

# Press

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

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## **Parking China – thematic zone showcasing the latest parking technologies debuts this May**

### **Concurrent seminar to address intelligent parking**

Jointly organised by Messe Frankfurt (Shanghai) Co Ltd and Langfang Conference & Exhibition Co Ltd, Parking China will be held from 10 – 13 May 2016 in Hall 7.2 of the National Exhibition and Convention Center (Shanghai), China. It is a new thematic zone within the 12<sup>th</sup> World Elevator & Escalator Expo.

A number of leading brands in the parking industry will be present. They include:

- **Smart parking systems providers:** iRain IOE Technology, Dahua Technology, Lonix IOT Technology, ZTE ITS, QianHai Ecaray, Defero Technology
- **Mechanical parking facilities providers:** Guangzhou Honzawa Metal Products, Guangxi Construction, Hytone Parking, Jiu Yin Parking, Wei Ming Space, Gland Machinery & Electronics
- **Car park management companies:** Secure Parking, Forewell Parking, SuTong Information

Mr Chan Rui, General Manager of Secure Parking, mentioned: “Car parks are the first and last impression customers have of a venue. Providing a good parking experience can help raise customer loyalty and return rates. Secure Parking will introduce various parking solutions which can increase the value of parking facilities at Parking China.”

Shanghai SuTong Information Science & Technology Ltd offers solutions from the entire supply chain of IoT intelligent parking products. Mr Wu Shaolong, the company’s Marketing Director, said: “Parking shortages have been an open sore to urban car owners. They have directly impacted people’s living quality and city mobility efficiency. Improving static traffic and widening the application of intelligent parking are key elements of realising the vision of smart cities. Through participating in Parking China, we are optimistic we will increase our brand awareness and connect to more intelligent traffic authorities and companies.”

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
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Xi'an iRain IOE Technology Service Co Ltd specialises in smart city and smart traffic solutions. The company launched their iRain Parking software which manages both the ins and outs of vehicles. According to Mr Wang Linxiang, Managing Director and CEO of the company, their company will introduce customised smart parking solutions such as consulting services based on car park management lifecycles, commercial models and procedure reengineering, as well as big data and system integration for car parks.

### **Concurrent seminar to address intelligent parking**

“The 4th Static Traffic and Smart-parking Seminar & 2016 Parking Industry ‘Gold Parking Award’ Ceremony” will be held on 11 May, the second day of the fair. It is organised by China’s leading domestic intelligent traffic industry portal [www.21its.com](http://www.21its.com).

With the topic “Internet + Intelligent Parking”, the seminar will gather industry experts to share their experiences and knowledge on parking management, technologies, market exploration and digitalised platform establishment. Moreover, the seminar aims at help audience members to better understand the current and future trends of the parking industry.

The 12<sup>th</sup> World Elevator & Escalator Expo, the host exhibition of the Parking China zone, will span across 135,000 sqm of exhibition space and occupy five halls. More than 900 exhibitors and over 100,000 visitors from property development and management, city planning, distribution and other sectors are expected to attend.

For more information about Parking China, please visit [www.parking-china.com.cn](http://www.parking-china.com.cn) or send 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 €645\* million in sales and employing 2,297\* 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 at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132\* 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)

\* preliminary numbers (2015)

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