

# Press

Shanghai Intelligent Building Technology  
Shanghai New International Expo Centre  
Shanghai, China, 5 – 7 September 2017

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## **Shanghai Intelligent Building Technology opens on 5 September with strong participation from leading brands**

### **Event programme explores future industry trends with a spotlight on Building Internet of Things (BIoT)**

Shanghai Intelligent Building Technology (SIBT) kicks off its 11th edition from 5 – 7 September 2017 at the Shanghai New International Expo Centre in Shanghai. With the support from Intelligent Engineering Branch of China Exploration and Design Association, the fair will once again run concurrently with Shanghai Smart Home Technology (SSHT). The two fairs are expected to welcome 240 exhibitors to present Building Internet of Things (BIoT) and smart home technologies. As a leading trading platform in the intelligent building industry, SIBT is a comprehensive showcase of innovations covering control interfaces and systems, total solutions, chips, modules, sensor products, Internet of Things (IoT) technologies and NarrowBand-Internet of Things (NB-IoT) technologies.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, expressed: "Approaching its 11th edition, SIBT will strive to continue its success for another year. I would like to express my heartfelt thanks to the whole industry for its support over the years. Rapid urban development, economic growth, application of cloud computing and IoT are paving the way for intelligentisation in the building industry. IoT technologies will become the foundation of intelligent buildings and BIoT will gradually develop into an influential industry trend. Buildings not only provide safety and shelter to citizens but they also act as the basic component of urban planning, while also reflecting contemporary lifestyles and promoting mental well-being. SIBT will examine the convergence of building technologies and the concepts of BIoT. This development will fulfill the demand for users' comfort and convenience and ultimately lead to enriching experiences."

This year's fair focuses on the idea of BIoT which provides momentum within the intelligent building industry. The concept of intelligent building has been evolving from an individual building to a cluster of buildings, moving towards intelligent technologies and digitisation. In return, the rapid development of intelligent building technologies has also enriched the original concepts and functionality of IoT technologies. The ideas of

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cognitive building will eventually be realised to demonstrate improvements in energy-saving, safety, convenience and efficiency.

## **Event programme explores future industry trends with a spotlight on Building Internet of Things (BIoT)**

SIBT will present intelligent building solutions covering building energy saving, smart community and smart hotels. Confirmed leading brands include A-OK, ABB, ANJUBAO, CARLO, DHL, Dnake, DUEMMEGI, EnOcean, Foshan, Friedrichshafen, Ihorn, KNX, Rishun, SAVEKEY, Security & Fire, SenseAir, Supcon, Systec, T-Touching, Taijeisai, WISTAR and ZF.

A series of interactive seminars and events will be organised to help visitors keep abreast of the latest industry developments. Expert speakers are invited to discuss the latest industry trends and offer market insights. Topics include:

- **Intelligent Building - Smart Future——Intelligent Building Industry Integrated Development Forum 2017**  
The Forum is co-organised by the Engineering Intelligent Design Branch of the China Exploration and Design Association, the Engineering Intelligent Design Branch of the China Exploration and Design Association's Shanghai Expert Committee and the Intelligent Building & Smart City Magazine. The event will explore technological integration, development and innovation in the building industry.
- **New Thinking on Intelligent Hotels – Increase in service value when hotels become intelligent**  
Subtopics will include 'Increase in Service Value when Hotels Become Intelligent', 'Ways to Reach Low Carbon by Hotels', 'Ways to Upgrade the Hotel Intelligence and Offer Users' Experience with Technologies and Humane' and 'Ways to Have a Tight Connection among Smart Home Systems for Better Coordination'. Case studies on hotels adopting smart technologies will also be examined. Expert speaker, Ms Wang Dan, Secretary General of the China Hotel Engineering Alliance will be invited to offer her insight. Speakers from ABB, Eastsoft, Haier, Lutron, Tridium, VersLink will also share their thoughts on smart hotels.
- **EnOcean Batteryless Wireless Technology for Intelligent Buildings and IoT – Embracing the Internet of Things in the New Era of Cognitive Buildings**  
By presenting the EnOcean self-powered wireless standard, the forum will illustrate how to enhance comfort levels, promote intelligentisation, drive energy saving and operate intelligent and cognitive buildings with minimum cost.
- **KNX Technical Seminar**  
The forum will focus on application issues. Subtopics such as 'Application of KNX System in Modern Buildings', 'Innovation Lights Up Life – Application of KNX in Smart Homes', 'Design and Application of DALI System in Office Building Projects' will be examined.
- **LonMark International Empowers Intelligent Control Networking Solutions: New Technology Advancements for Building Automation and Smart Cities**  
LonMark International provides key international standards for building

automation, process control and smart cities. The seminar will take a closer look at the application of building automation and smart cities, including smart lighting and other case studies.

- **Smart Inside, Beauty Outside**

The event will introduce the application of Zigbee technologies. An array of subtopics will be explored including 'The Application of Low Power Consumption in Smart Home', 'Zigbee Technology to Help Achieving Secure Cloud Lock, Accelerating the Smart Home Development' and 'Application of Zigbee in the Field of Meter Reading'.

- **Wireless to Smart**

Organised by Wi-Fi Alliance, the forum will address subtopics such as 'Wi-Fi and Smart Living', 'Smart Lighting, Smart Home to Intelligent Living' and 'Activating Smart Home via Smart Appliance Product'.

- **The Impact of the Internet of Things (IoT) on Intelligent Buildings and Multi-Dwelling Unit Buildings**

Organised by Continental Automated Buildings Association (CABA), the event will analyse the role played by connected technologies and IoT in the intelligent building and multi-dwelling unit sectors by examining two related collaborative research projects.

- **Arm Mbed: Internet of Possible**

Arm Mbed will reveal software, hardware and its cloud platform with robust connectivity and security features developed by IoT devices.

- **HomeGrid Forum Industry Seminar**

HomeGrid Forum is dedicated to promoting G.hn technology, a globally recognised gigabit home networking technology. The forum will demonstrate how to make use of existing cables at home to provide a seamless high-speed network. Speakers from standards organisations, semi-conductor companies and chips manufacturers such as China Telecom, Huawei, Marvell, MaxLinear and Xingtera will be invited.

- **Application of Intelligent Open Video Technology Innovation Forum**

Organised by a&s, the forum will introduce security products and technologies with a diverse array of smart features.

SIBT is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, the China Council for the Promotion of International Trade – Shanghai Pudong Sub Council, Shanghai Hongshan Exhibition Service Co Ltd and the Intelligent Engineering Branch of China Exploration & Design Association.

SIBT and SSHT 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 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.

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For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand). To learn more about SIBT, please visit

www.building.messefrankfurt.com.cn or email  
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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, 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:

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