

## **Guangzhou Electrical Building Technology 2012 opens on June 9**

The 2012 Guangzhou Electrical Building Technology will open for business on June 9 at the China Import and Export Fair Complex at the Electrical Engineering Brand Name hall 6.1 and the new hall 8.1. Running until June 12, the premier event will serve as the comprehensive platform on building technology for industry professionals both in China and abroad. The show will feature over 260 exhibitors from 11 countries and regions including Australia, Belgium, China, France, Germany, Hong Kong, Taiwan and USA across 15,000 sqm of exhibition space, a 50% increase from the previous year.

The 2012 fair will specialise in two themes – electrical engineering and building automation. Within these two areas of focus, some of the world foremost brands in building technology including Beckhoff Automation, Echelon Technology, EnOcean, KNX China, Vity Technology and Weiland Electric will exhibit their latest innovations.

### **Leading exhibitors share their goals for the 2012 show**

Exhibitors from around the world are ready to present their latest innovations in building technology. The companies Schneider Electric, KNX, EnOcean Alliance and Nanjin Tiansu Automation controls Co Ltd in particular have strong expectations for the show. They each focus on unique sections of building technology that aim to change the landscape of energy generation and system management.

Knowing how building technology is rapidly growing in importance across South China, Schneider Electric has booked a larger space at the fair. Utilising over 150 sqm of space, the company plans to showcase their diverse range of products and latest innovations. At the fair, they will introduce their latest product 'EZinstall3', a product that features two-wire TruRetrofit technology to make light fixture installation easy.

Mr Jason Xu, Strategy & Marketing Director, LifeSpace Business Unit of Schneider Electric China said: "We have high expectations for Guangzhou Electrical Building Technology. It's been proven that the show is an important platform for us to demonstrate our core technology and expose ourselves to many qualified buyers during the show."

KNX will present their latest concept 'KNX City'. According to the firm, cities account for two-thirds of all global energy consumption and also emit 70 percent of the world's greenhouse gases. With a network of more than 265 manufacturers from 31 countries, and over 7,000 products with ISO/IEC 14543/3 certification, KNX, who also created the worldwide standard in home and building control, believes they have the system management solutions for individual homes, buildings and entire city networks.

Mr Joost Demarest, Director of the KNX Association noted: "Our goal at the Guangzhou Electrical Building Technology fair is to demonstrate how our innovative products meet the energy conservation and system management needs in the five main areas of buildings, mobile products, infrastructures, energy generators and communication portals. We believe our green solutions will make a significant impact on the world's building technology industry."

EnOcean, a manufacturer of various forms of modules for energy harvesting and generation looks forward to unveiling their latest line of products at the 2012 fair. Mr Zeljko Angelkoski, Director of EnOcean said: "EnOcean's business has grown steadily since we exhibited at the 2011 show. With lots of new local partners from China, we plan to promote our latest collection of wireless switches, sensors and controls for building automation and smart home development this June at the fair."

Another exhibitor expected to present their latest wares is Nanjin Tiansu Automation controls Co Ltd. Mr Ma Ruming, Director of R&D noted: "We plan on introducing our current line of products and technologies in the areas of hotel room control, smart home control and passive wireless technology at the fair. After receiving very good feedback from visitors last year, we decided to come back with a much bigger booth. We believe the Guangzhou Electrical Building Technology fair is a good platform to demonstrate our achievements in energy management and intelligent control."

### **Comprehensive fringe programmes provide an engaging experience to all attendees**

The fringe programmes for the 2012 show will provide a number of key insights to developments in the building technology industry. Influential players from world-leading companies and industry associates will provide their views and experience on a wide range of topics. Some of the programmes include:

- **AiIB - Intelligent Green Building Alliance Conference** - The forum will offer attendees a chance to learn and discuss a range of issues in sustainable city as well as intelligent building development. Key topics of discussion:
  - Best practices in green building technology by Mr Robert Zorn, Corporate Development, TUV Rheinland Greater China
  - Intelligent building development trends in Taiwan by Mr James Su, Director, Taiwan Intelligent Building Association
- **KNX Technical Seminar** - Attendees will have the chance to learn about the latest communication standards in home and building control technology. Key topics of discussion:
  - KNX advantages compared to other home and building automation systems by Mr Joost Demarest, Director, KNX Association
  - The development and prospect of KNX technology in China by Mr Pengzhan Zha, Chairman, KNX China
- **Forum on Intelligent Building in the Real Estate Industry** - The forum will present application and development trends within intelligent green building. Key topics of discussion:
  - The construction of intelligent building systems by Mr Chen Jian Biao, Vice-General

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