must-attend event for me as I need to keep pace with market trends and acquire the latest technologies. On the first day I already located three service providers that were of interest. Their products were of a high quality and at a competitive price. I would recommend GEBT to everyone who plans to source or network in China for lighting and smart home related products. The fact that GEBT is held concurrently with the lighting fair is also beneficial to buyers since the sectors are interrelated in many aspects.”

Mr Bharatt Mehta, Marketing Manager, Peakmax India LLP

“This is the first time that I have visited GEBT. Our company engages in business with smart home, lighting and other related accessories overseas. I am here to locate suppliers and source for suitable products to export overseas. The scale of the exhibition is huge and the product range is comprehensive. I have also obtained a lot of market information. Smart homes will be a prevailing trend in both the domestic and

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international markets and I think GEBT serves as a prime business platform to assist the development of the entire industry. The flow of people at the show is great and I have actually met with some industry peers here.”

Mr Billy Ke, Procurement Manager, K L Energy Ltd

Comments from a speaker

“ ‘Green Hotel’ projects have been a key focus for this year’s forum. The sector is now seeking eco-friendly solutions for sustainable development not just to answer for the ever-tightening regulations from the government, but also to strive for energy and cost saving. The forum is an ideal occasion for everyone to come together, to share practical experiences so that we can grasp first-hand information. I enjoyed interacting with the attendees and exchanging thoughts. They showed great enthusiasm and the discussion atmosphere was lively and constructive.”

Ms He Lianying, Secretary General, Shenzhen Building Electrical & Intelligent Association

Comments from a forum attendee

“I found the concurrent programme very useful in giving me new insights into the industry. At the moment there are quite a number of different communication protocols in the industry. The good thing about the forum was that I could get to compare their strengths through various presentations. Also, I noticed a very strong line-up of speakers and the topics they covered were very practical.”

Mr Frost Chou, Synet business Division, Product Manager, ASYS Corporation

Guangzhou Electrical Building Technology is held concurrently with Guangzhou Public Security Technology and Guangzhou International Lighting Exhibition. Guangzhou Electrical Building Technology and Guangzhou International Lighting Exhibition are headed by the biennial Light + Building event in Frankfurt, Germany (8 - 13 March 2020).

Messe Frankfurt also offers a series of other [Light + Building technology events worldwide](#), including the Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT), the Shanghai International Lighting Fair (SILF) and Thailand Lighting Fair (THLF). Additionally, light and building fairs are also hosted in Argentina, India, Russia and the UAE.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To find out more about GEBT, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.com

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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 some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de