

Press

Shanghai Intelligent Building Technology
Shanghai New International Expo Centre
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Shanghai Intelligent Building Technology 2017 achieved record-breaking figures, visitor increase of 18%

Comprehensive display of the latest innovations receives positive approval by fairgoers

Concurrent forums analysed future industry trends with a spotlight on Building Internet of Things (BloT)

The 11th edition of Shanghai Intelligent Building Technology (Shanghai Intelligent Building Technology – SIBT) ended on a positive note with a record-breaking number of visitors. The fair was held concurrently with Shanghai Smart Home Technology (SSHT) from 5 – 7 September 2017 at the Shanghai New International Expo Centre. Collectively, the two shows hosted 240 exhibitors from 13 countries and regions which displayed the latest intelligent building and smart home technologies. The 2017 edition also welcomed a record-breaking 27,275 visitors from 54 countries and regions, an 18% increase from last year.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: “The 11th edition of SIBT concluded with great success. We would like to express our gratitude to our industry friends for their generous support. China’s new urbanisation and development of IoT is having a huge impact on the building industry. Conventional buildings are evolving into intelligent buildings that can provide greater comfort and convenience and it is well understood that IoT will bring sweeping changes to the industry. In addition, a series of thought-provoking forums and seminars were held covering topics including connectivity, IoT, smart hotels, intelligent building and smart home standards. Expert speakers were invited to share information about the latest innovations and industry trends with fairgoers in the hope of fostering cross-sector collaboration and technological convergence.”

The Intelligent Engineering Branch of China Exploration & Design Association was one of the fair co-organisers. Ms Hu Ping, President, commented on the show as well as on the future development of the industry: “SIBT is an important fair with strong participation from leading brands and industry professionals. As technologies evolve, people demand better living standards. With the application of smart technologies, buildings not only provide safety and shelter for citizens but they make life more comfortable, greener and healthier.”

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

Comprehensive display of the latest innovations receives positive approval by fairgoers

Backed by steadfast support from renowned overseas and domestic companies over the years, the fair is dedicated to presenting innovative solutions. Participating exhibitors included A-OK, ABB, ANJUBAO, Apollo, AVE-Leelen, Baiwei, CARLO, Dnake, DUEMMEGI, EnOcean Alliance, HDL, Honyar, HUTLON, KNX Association, Rishun, RUI XIANG, SAVEKEY, Security & Fire, SenseAir, Supcon, Systec, T-Touching, Taijeisai, WISTAR and ZF Friedrichshafen.

China Security & Fire IoT Sensing Co Ltd specialises in sensors. Mr Tang Fei, Manager, was pleased with the progress demonstrated by the industry over the past few years: "Although the intelligent building industry takes time to achieve technological breakthroughs, the speed of applying these new ideas into products is always stunning. I am glad to see many theories raised during the previous editions have been put into reality this year."

Zhejiang Supcon Instrument Co Ltd focuses on design, research and development of intelligent buildings and smart cities. Mr Wang Kai, Chief Engineer, Building Intelligence Division, shared: "Our systems are particularly designed for commercial and public buildings. We exhibit at SIBT on a regular basis as we see the fair as a must-attend industry event. We also participated in the forum this year and the quality of the attendees was impressive. In addition to the integration and introduction of technologies, setting up a uniform standard is also vital to help the smart industry progress."

Guangdong Digital Technology Co Ltd was a first-time exhibitor. The company engages in building intercoms, parking, access control systems and smart homes. Ms Zhang Shuming, Vice President and General Manager of Smart Integration Business Department said: "Intelligent buildings involve a wide range of disciplines including cloud computing, artificial intelligence, building and data communication. Only if every enterprise strives to perform at its best will the industry develop further. The visitor flow was far beyond my expectation. Visitors were able to fully experience the products and technologies on display during the show. SIBT is an ideal platform for business promotion."

Concurrent forums analysed future industry trends with a spotlight on Building Internet of Things (BloT)

The ever-changing intelligent building market creates an increasing demand for innovative technologies and ideas. This year, SIBT explored future industry trends with a spotlight on Building Internet of Things (BloT). Influential decision-makers were invited to the fair to share their thoughtful insights:

- **Intelligent buildings**

Organised by Engineering Intelligent Design Branch of China Exploration and Design Association, Engineering Intelligent Design Branch of China Exploration and Design Association Shanghai Expert Committee, and Intelligent Building & Smart City Magazine, the forum "Intelligent Building · Smart Future--Intelligent Building Industry Integrated Development Forum 2017" discussed the technological integration, development and innovation of the industry. Ms Hu Ping, President, Engineering Intelligent Design Branch of China Exploration

and Design Association, stated: “The forum was well-received and fully occupied, some attendees who were not able to get seats had to stand in the seminar area for the presentation. The forum was a great occasion for them to learn from the assembled experts and to learn about innovative technologies. The forum will not only help their individual work, but also assist the industry as a whole to make further progress.”

- Connectivity

Continental Automated Buildings Association (CABA) organised a seminar entitled “The Impact of the Internet of Things (IoT) on Intelligent Buildings and Multi-Dwelling Unit Buildings”. Mr Greg Walker, Research Director, CABA, was invited as a speaker. He remarked: “The forum analysed the issue from the perspectives of different stakeholders. I think the content really matched what the industry needs. The questions from the floor reflected the quality of the attendees and their feedback was positive.”

- Intelligent hotels

Ms Helen Huang, Secretary-General of China Hotel Engineering Alliance, was invited to be one of the guest speakers of the forum “New Thinking on Intelligent Hotel - Increase in service value when hotels become intelligent”. Other speakers were from ABB, Eastsoft, Haier, Lutron, Tridium and VersLink. Ms Huang said: “The participating companies at the forum represented different sectors including wireless technologies, smart lighting and lighting control. Before applying smart products in homes, a lot of people gain firsthand experience of using these products when staying in hotels. The hotel industry is the pioneer of smart technologies. The attendees raised questions which identified the current challenges we are facing and it was an excellent occasion for information exchange and learning new ideas.”

- Intelligent building and smart home communication protocols

A diverse array of forums were organised to enhance the communication and integration among smart system providers. Participating organisations include EnOcean Alliance, KNX Association, LonMark International, Wi-Fi Alliance and Zigbee Alliance. As the speaker of “EnOcean Batteryless Wireless Technology for Intelligent Buildings and IoT - Embracing the Internet of Things in the New Era of Cognitive Buildings”, Mr Graham Martin, Chairman & CEO, EnOcean Alliance, commented: “In commercial buildings, users are not always conscious of energy saving. Therefore, property owners are more determined to adopt energy-saving technologies to reduce operation costs. I am glad to see the forum was successfully held and a full-house exceeded my expectations. The forum acts as a highly efficient avenue for industry peers to learn about the latest market intelligence. Attendees can listen to their topics of interest and then go to the booth and talk to the experts in detail after the seminar.”

KNX Association organised “KNX Technical Seminar” to explore future developments in smart homes and smart cities through case studies. Ms Shen Pu, Executive Secretary, KNX China, shared: “In addition to helping audiences better understand our brand, we also provided new angles for the audience to view the industry. For example, the emergence of smart hospitals has allowed us to examine in more detail medical issues related to aging populations. The forum was well-

attended and feedback from audience was positive.”

Wi-Fi Alliance elaborated on the application of smart living by presenting the topic “Wireless to Smart by Wi-Fi Alliance”. Mr Jerry Huang, Director, Greater China Region, Wi-Fi Alliance, said: “I would like to provoke new thinking by illustrating case studies related to chips, modules, solutions, strategy and end-users’ market. The forum was in line with the market’s expectation and the audience was highly engaged in the discussion.”

Zigbee Alliance introduced its technologies and illustrated the application through the topic of “Smart Inside, Beauty Outside”. Ms Laura Shang, China Regional Representative, Zigbee Alliance, said: “Most of the attendees were from the smart home sector which meets our expectation. The guest speakers we invited covered a full spectrum of the industry including chips and modules. It was an efficient platform for industry professionals to discuss the latest trends.”

Organised by a&s, the forum “Application of Intelligent Open Video Technology Innovation Forum” introduced security products and technologies with a wide range of smart features. These smart security solutions are able to be applied in many different ways for industrial and urban planning.

SIBT is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Shanghai Hongshan Exhibition Service Co Ltd, the China Council for the Promotion of International Trade – Shanghai Pudong Sub Council and the Intelligent Engineering Branch of China Exploration & Design Association. The next edition of the fair will be held from 3 – 5 September 2018 at Shanghai New International Expo Centre in China.

SSHT and SIBT are both headed by the biennial Light + Building event which will take place from 18 – 23 March 2018 in Frankfurt, Germany. Messe Frankfurt also organises a series of light and building technology exhibitions in China including the Shanghai International Lighting Fair, Parking China, Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology. The company's light and building technology fairs also extend to markets in Argentina, India, Russia, the UAE and other countries and regions.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To learn more about SIBT, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.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,

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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