

Press release

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## Guangzhou Electrical Building Technology concludes successfully, showcasing the latest advancements in IoT technologies

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**After a successful four-day run at the China Import and Export Centre, Guangzhou Electrical Building Technology (GEBT) concluded on 6 August. Held concurrently once again with Guangzhou International Lighting Exhibition (GILE) the fairs attracted 2,036 exhibitors and 97,688 visitors. The synergy between the two shows as well as the advancement in IoT and AIoT technologies and their adoption in the Chinese market created more opportunities for exhibitors and buyers in this year's edition.**

Commenting on the progression in the industry, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) said: "Advancements in IoT and AIoT technologies were at the forefront of this year's show. The ever-increasing adoption of these technologies into the everyday lives of consumers, particularly in China, brings additional opportunities for suppliers in the intelligent building and home space, and the industry continues to grow at a rapid pace. In addition, smart sectors such as green buildings, hotel engineering, smart lighting, audio visual integration, system integration, protocols, smart real estate and smart health, all of which are important aspects of GEBT, continue to play a role in shaping the future of the industry."

Ms Wong continued: "Once again GEBT and GILE were highly appreciated by the industry as an important platform for professionals to engage, with the synergy between the two fairs allowing attendees to access both industries, which are becoming increasingly interconnected. While the recent emergence of Covid-19 cases impacted the visitor attendance, we remain confident that the industry is on the right track for a full recovery in the near future."

This year's edition demonstrated again that GEBT continues to be the premier platform in China for industry professionals to stay ahead of the trends, and discover the newest and most innovative products on the market. The main focuses of this year's edition included electrical engineering, smart real estate, hotel engineering, system integration, smart lighting, audio-visual integration, intelligent building, protocols, AIoT, architectural space, smart health and home automation.

### Exhibitor highlights

Together the two fairs attracted 2,036 exhibitors, with major brands at GEBT including Tuya, KNX, Kuaizhu, konke, GVS, CITRON, YaYaHome, Ayla, inSona, Yi Cheng Yi Zhi, TENS, HUCN, Kanway,

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Zhiteer, Xiong-Yun, TEIBAR, SAIL, Yosemite, JK, Baiying, KEF, Yufeng, YODAAR, Kaiboer, Asia, GDKES, Vensi, TNV, Homeland, Racpro, LONON, ACEMATIC, Xiaolingdang, Duragreen, Noocens, Gunshi, ezhome, TNC, LME, Raying, HOMESSEN, LINENG, Linptech, Bekede, Shanutech, KOPOU, Intretech smart home, Lechao, iebelong, Advante, BaiJian, XYD, DUOMEI, Eide, Nidone, Lide, Keliwu, Beile, IVersLink and MXCHIP.

### **Highlights of the fringe programme**

In addition to the products and innovations showcased by exhibitors, GEBT 2021 included a wide range of seminars. Some of the highlights included: 2021 Seminar of KNX Smart and Building Control System – The Future and Development of KNX Green Energy Conservation, Zigbee Lights the Future, The China (Guangzhou) Integrators' Conference 2021, The Future is Here, the Smart Community Seminar 2021, The Ecosystem of Smart Real Estate Summit (Guangzhou) 2021 and Hotel Engineering and Green Buildings Development.

### **Fair participant comments**

With the challenges experienced across industry since the start of the Covid-19 pandemic, visitors, exhibitors and fringe programme attendees alike showed much appreciation for the platform provided by GEBT to create business opportunities and continue supporting the industry's recovery.

### **Exhibitors' comments**

"This year we have about 30 KNX Association members participating at the fair. They all brought new products, such as smart panels with improved design and functions, and new products that integrate power supplies. In particular, German company Steinel's booth has attracted a large number of visitors as they are well-recognised by Chinese customers due to their product quality and wide applications in different areas. Our association will continue to facilitate industry development by promoting the KNX standard, and further extending KNX technology towards IoT. And our members will continue to support GEBT in the future."

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

"The exhibition has gone very well for us this year. We had booths at both GEBT and GILE and they attracted a lot of visitors with enquiries about our technology, product solutions, supply chain and factories. Tuya's aim is to reduce the cost of being smart, which also meets the expectations of many of our clients. We believe the Powered by Tuya ecosystem and smart scenario abilities will further meet the demand of the fast-growing market."

***Mr Sun Liwei, Lighting Product Manager, Tuya Smart, China***

### **Visitors' comments**

"This is our first time visiting GEBT. It is a leading trade fair in the industry, so we can explore new products and learn more about the latest market trends here. We have found some innovative products already in the intelligent building space, especially to do with cultural tourism lighting, and have placed some orders. Being held concurrently

with GILE is definitely beneficial for us to seek greater business opportunities. All in all we give a high appraisal of the fair, and will be back next year!”

***Mr Liu Jing Wei, General Manager, AV-CHINA, China***

“I have been to GEBT for several years, because every time I visit there are A/V exhibitors and products that match my needs. With the increasing demand for smart products in the market over the past two years, I also saw a lot of these at the fair this time. I have been in touch with some manufacturers in this field here already, and will follow up with them afterwards. As the pandemic has slowed down the communication between all parties, GEBT has provided a much-needed platform for us. The fair is very influential among the industry.”

***Ms Shunzhen Chen, Sales Manager, Jun Feng Audio Visual, China***

### **Speakers' comments**

“GEBT has become a must-go event for industry players. The fair serves as an important occasion for them to observe new industry trends and developments. Through this seminar and the fair, it's important that the audience are exposed to different ideas and new inspirations. Due to the pandemic, people are spending much more time working and entertaining at home so the demand for smart home solutions increases.”

***Ms Wilma Su, Chair, Connectivity Standards Alliance (CSA) Member Group China, China***

“Our company has come to GEBT for many years as we can always receive a lot of information about new technologies and new decoration products. The application of these new things we find here has given us a lot of thinking and inspiration for our designs, which is very helpful for our work.”

***Mr JianChun Chen, Design Director, DOL, China***

### **Audiences' comments**

“I joined this summit to listen to each speaker's unique insight, which covered the field of smart home as well as the broader field of IoT and smart building. All speakers' topics were related to smart home so the analysis coverage was wider and I could learn more about other fields. GEBT is a very well-known trade fair that gathers businesses from all over China with their unique products, so the fair reflects the progress of the industry, while the exhibitor booths and fringe programme events like this summit are mutually reinforcing.”

***Mr Qiang Lu, Founder of Smart Home Evaluation Platform and Director of Smart Home Alliance, Shenzhen Building Electrical and Intelligent Association, China***

“The speakers at the Zigbee event were all from leading companies in the field, and what they shared was enlightening as they were the actual challenges facing the industry. A range of leading brands are gathered at GEBT to showcase their latest products and technologies, so the fair provides a necessary boost to our business under the pandemic. It definitely facilitates industry development as it strengthens the cooperation amongst industry players.”

**Mr Dongyang Li, Product Manager, Guangzhou Coeus Digital Technology Co. Ltd, China**

The next editions of Guangzhou Electrical Building Technology and Guangzhou International Lighting Exhibition are scheduled to take place from 9 – 12 June 2022.

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

Messe Frankfurt organises a number of trade fairs for the light and building technology sectors in Asia, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Parking China, Thailand Building Fair and Thailand Lighting Fair. The company's lighting and building technology trade fairs also cover the markets in Argentina, India, Russia 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 the building shows in China, 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**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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)