

Press

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Final Report

ISH Shanghai & CIHE

Shanghai International Trade Fair for Heating, Ventilation,
Air-Conditioning & Home Comfort System
Shanghai New International Expo Center
Shanghai, China, 5 – 7 September 2017

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ISHS & CIHE 17_FR

A record-breaking of 17,965 visitors highlight the conclusion of ISH Shanghai & CIHE 2017

European Pavilion, Premium and Diankou Zones offered quality products and fulfilled buyers' sourcing needs

Concurrent events facilitate exchange of market intelligence

ISH Shanghai & CIHE 2017, the premier HVAC platform presenting one-stop individual heating and home comfort solutions to East and Central China, ended on a positive note. The 2017 fair prominently featured state-of-the-art designs and technologies with energy efficiency and environmental protection key concerns. With an increasingly affluent population that aspires to greater living standards, simple yet effective heating solutions have become a top priority in order to handle colder winters in the region. Held from 5 – 7 September at the Shanghai New International Expo Center, the fair was jointly organised by Messe Frankfurt (Shanghai) Co Ltd, Beijing B&D Tiger Exhibition Co Ltd and Shanghai Zhanye Exhibition Co Ltd.

The fair maintained its position as an influential and comprehensive heating and ventilation event by receiving strong industry support, that was demonstrated by its largest visitor figures in recent years. The fair welcomed 17,965 visitors (2016: 16,527) – an increase of over 8.7% from last year's exhibition. Reflecting the fact that ISH Shanghai is the industry's leading event for HVAC industries in East and Central China, the fair welcomed 188 exhibitors from 11 countries and regions.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, commented: "ISH Shanghai & CIHE is one of the most important events for East and Central China's HVAC market, and the strong business results for exhibitors and buyers this edition once again validates that. The amount of new business and industry feedback that was generated at the show, as expressed by many exhibitors, was the most pleasing aspect for us."

Messe Frankfurt (HK) Ltd
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Mr Li Hongbo, General Manager at Beijing B&D Exhibition Co Ltd, added: "With the pursuit of higher standards of living, the desire for more efficient and comfortable heating in the home has been growing more rapidly than ever before in the East and Central regions of China. We will continue to link up market needs with technological innovation into a platform for the HVAC industry to network and achieve its business objectives."

European Pavilion, Premium and Diankou Zones offered quality products and fulfilled buyers' sourcing needs

For 2017, the notion of comfortable living continues to be an important theme for ISH Shanghai & CIHE. Many overseas and domestic enterprises use the Shanghai fair as a springboard to penetrate the region's promising HVAC market. The European Pavilion joined the fair for the fourth time to accommodate the growing demands for HVAC solutions in East and Central China by showcasing its state-of-the-art heating solutions. Furthermore, the returning Premium and newly launched Diankou Zones showcased some of the most innovative HVAC suppliers from China and international countries and regions. Aside from heating, fresh air and air purification as well as water treatment were the defining sections of the fair.

Heating sector

Emission reduction continues to be an important environmental goal for China. To achieve the country's green objectives, the Chinese government has ordered the immediate implementation of the "Coal-to-electricity" and "Coal-to-natural gas" policies to accelerate China's clean energy heating reforms. Capitalising on China's new policies and incentives, Caleido Srl, an Italian company participating at the European Pavilion, promoted their high-quality products with contemporary design and functionality. Mr Alberto Armanelli, Export Manager, said: "As a loyal exhibitor at ISH Frankfurt, we are currently also expanding our business in China. This is our first year at the Shanghai fair and our main objective was to promote our brand and to make ourselves known. Not only did visitors to our booth show strong interest in our products, but also provided us with end-user feedback and ample market information."

Veito, based in Turkey, shared very similar sentiments. Following on from their success at ISH China & CIHE earlier this May, the company returned to the Shanghai edition. Mr David Guan, General Distributor in Asia from the company, commented: "Thanks to the 'Coal-to-electricity' policy by the Chinese government, we could not have come to the fair at a better time. During the fair we received an overwhelming response not only from Chinese visitors, but also from buyers on a global scale who came to our booth to seek out quotations and learn more about our products."

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Fresh air and air purification sector

With air pollution being one of the most critical concerns in China, government officials are finally taking air quality issues seriously resulting in a range of measures being taken to tackle the problem. In addition to reducing pollutants released into the atmosphere, indoor air quality is equally important. Dedicated to clean air and promoting comfortable homes, CT Frontier Co Ltd from Japan participated at ISH Shanghai for the first time to showcase their latest air purification devices. Pleased with the fair results, Mr Tsuyoshi Sasaki, General Manager, expressed: “China is a very important market for our company due to its strong demand for air purification products. At the fair we connected with a number of potential clients and received many enquiries about our products, proving we are targeting the right market and buyer groups.”

Water treatment sector

High quality water is essential when considering the notion of comfortable living. Erie Water Treatment offers water purification equipment that helps ensure household water systems remain contaminant free and safe for consumption. Mr Wu Junwang, Operation Director, commended the fair: “Apart from being able to promote our brand, we also connected with target distributors representing floor heating, air-conditioning and smart home industries who wish to expand their service scope. We see great industry prospects in East and Central China’s water treatment industry and we will not hesitate to come back to the fair next year.”

Buyers seeking the latest technologies were not let disappointed. Returning buyer, Mr Jun Ouyang, Engineering Manager Asia Advance Technology Climate Technologies of Emerson Climate Technologies (Suzhou) Co Ltd, praised the range of products on show. “ISH Shanghai & CIHE is a reputable industry platform and we have been visiting the fair for the past few years to gain a better understanding of the region’s HVAC market. My company manufactures compressors and I came to get a better understanding of current heat pump technologies offered by both domestic and international suppliers. The fair covers a full spectrum of exhibits which continues to exceed my expectations year after year.”

Concurrent events facilitate exchange of market intelligence

A series of fringe events were also available to encourage debate amongst industry peers and possibly formulate new business strategies. A wealth of industry professionals gathered to network and exchange valuable market intelligence and technical know-how.

Mr Song Weimin, Chairman of the Chinese Building Metal Structure Association Comfort Home Branch, was one of the speakers at the

forum. He remarked: “Improved living standards and a stronger awareness of environmental protection have both contributed to the exponential growth of the comfortable living industry. At the fair we noticed both dealers and sales agents transitioning their businesses into focusing more towards the comfortable living market. The conference helped reinforce the importance of energy-saving, environmental protection and comfort and hygiene, which further benefits the research and development, production and sales of such products.”

Speaker at the Shanghai International HVAC Forum – Air-Source Heat Pump Forum, Mr Zhao Hengyi, Executive Vice Secretary-General of China Heat Pump Alliance, remarked: “In the past three years, air source heat pumps have been efficiently heating the Northern regions of China and have now become a reliable heating method in East and Central China. Air-source heat pumps are without a doubt the most efficient heating solutions on the market. The number of air-source heat pump companies in the market continues to grow which proves the widespread popularity and benefits of the technology.”

The next ISH Shanghai & CIHE will be held from 3 – 5 September 2018 at Shanghai New International Expo Centre. It is headed by the biennial ISH event in Frankfurt, Germany, which is the world’s leading trade fair for the Bathroom Experience, Building, Energy, Air-Conditioning Technology and Renewable Energies. The mother event will take place from 11 – 15 March 2019. For more information, please visit www.ish.messefrankfurt.com.

Moreover next ISH India powered by IPA will run from 22 – 24 February 2018 at Bangalore International Exhibition Centre. The next edition of ISH China & CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning Sanitation and Home Comfort System is scheduled to be held at the New China International Exhibition Center in Beijing, China, from 22 – 24 May 2018. For more information, please visit www.ishc-cihe.com or email info@ishc-cihe.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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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

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