

Press release

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## ISH Shanghai & CIHE returns with an elevated sourcing experience for the East and Central China market

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ISHS & CIHE 18\_PR1\_Eng

**ISH Shanghai & CIHE, the sister show of ISH China & CIHE in Beijing, will return to Shanghai New International Expo Centre from 3 – 5 September 2018 as the show cements its position as the most influential HVAC and home comfort exhibition in East and Central China.**

As the demand for customised heating solutions, intelligent and comfortable households in East and Central China continues to soar, industry professionals are gearing up for another edition of ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation, Air-Conditioning & Home Comfort System. The show will be concurrently held with Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Shanghai International Lighting Fair and Parking China to form a one-stop sourcing channel. Together, these five building technology fairs are expected to host over 600 exhibitors across 46,000 sqm of exhibition space and attract 60,000 visitors from around the world.

An increasing number of severe cold winter days during the year has fuelled the heating market in East and Central China. While centralised heating systems are predominant in the north of China, households in East and Central China require a different set of solutions. ISH Shanghai & CIHE enables fairgoers to capture lucrative opportunities generated by recent coal-to-clean energy policies and the growing popularity of fully-furnished deluxe apartments. Those, in fact, require individual household-based heating systems. These changes in the market will be seen through a comprehensive selection of advanced home comfort systems at the fair which also includes fresh air, water and air purification and smart products.

This comprehensive range of products ensures the fair is a focal point for a wide range of buyers. This includes manufacturers, distributors, installation companies, design and decoration companies, property developers, designers and end-users who are all looking to explore the latest products as well as industry trends.

### **Debut Premium Area elevates sourcing experience**

To accommodate the diversified needs of the market in East and Central China, the Premium Area will debut at this year's fair to showcase outstanding technologies and products under the themes of Technology, Quality, Design and Technical Skills. Renowned domestic and overseas brands dedicated to comfortable home products and technologies will offer a variety of sourcing options. The different themes allow visitors to efficiently navigate the various exhibits and discover design patents,

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quality and design awards, innovative system designs, and advanced skills involved in the manufacturing or installation process.

The European Pavilion will return to the 2018 edition to capitalise on the rapid development of the HVAC market in East and Central China. Renowned HVAC brands from Germany, Italy and the UK will showcase top-of-the-range European heating products and technologies. Last year, 20 top industry players from Europe featured at the pavilion and a strong line-up is expected again this year. Companies that have already confirmed their participation include AeroFlow, Afriso, Bampi, Dephina, KANE, Radius and WKL.

ISH Shanghai & CIHE 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 (Monday to Friday). For more information, please visit [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com).

Furthermore, the next edition of ISH India powered by IPA will run from 28 February – 2 March 2019 at Bombay Exhibition Centre, Mumbai. Another ISH event in China, ISH China & CIHE will be held from 6 – 8 May 2019 at the New China International Exhibition Center. For more information about ISH Shanghai & CIHE and ISH China & CIHE, please visit [www.ishc-cihe.hk.messefrankfurt.com](http://www.ishc-cihe.hk.messefrankfurt.com) or email [info@ishc-cihe.com](mailto:info@ishc-cihe.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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)