New edition of Shanghai Intelligent Building Technology opens next week

The new edition of Shanghai Intelligent Building Technology fair will open from 20 – 22 September 2012 at the Shanghai World Expo Exhibition and Convention Centre, China. The fair is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Council for the Promotion of International Trade – Shanghai Pudong Sub-Council and Shanghai Hongshan Exhibition Service Co Ltd.

To cope with rising market needs, the fair will focus on building automation, smart home technology, generic cabling as well as security and access control solutions. A wide range of exhibits for these product groups as well as audio & video, intelligent sun shading and hotel intelligent solutions will be on display. Special focus will be placed on applications for energy-saving and intelligent cities.

Nearly 100 international and local brands and enterprises will introduce their intelligent building technology, systems and products in an exhibition area of 6,000 sqm. Renowned exhibitors include Tridium (US), KNX China (Belgium), EnOcean (Germany), I-Tone Intelligent Products (China), LonMark (US), Cybrotech (UK), MTLC Electric Appliances (US), GIRA (Germany), IGREEN (Taiwan), DAE Instrument (Taiwan), Qingdao Windaka (China), Shenzhen BOFU (China), Teletask (Belgium) and TL Smart Home (China).

As Shanghai and Eastern China have been leading the way in the nation’s growing intelligent building market, the fair becomes a focal point for the building technology sector in the region. According to visitor pre-registration statistics, the show has attracted many industry key players including system integrators, architects and designers as well as visitor delegations organised by enterprises.

High-profile fringe programmes offer the latest information on the intelligent building market

A series of high-end fringe programmes is one of the fair’s highlights. The seminars and symposium, which provide attendants with valuable market intelligence and networking opportunities, include:

• KNX Technical Seminar
Co-organised by the KNX China and KNX Association, this seminar focuses on better understanding international communication standards for home and building control. Speakers include experts from KNX Association and members applying the KNX standards.

• International Smart Home Design Trends Forum
Co-organised with QianJia.com, the forum will talk about the latest design trends in smart home and building control system development in areas such as public

facilities, villas, hotels and residential buildings.

• Shanghai Intelligent Building Technology – Building Standard Forum
Featuring speakers from renowned international organisations of building standards including the Continental Automated Buildings Association CABA (Canada), EnOcean Alliance (Germany) and LonMark (US), this forum will cover technologies related to building standards, means to upgrade integrated systems, applications of energy efficient technologies and case studies.

• Shanghai International Intelligent Building Development Symposium – Building Energy Efficiency and Intelligent City Forum
Industry experts and scholars from the building industry and design institutes, as well as system integrators and manufacturers will address current trends on energy efficiency in intelligent buildings and the development of intelligent cities across China.

• Development of Internet-of-Things (IoT) in Smart Home Industry Symposium
Co-organised with China Smart Home Industry Alliance, the symposium will introduce the latest in the standardisation and application of the IoT industry on smart home development.

• Electrical Building Technology Forum
Co-organised with the Modern Architecture Electric Magazine, this forum will present available solutions to safety controls in the aspect of electrical engineering in intelligent building systems.

Shanghai Intelligent Building Technology is part of Messe Frankfurt's architecture and technology shows, headed by the biennial Light+Building event in Frankfurt, Germany. Building technology fairs in China include:
• Shanghai Intelligent Building Technology
  20 – 22 September 2012
• Beijing International Building Technology
  8 – 10 April 2013
• Guangzhou Electrical Building Technology
  9 – 12 June 2013

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