

Leading brands confirmed to participate in the debut "Shanghai Intelligent Building Technology" fair

The Shanghai Intelligent Building Technology fair starts a new phase this year at the Shanghai World Expo Exhibition and Convention Center. Jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Shanghai Hongshan Exhibition Service Co Ltd, the new edition will be held from 20 - 22 September 2012. The show will encompass the four themes, building automation, smart home, generic cabling as well as security and access control, and is expected to occupy exhibition space totalling 10,000 sqm.

Eastern China has been leading the way in the nation's growing intelligent building market. In view of the huge demand for relevant technologies and solutions, a number of renowned international and domestic industry leaders have confirmed their participation at the Shanghai fair. Exhibitors include Tridium (US), KNX China (including members: Siemens, Schneider, ABB and Hager Group), EnOcean (Germany), BACnet (US), LonMark (US), Beckhoff (Germany), Thermokon (Germany), Cybrotech (UK), MTLC Electric Appliances (US), GIRA (Germany), IGREEN (Taiwan), DAE Instrument (Taiwan) and BOFU (China).

These exhibitors will bring along systems and products for building automation, smart home and community management, generic cabling, security & access control, audio & video, intelligent sun shading, hotel intelligent solutions as well as a series of electrical engineering products. Special focus will be placed on energy-saving devices for buildings and the application of automation control systems in the hotel industry.

Mr Shu Zhong Ming, Product Manager, Marketing Department of LifeSpace of Schneider Electric (China) said: "Headed by Shanghai, the development of intelligent building is growing fast in Eastern China. The best investment opportunities for intelligent building professionals exist in this regional market. From what we've seen, clients in Eastern China are more open and willing to adopt intelligent building technology. We believe promotional efforts for the technology are also strongest within the region."

Mr Joost Demarest, Director of the KNX Association also remarked: "We have gained a strong foothold in the South China market and it is time to go into Shanghai. The prospect of the whole China market is very positive and Shanghai is an important city for our company's development."

Extensive fringe programmes address popular intelligent building topics

The development of intelligent building technology has rapidly grown over the past few years. In order to facilitate the exchange of technology and information, a variety of forums and seminars will be held concurrently with support from industry

leaders and a range of professional associations. Thousands of experts involved in system integration, construction, architecture, planning, engineering, manufacturing and interior design are expected to attend a range of events, including:

- Shanghai Intelligent Building Symposium

Joining forces with the Intelligent Building Branch of China Construction Industry Association, the symposium will invite industry experts along with keynote speakers to cover the latest developments and future trends of intelligent building and home automation technology in markets across China.

- KNX Technical Seminar

This seminar, co-organised by KNX China and KNX Association, will focus on better understanding international communication standards for home and building control. The seminar is targeted towards: architects, contractors, designers, electrical engineers, manufacturers and planners.

- Smart Home Forum

Co-organised with Qianjia.com, the forum will present communication standards and related practices in China's smart home industry.

- Electrical Building Technology Forum on Safety Control System

Co-organised with the Shanghai Electrical Apparatus Research Institute and Modern Architecture Electric Magazine, this forum presents available solutions to further the study and development of safety controls in intelligent building systems. The forum is tailor-made for designers, engineers, manufacturers and industry end-users.

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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