

# Press

Hong Kong, November 2015

Parking China  
National Exhibition Convention Center (Shanghai)  
Shanghai, China, 10 – 13 May 2016

Keena Tsui  
Tel +852 2238 9970  
Fax +852 2519 8632  
Keena.tsui@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.parking-china.com.cn](http://www.parking-china.com.cn)  
PKC16\_PR1

## **Parking China – a holistic platform for China’s parking industry to launch in May 2016 in Shanghai**

### **Scarce parking availability fuels surge in demand for parking facilities**

Positioned as a comprehensive platform covering the entire parking industry supply chain, Parking China is launched to meet the tremendous parking needs in China. Jointly organised by Messe Frankfurt (Shanghai) Co Ltd and Langfang Conference & Exhibition Co Ltd, the show will be held at the National Exhibition and Convention Center (Shanghai) from 10 – 13 May 2016. It will be held concurrently with the 12<sup>th</sup> World Elevator & Escalator Expo.

To cater to rising market demand, exhibitors’ offerings will cover a wide scope including mechanical parking systems and components, smart parking management systems, parking access revenue control systems, safety or signalling equipment for parking facilities, and parking equipment and accessories for new energy vehicles. Professional visitors such as real estate developers, investors, property management units, owners’ committees, car park operation and management organisations, urban planners, architectural design institutes, business design institutes, static traffic management leadership teams, transportation operation committees, building contractors, contractor and supervisory agencies, dealers, distributors and agents are expected to participate.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, expressed great confidence in the organisers’ joint cooperation. She said: “Economic development has fostered

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more commercial dynamics and activities in China. Also, improving living standards have given rise to the presence of more car owners. Both of these factors have led to huge parking shortages and growing demand for more advanced parking facilities in the country. To cater to the market's needs, we are happy to collaborate with Langfang Conference & Exhibition Co Ltd to launch Parking China, a comprehensive platform for the parking business in China. Langfang organises the World Elevator & Escalator Expo and is very knowledgeable of the domestic market. We believe that the new fair will offer total solutions ranging from multi-storey and underground car parks to related hardware and software solutions, particularly car parking facilities in building.”

Mr Ma Zhen Tao, General Manager of Langfang Conference & Exhibition Co Ltd, is also very optimistic about the partnership. He mentioned: “Messe Frankfurt is a renowned international exhibition organiser with abundant resources and extensive experience in professional fair management. Our cooperation will create an efficient trade platform for exhibitors and visitors to tap the parking market in China.”

He added: “The concurrent exhibition, World Elevator & Escalator Expo, covered 130,000 sqm and attracted more than 100,000 visitors in its last edition. Visitors were mainly developers, property management units, city planners, dealers and agents. Both exhibitors and visitors of Parking China will definitely benefit from the synergies generated by the two fairs.”

### **Scarce parking availability fuels surge in demand for parking facilities**

In 2014, 154 million private cars were registered in China, while the number of available parking spaces was less than 100 million.

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According to international standards, approximately 1.4 parking spaces should be allocated to every one car. In urban areas, there are over 50% more vehicles than available parking. This discrepancy is widening quickly and the shortage is becoming more severe with the boost in car ownership and limited urban space.

As such, the parking sector in China is beginning to develop aggressively. Over 400 mechanised parking garages have been added across the country. In 2014, 44 cities launched 70 preferential policies for revenue control, parking management and lot construction. Demand for parking solutions and products for urban residential districts, public facilities and enterprises keeps growing. In addition, following the development of Internet of Things, cloud computing and smart cities, going intelligent is also the future trend.

Ms Lucia Wong added: "Given the steady growth of the parking industry in China, the creation of a professional trade platform is necessary. Parking China will organise a series of seminars and conferences to encourage knowledge exchange and networking. Moreover, to cope with the rising demand for advanced parking facilities, the show's theme 'Smart Parking' will focus on helping participants tap this high potential market."

For more information, please send an email to [parking@china.messefrankfurt.com](mailto:parking@china.messefrankfurt.com).

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**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €554 million in sales and employing 2,130 people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place

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at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 121 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com).