

Press release

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## Guangzhou Electrical Building Technology is ready to open this week with 12 forums dedicated to exploring industry trends

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**This year's Guangzhou Electrical Building Technology (GEBT) will be held in Guangzhou from 10 – 13 October. Once again, the fair will cover topics in the fields of intelligent buildings and building electrical engineering, and will be held concurrently with Guangzhou International Lighting Exhibition (GILE), together spanning across 199,000 sqm. In addition to attracting a range of companies in the building sector, the show will also feature dedicated forums and seminars to enhance the audience's experience and allow participants to discover the latest industry trends.**

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd shared her expectations for the exhibition: "This year has been a difficult year for all sections of society. With that said, I am very grateful to the industry associations and exhibitors for their support of the fair over the years, and we are glad that the 17<sup>th</sup> edition can be held successfully again this year. With the stable development of China's economy and the rapid implementation of the 13<sup>th</sup> Five Year Plan policy, the future of the intelligent building industry is bright and full of potential. As always, the show is committed to promoting the industry's development in technology, applications and related industries. And we are glad to play a crucial role in providing a platform for audiences to communicate with industry experts and discover valuable opportunities."

### **A range of companies will exhibit, presenting new products and technologies**

Year after year, the fair attracts a variety of companies to showcase their latest technologies and products in the smart building, construction and electrical engineering sectors. Some exhibiting companies at this year's edition include: HDL, KNX, Tuya, Léwin, InSona, GVS, Citron, Leaguer, Lamming, T-Line, GRA Lot, Langzun, Shizhen, Ayla, T-Touching, IVOR, Wise, x2intelli, Binthen, Lonon, Zhihui Yun, Jingxun, Baijian, Asia Bright, LinpTech, Intretech, Chang Xing, Bymiot, Genius, Misilin, Wallhero, Vlion, Multi IR, Xinya, Vpon, De Ke, Kanway, Turning-Right, Dream-G Space, Lao Cun Zhang, Le Chao and more.

### **12 forums will interpret the latest industry trends**

GEBT will keep up with developments in the market and co-organise a series of forums and seminars to discuss the future progress of the industry along with the technology transformations in the post-epidemic era. Some topics include: system integration, green building and hotel engineering, AIoT technology, smart audio visual and home

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entertainment, smart parking, smart homes, technical standards, commercial and entertainment spaces, smart lighting and more.

Details of a selection of forums and seminars are as follows:

- **Area: Technical standards**  
**Theme:** 2020 Seminar of KNX Smart Home and Building Control System – KNX Application and Development  
**Content:** Explores the application of KNX in various industries, how KNX systems help users achieve healthy and comfortable indoor environment control, how KNX empowers new infrastructure in the post-epidemic era and more.
- **Area: Commercial space**  
**Theme:** Green Buildings and Hotel Engineering Development Summit 2020  
**Content:** Discusses a variety of green building and hotel engineering issues, and includes various brand displays and sharing by experts on a range of technical topics.  
  
**Theme:** The New Opportunities of Commercial and Entertainment Space Forum 2020  
**Content:** Focuses on how to bring new life to commercial spaces through original designs, the application of new media and lighting technology to make entertainment spaces more interesting, and how to use multi-system integration to enhance the attributes of social interaction.  
  
**Theme:** 2020 ‘The Future Has Come, The Smart Park’ Forum  
**Content:** The forum will discuss the construction standards of smart car parks and provide expert analysis on industry development trends of the entire value chain, from planning and design for smart construction, software development, smart hardware and smart buildings to smart operations and maintenance.  
  
**Theme:** Workplace Design in the Post-Pandemic Era  
**Content:** In the post-epidemic era, office spaces require higher standards for epidemic prevention. The forum brings together design companies and smart home entrepreneurs, and through analysing work patterns of the 90s and 00s generations, they will share case studies relating to corporate management, work coordination and collaboration to explore how future office space designs can be more scientific and intelligent.
- **Area: System integration**  
**Theme:** The China (Guangzhou) Integrators’ Conference 2020  
**Content:** The comprehensive services provided by integrators are often not provided by manufacturers of single products. Under such a general trend, the conference will discuss the opportunities and problems faced by domestic system integrators.
- **Area: Smart living**  
**Theme:** Smart Living Ecosystem Summit 2020  
**Content:** Based upon the practical needs of households, the forum will introduce what a smart home is, and discuss the future

development of smart homes, paying more attention to the interaction between people, space and the environment.

- **Area: New product launch**  
**Theme:** HDL Fall Product Launch  
**Content:** Introduces the HDL wireless smart home sub-brand and related products, and releases the new version of HDL smart home app and new smart panel UI. The forum will also share with the audience how to achieve batch implementation of smart home projects and smart buildings under the current industry and economic situation, and explore the application of control systems and solutions in transportation hubs such as airports.
- **Area: Smart audio visual and home entertainment**  
**Theme:** Restructuring of Smart Audio-visual Channels and Smart Audio-visual and Acoustic Design Forum 2020  
**Content:** Facing the upgrading of smart homes, smart cities, smart manufacturing, smart healthcare, smart campuses and more, how can traditional audio-visual and smart brands and businesses seize new opportunities? Can smart homes be deeply integrated with smart cities and smart carparks?
- **Area: Smart lighting**  
**Theme:** WAGO Specials: The Future of the Digital Industrial Intelligent Lighting Forum  
**Content:** The forum will invite lighting industry experts to share case studies and participate in roundtable forums.

**Theme:** The New Trend of Lighting Industry Convergence Forum  
**Content:** The forum will discuss new directions and goals in response to the market feedback caused by the epidemic, address the problems in the implementation of smart street lights in smart cities, develop ideas about the new challenges brought about by the integration of landscapes and displays, and propose new solutions.

**Theme:** The New Changes in Electrical and Lighting under the AIoT New Era  
**Content:** AIoT technology, products and applications are beginning to accelerate, and the electrical lighting industry has started to transform into a smart industry. The forum will discuss how traditional electrical lighting companies can cope with the new changes in intelligence in the AIoT era.

The Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology 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 Intelligent Building Technology, Shanghai Smart Home Technology, and other events in Argentina, India, Russia, Thailand and the UAE.

Guangzhou Electrical Building  
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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 GEGBT, please visit

[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email  
[building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

**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 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)