

Press release

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## Guangzhou Electrical Building Technology concluded, reconfirming its status in the booming intelligent building market

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**Guangzhou Electric Building Technology (GEBT) successfully concluded its four-day run at the China Import and Export Centre on 13 October. Once again, the show was held concurrently with Guangzhou International Lighting Exhibition (GILE) and together, the fairs attracted over 140,000 visitors, and 2,028 exhibitors from 9 countries and regions. Encompassing various elements of the building sector with a special focus on the latest technologies in the developing intelligent building market, the show provided a much-needed platform to boost industry growth and facilitate business exchange.**

On the development of the building industry, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd remarked: “China’s market for digitised technologies, extending to the intelligent building sector is growing at a rapid rate. Advancements in IoT technologies, together with the incorporation of information technologies into the everyday lives of consumers in the region, is driving potential for suppliers in the industry.”

She added: “On top of this consumer-led trend, the industry has significant government backing, with China’s 13<sup>th</sup> Five Year Plan for the Development of Building Energy Efficiency and Green Buildings opening up further opportunities in smart sectors such as: green buildings, hotel engineering, system integration, protocols, AIoT & IoT, cloud platforms & big data, and more. With such apparent potential available, we are delighted to offer a reputable platform to allow exhibitors and buyers to capitalise on and discover these developing opportunities.”

“With the challenges faced this year, the industry warmly welcomed the fair as a chance to recover from the economic effects of the pandemic and to resume overdue business interactions. And with the positive synergy effects of the two shows together, fairgoers reported the added benefits and extra potential of having access to both the light and building markets, which are advancing together and becoming ever more integrated,” Ms Wong concluded.

Following this year’s edition, GEBT remains a professional platform in the industry to explore the newest products and latest innovations as buyers expressed this as a reason to return, year on year. As well as the range of technologies on offer from exhibitors, the dedicated fringe programme provided invaluable insights into emerging trends, consumer

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

behaviour and market changes. Topics included: green buildings and hotel engineering, market changes under the AIoT era, the convergence of light and building sectors, and the smart community among others.

### **Exhibitors' comments**

“Compared to other building fairs, Guangzhou Electrical Building Technology is more professional and offers a wide range of services to meet the needs of exhibitors. The collaboration between our association and the fair is effective, offering a platform for communication and promotion. Holding the fair alongside the Guangzhou International Lighting Exhibition is definitely advantageous since many visitors may incorporate lighting into smart building systems.”

***Ms Shen Pu, Executive Secretary, Secretariat of KNX, China***

“We have joined the fair since 2012 and every year it has always helped connect us with the right buyers and promoted our brand and products. Overall I am pleased with the visitor flow this year, despite the pandemic. The opening of the fair really provided the confidence the market needs. The smart building industry has been growing rapidly in the past two years now people have a better understanding of technology and are using it in their business and daily lives, so I think there will be a large demand for intelligent building technology in the future.”

***Mr Meng Jing Qiang, Sales Director, Lewin, China***

### **Speakers' observations**

“We have two goals joining Guangzhou Electrical Building Technology. Firstly, as industry experts, we would like to provide knowledge for new industry peers to learn. Secondly, as a vendor, we would like to promote our latest technologies and products to our customers. We have observed three trends in the intelligent home and building sectors: the enhancement of home audio-visual entertainment through the use of 5G, real-time after-sales services of home applications using 5G, and business applications such as online meetings facilitated by 5G. The fair is a must-attend event that we value very much, and it seems to have been unaffected by the pandemic this year.”

***Mr Xing Gang, CEO, HuaGe Smart Tech (Beijing) Co Ltd, China***

“My presentation is about the importance of the smart community, which is a developing trend in the intelligent ecosystem. The topic requires a different level of expertise compared to regular smart building technologies so, I would like to share more insight and knowledge from my experiences, to educate other companies. In the first and second quarter of this year, I think the industry was heavily impacted, however, in the third quarter economic activity has started to pick up in China. Guangzhou Electrical Building Technology is certainly one of the most influential intelligent building platforms within South China. And it also has the largest visitor flow compared to similar natured fairs I have visited this year.”

***Mr Li ShuGuo, Deputy General Manager, Shenzhen Xinghai IoT Technology Co Ltd, China***

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## Visitors' insights

"The Guangzhou Electrical Building Technology is a must-visit fair for us. This edition I have found a lot of innovative products and technologies from domestic companies and there are plenty of intelligent building companies at the fair. Being held concurrently with Guangzhou International Lighting Exhibition also provided more sourcing opportunities. The exhibition has given the industry a much-needed confidence boost."

**Mr Summer Zeng, Commercial Manager, Shenzhen Multi IR Technology Co Ltd, China**

"We attend Guangzhou Electrical Building Technology because it is a renowned trading platform for intelligent building products and gathers well-known suppliers within the industry. Despite the pandemic, the quality and quantity of exhibitors still remains high this year and their participation has helped boost the confidence of the entire industry. Hosting the fair concurrently with Guangzhou International Lighting Exhibition also opens up more purchasing opportunities for buyers like myself. I really look forward to attending the fairs again next year."

**Mr Zhang Shen, Manager, Beijing ESWIN Technology Group Co. Ltd, China**

The next editions of Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology will take place from 9 – 12 June 2021 and will once again be held at the China Import and Export Fair Complex.

The two fairs are part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial [Light + Building](#) event. The next edition will be held from 13 – 18 March 2022 in Frankfurt, Germany.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Shanghai International Lighting Fair, Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, and other events in Argentina, India, Russia, Thailand and the UAE.

For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand). To find out more about GEBT, please visit [www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email [building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

Press information and photos from the fair can be found here:

<https://guangzhou-electrical-building-technology.hk.messefrankfurt.com/guangzhou/en/Press/photos.html>

## Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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

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the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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