

guangzhou electrical building technology

GEBT 2024 opens today, exploring the frontiers of smart spaces

Guangzhou, 9 June 2024. The 21st Guangzhou Electrical Building Technology (GEBT) opens its doors today at the China Import and Export Fair Complex in Guangzhou. Taking place from 9 – 12 June 2024, the fair is held concurrently with Guangzhou International Lighting Exhibition (GILE), together hosting 3,383 exhibitors from 20 countries and regions, with a record-breaking total exhibition area of 260,000 sqm. In addition to the increase in scale, this year's GEBT hosts a series of forums aiming to expand the boundaries of smart technology application across different spaces.

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd, said: "In recent years, the rapid advancement of smart technology has created more business opportunities for the intelligent building sector. For example, AI is playing a key role in addressing industry challenges. Once again, this year's GEBT will showcase the latest products, technologies, and solutions in areas such as home automation systems integration, smart spaces, smart hotels, home audio-visual and entertainment systems, building energy efficiency and intelligent shading. In order to create an effective platform for the exchange of knowledge, we will also offer a series of forums that explore the most important industry trends."

Three new product zones and a collection of informative forums

This year, GEBT and GILE have attracted 3,383 exhibitors from 20 countries and regions, including Australia, Belgium, Bulgaria, China, Dubai, Finland, France, Germany, Hong Kong, India, Italy, Japan, Korea, Macau, Saudi Arabia, Singapore, Switzerland, Taiwan, the UK and the US.

Across halls 9.2, 12.2, and 13.2 in area B of the fairground, GEBT is presenting three new product zones showcasing a diverse range of products and solutions, covering home automation, intelligent building and smart spaces. Highlights include:

- **"Smart Lighting and AIoT Solutions" zone (hall 9.2):** Focusing on smart lighting control systems and solutions.
- **"Home Automation and Audio Visual" zone (hall 12.2):** Covering home audio-visual and entertainment systems, home automation systems integration, intelligent shading, electrical engineering, as well as home security.
- **"Home Automation and Green Building" zone (hall 13.2):** Demonstrating the integration of home automation systems, smart hotels, public address and conference systems, building energy efficiency and energy management,

intelligent shading, power supply and distribution systems, and electrical engineering.

Meanwhile, GEBT will host 11 forums and new product launches, covering 70 trending topics. Industry associations, experts, and company representatives in the fields of intelligent building home automation, smart hotels, smart audio-visual, and systems integration, will share their insights on the applications of smart spaces and AI technology, intelligent zero-carbon building and smart and healthy lighting. Concurrent events at GEBT 2024 are as follows:

Applications of smart spaces:

- **Sustainable Design and High-Quality Development of Smart Hotels & Commercial Spaces Forum 2024**
Date: 9 June 2024 (13:50 – 17:00)
The Greater China Hotel Engineers Alliance (GCHEA) will join hands with smart technology experts, interior designers and representatives from different industries to discuss how smart technology can enhance the experience of hotel residents and users of commercial spaces, as well as promote sustainable development.
- **Future Connect: Training Camp on Sound, Light and Intelligence**
Date: 10 June 2024 (10:00 – 12:40)
This summit, organised by the Smart Home, Acoustics and Light Union, aims to analyse the importance of lighting and audio-visual systems in enhancing the home automation living experience.
- **New Home Product Presentation**
Date: 10 June 2024 (12:50 – 13:30)
This presentation will showcase new products including the SEC Smart Elderly Care System and the Glare-free Healthy Lighting for Home.
- **Integration, Innovative Design, New Breakthrough: Smart Industry Convergence Summit Forum 2024**
Date: 11 June 2024 (13:00 – 16:30)
Organised by Qianjia Smartech, this forum will analyse the new technologies, applications, and prospects in the intelligent building industry from multiple angles.

Applications of AI technology:

- **AI Technology and Intelligent Building Power Supply and Distribution Forum**
Date: 11 June 2024 (09:30 – 12:50)
Held by the China Electronics Energy Saving Technology Association (CEESTA), this forum will focus on AI technology and intelligent power supply and distribution systems, along with the analysis of related cases.
- **First Lesson of AI Marketing Regarding Home Automation Going Global – Guangzhou 2024**
Date: 11 June 2024 (09:30 – 12:00)
This event, organised by Zhinaer and supported by AWS, Tuya Smart, Zaowuyun, eWeLink, AIGC Research Institute, AI Marketing Research Institute and Lanbo, will explore how the home automation industry can promote its products overseas with the assistance of AI technology.

Intelligent zero-carbon building:

- **Forum of 2024 KNX Home Automation and Building Control Technology – the Development and Future of KNX Energy Efficiency and Management**
Date: 10 June 2024 (13:30 – 16:50)
KNX China and experts from renowned brands such as Siemens and Schneider Electric will delve into how the KNX system empowers the sustainable development of home automation and intelligent building, as well as its application in smart spaces.
- **Zero Carbon and Smart Building Technology Forum**
Date: 11 June 2024 (13:30 – 16:40)
The Shenzhen Building Electrical & Intelligent Association will collaborate with industry experts and company representatives to discuss energy control technologies for zero-carbon building. The forum will also highlight case studies, such as the Integrated Emergency Center of New Town Airport Project in Shenzhen.

Smart and healthy lighting:

- **Matter – Accelerates Lighting Companies' Pace to a Global Market**
Date: 9 June 2024 (13:30 – 16:30)
Matter is an open standard that offers secure interconnection between lighting systems and various IoT devices. Connectivity Standards Alliance Member Group China will introduce how the Matter standard can help traditional lighting companies in transitioning towards smart lighting and to understand its certification process.
- **"Light + Intelligence" Smart Innovation and Development Summit**
Date: 10 June 2024 (13:30 – 16:30)
Co-organised by CSHIA and ZN Toutiao, this summit will invite leading brands including Boradlink, inSona, Intrehome, Léwin, Leaguer, Ping Tou Xiong and Wistar, to introduce their innovative smart products and technologies.

In addition to the events listed above, the fair will also host **The China (Guangzhou) Integrators' Conference 2024** in the morning of 10 June, where Qianjia Smartech and several company representatives will delve into industry hot topics, including market expansion, precise consumer demand analysis and personalised service, to help system integrators to face the challenges and embrace the opportunities.

Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology are part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial Light + Building event. The next edition will be held from 8 – 13 March 2026 in Frankfurt, Germany.

Messe Frankfurt organises several trade fairs for the light and building technology sectors in Asia, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Parking China and Shanghai Smart Office Technology. The company's lighting and building technology trade fairs also cover the markets in Argentina, India, Türkiye, the UAE and the US.

For more information on Light + Building shows worldwide, please visit <http://www.brand.light-building.com>. For more information regarding the building shows in China, please visit www.building.cn.messefrankfurt.com or email building@china.messefrankfurt.com.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2023