

Press release

Shanghai Intelligent Building Technology 2018 to focus on the development of Building IoT

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Shanghai Intelligent Building Technology will open its doors in September to reveal the latest technical achievements that China has to offer across the Building IoT sector. The fair has earned significant support from industry peers over the years and is due to host over 250 renowned companies from around the world. With more than 28,000 visitors expected, this year's fair is set to be its busiest edition ever.

The 2018 edition of Shanghai Smart Home Technology (SSHT) will be held concurrently with Shanghai Intelligent Building Technology (SIBT) to present the latest smart home and building innovations. This year, a wide range of technological breakthroughs in the intelligent building sector, including AI & IoT applications, smart lighting, smart parking and smart security will take centre stage, offering participants a comprehensive overview of the industry.

Regarding the future development of the intelligent building industry, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, commented: "With the remarkable progress in big data and cloud computing technologies in recent years, cognitive buildings that integrate user-oriented lighting, parking, HVAC and energy-saving functions have become a viable option in the China market. To cope with this rising demand, special attention is being paid to building IoT applications at the fair and dedicated seminars have been arranged to examine the numerous business possibilities."

The integrated application of IoT, communication technologies and cloud computing has significant implications when it comes to the intelligent building industry and smart city development. The next generation of intelligent buildings will be able to adapt and learn based on experiences with their inhabitants. Thanks to policies in China that have promoted IoT technologies, the future outlook of the intelligent building industry is being redefined. According to the Ministry of Industry and Information Technology of the People's Republic of China, it is estimated that the annual growth rate of the IoT market in China will increase more than 30% from 2015 to 2020 and reach a value of RMB 1.9 trillion.

To better integrate resources and enhance the synergy effect of Messe Frankfurt's series of IoT and intelligent building technologies fairs, SIBT 2018 will be held jointly with Parking China for the first time. Parking China is a specialised fair for public parking solutions and the

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collaboration between the fairs will demonstrate a cross-sector building ecosystem helping fairgoers to meet new partners and unlock business opportunities. Further information about Parking China will be released in the run up to the fair.

Exhibitors to showcase technological achievements

As the prime trade fair for the intelligent building sector in China, SIBT is trusted by an array of industry players. Some of the heavyweights to present their latest innovations include: EnOcean, KNX, Legrand, Dahua, ANJUBAO, Ave Leelen, HULTON, Dalitek, Aurine, HDL, WISTAR, A-OK, Savekey, Star-net, Tantron, T-Touching, Laffey, Systec, A&R, Rishun, mantunsci and Dnake. Key sectors and exhibitors include:

- **Smart hotels**

- Exhibitor: Guangzhou Rishun Electronics Technology Co Ltd**

- IoT and digitisation are becoming key to the development of hotel management. Rishun's new products specialise in strong and weak current intelligent control systems for hotels and buildings.

- **Intelligent building communication protocols**

- Exhibitor: Hangzhou Wistar Mechanical & Electric Technology Co Ltd**

- Smart sun shading systems are designed to make living environments more comfortable by blocking harsh sunlight and providing noise reducing capabilities.

- **Smart energy-saving solutions**

- Exhibitor: KNX China**

- KNX is an open standard for commercial and domestic building automation. In recent years, KNX has enhanced its technologies by adding KNXIoT, KNX Secure and KNX Web Service to promote the continuous development of smart homes and intelligent building.

For a detailed list of exhibitors, please visit the fair's [official website](#).

SIBT is 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 China Smart Home Industry Alliance (CSHIA). The fair will be held from 3 – 5 September 2018 at Shanghai New International Expo Centre in China.

SIBT will be held concurrently with SSHT to showcase intelligent building technologies and solutions for building energy saving, the smart community and smart hotels. The fair is committed to presenting the concept of Building Internet of Things and driving the industry forward. This will eventually mean the concept of intelligent building evolving from an individual building to a cluster of buildings and moving further towards intelligent technologies and digitisation. Many hope that the idea of cognitive buildings will eventually be realised.

SIBT and SSHT are both headed by the biennial Light + Building event in Frankfurt, Germany. Messe Frankfurt also organises a series of light and building technology exhibitions in China including Guangzhou Electrical Building Technology, Guangzhou International Lighting Exhibition, Shanghai International Lighting Fair and Parking China. The company's light and building technology fairs also extend to markets in Argentina, India, Thailand, 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 SSHT and SIBT, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.com.

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de