

Press release

Hong Kong, 1 June
2018

Largest ever ISH China & CIHE 2018 expands 8.6% increase in scale; 13.9% more visitors

Lucrative opportunities in China's clean energy heating market spurred the introduction of new zones, an increase in the number of exhibition halls to 10, covering 116,000 sqm, and a new visitor record at ISH China & CIHE 2018.

ISH China & CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning, Sanitation & Home Comfort Systems has again proven itself as Asia's leading trading platform in the HVAC industry by concluding with a record-breaking scale on 24 May. Jointly organised by Messe Frankfurt (Shanghai) Co Ltd and Beijing B&D Tiger Exhibition Co Ltd, the three-day event successfully hosted 1,300 exhibitors (2017: 1,289) and welcomed 70,202 visitors (2017: 61,612), a 13.9% increase compared to 2017. Due to successful outcomes in previous editions, quite a number of exhibitors expanded their booth size this year, leading to an 8.6% increase in the fair's scale to 116,000 sqm.

A drive by the central government to reduce pollution by accelerating the shift from coal to electricity and natural gas during the winter heating season has boosted market growth of greener heating solutions in China. Reflecting this development, the show employed two additional halls this year to showcase energy-saving boilers, low-nitrogen boilers and related products, a move that was widely welcomed by exhibitors in these halls and buyers sourcing such products.

In addition to the extensive number of companies offering innovative eco-friendly HVAC solutions, the 2018 edition introduced brand new zones to satisfy local buyers' appetite for cutting-edge technologies from around the world. Making its debut appearance this year, the Overseas Area in hall E1 gathered renowned global companies from the UK, France, Germany and Italy to present a comprehensive array of exhibits. A Water Pump Zone was also launched this edition to accommodate the growing demand from this sector of the industry. And an enlarged Italian Pavilion in hall W2 also impressed visitors with an in-depth showcase of the country's expertise in the HVAC industry, with the number of companies from Italy increasing by over 60%.

Key figures at a glance

- Visitors: 70,202 (2017: 61,612) – 13.9% increase
- Exhibitors: 1,300 (2017: 1,289) – 0.8% increase
- Exhibition area: 116,000 sqm (2017: 106,800 sqm) – 8.6% increase

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

Exhibitor feedback

“ISH China & CIHE is the largest exhibition in the HVAC industry in the country, and is the ideal choice for increasing our influence. On top of the coal-to-gas policy put forward by the government, we are also actively developing domestic product lines. Therefore, we hope to promote our new technologies through the show. The visitor flow was good, and they mainly came from the coal-to-gas market. There were distributors, engineering companies, gas companies and relevant government officials. Residential condensing boilers and commercial boilers for low-nitrogen reform are among our most popular products this edition.”

Mr Eric Xie, Managing Director, BDR Thermea (Tianjin) Co Ltd, UK

“This is our sixth year to participate at ISH China & CIHE. Our company specialises in heating and smart home products, and we exhibited here this year to develop the domestic market. We showcase our products from the angle of national clean energy reform. Due to the increasing labour costs in China, smart home remote control systems are also another highlight for us this edition. The influence of this fair is not just in North China, I would say it's on a national level. We are able to connect with special departments of the Chinese government including military, as well as corrections facilities from Xinjiang province. We also received inquiries from the clients of our competitors. ISH China & CIHE is the ideal platform for companies to showcase their latest advancements. And this is the preferred avenue for leading brands to learn from each other, taking China's HVAC technologies to another level.”

Mr Peter Wang, Deputy General Manager, Guangdong Phnix Eco-Energy Solution Ltd, China

“Pipes is the new operation arm of Honeywell. ISH China & CIHE is a highly influential show in the industry and we find it the perfect platform for our debut. The result is very good. Our booth is crowded all the time and too busy even for a staff of nearly 20 members. Visitors mainly come from the HVAC sector, including HVAC companies, decoration houses, distribution channels and HVAC engineers. All of them are our target client groups. Many visitors are pleasantly surprised to see that Honeywell is offering pipes now. They are particularly interested in our newly launched HDPE pipes for fresh air systems and HVAC systems. The show offers a good platform for us to connect to our clients.”

Mr Frank Ding, Marketing Director, Honeywell Pipes (China) Operation Center, USA

“The reason we are participating here is we are well known in Europe and South Asia, but so far we haven't focused on the Chinese market. Our international strategy has changed, and we know we need to focus on China as it's becoming one of the most important markets worldwide. The reason we chose ISH China & CIHE is it's an international fair, with all the major global brands participating here, so it's the most important fair in the region that we need to be at. This fair attracts customers from all over China, so it's a chance for us to show all our products that are suitable for different regions of the country, and to show we have products for every need.”

***Mr Stephan Paehler, Director of Business Development China,
Stiebel Eltron (Tianjin) Electric Appliance Co Ltd (China), Germany***

Visitor feedback

“This fair is definitely useful for sourcing air conditioners; you have all the big companies in the industry here as well as smaller Chinese ones, so there are plenty of different options for us to compare. We aren’t looking for suppliers from a particular country, so having the international brands here alongside Chinese companies is useful for us. We’ve found some potential companies we could cooperate with, around five at this stage, and we need to follow up with them after the fair. But we will sign contracts with some of them for sure. We have been able to achieve what we wanted in just one day, so this fair is very efficient and well organised.”

***Mr Valishin Farkhad, Head of Procurement Dept, Kamolot Istiqlol
Komakchisi Co Ltd, Uzbekistan***

“This is my first time visiting ISH China & CIHE. I am here to look for solutions related to home comfort systems, fresh air systems, water treatment and new energies, and to learn about the latest trends, and at the same time to find quality suppliers. There are many outstanding international and domestic brands featured at the fair. The German Pavilion is particularly impressive with technological advancements. I am able to understand more about the market and connect with potential partners for cooperation. As a result of the clean energy reform carried out by the government, quite a number of energy-saving and green HVAC exhibits are present at the fair. I will visit the show again next year.”

Mr Zhang Xiao Fei, Marketing Manager, HUNDRED Group, China

Speaker feedback

“It has been a pleasant cooperation between our Alliance and ISH China & CIHE over the past four years. The show and the iHVAC Forum are increasingly successful every year. This year the Forum recorded a full house again. People are paying explicit attention to the ventilation industry and want to learn more about advanced technologies. Experts from various countries gathered under one roof to share their application experiences which we can adapt to local situations. Currently in China, owing to the air pollution problem, fresh air systems are primarily used for air purification, whereas this system is mainly used for building energy efficiency in overseas markets. I believe that the haze problem here will be solved with the joint effort of the government and society. By then, the development of fresh air systems will be back to being used for building energy efficiency.”

***Mr Franck Zhu, Secretary-General, China Mechanical Ventilation
Industry Alliance, China***

Seminar attendee feedback

“We are a US-listed company which specialises in photovoltaic products for PV power systems. I attended the ‘Panel Discussion on Clean Energy Heating Beijing, Tianjin, Hebei and Surrounding Area.’ The result was great. The Panel Discussion gathered government officials from around China who monitor local subsidies, policies and projects. Through the

ISH China & CIHE
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discussion I was able to learn a lot of useful information. It really helps my work since we have to understand the local policies and market before we can bid for their projects."

Ms Emma Shen, Marketing Manager, JA Solar Co Ltd

The next edition of ISH China & CIHE will be held from 6 – 8 May 2019. The second ISH event of the year in China, ISH Shanghai & CIHE, will be held from 3 – 5 September 2018 at the Shanghai New International Expo Centre. For more information about ISH China & CIHE and ISH Shanghai & CIHE, please visit www.ishc-cihe.hk.messefrankfurt.com or email info@ishc-cihe.com.

ISH China & 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. Furthermore, the next edition of ISH India powered by IPA will run from 28 February – 2 March 2019 at Bombay Exhibition Centre, Mumbai.

Notes to editors

A selection of pictures from the fair is available here:

<http://www.sendspace.com/file/6r97pu>

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