

Press release

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Guangzhou Electrical Building Technology to open next week with forums highlighting industry trends

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This year's Guangzhou Electrical Building Technology (GEBT) fair will be held in Guangzhou from 3 – 6 August. The fair will feature exhibitors in the fields of electrical engineering, smart home, audio-visual integration, intelligent buildings, hotel engineering and more. It will be held concurrently with Guangzhou International Lighting Exhibition (GILE), together spanning across 199,000 sqm. GEBT will also host a series of forums to provide a comprehensive overview of the industry and help attendees to take advantage of new industry trends.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd shared her expectations for the exhibition: "I would like to thank the industry associations and enterprises for their support over the years and allowing GEBT to successfully return with its 18th edition. With the government's promotion since last year of the 14th Five-Year Plan for Green Buildings, which focuses on key objectives such as enhancing the quality of green building development, steadily improving the energy efficiency of buildings and accelerating the industrialisation of new building technologies, China's economic outlook and that of the industry is expected to be positive and maintain its growth momentum in 2021. The show will continue to work closely with the sector, providing industry insiders with new information that focuses on energy efficiency and effectiveness, helping them to explore more markets and other valuable opportunities."

Bringing together high-profile exhibitors to present new products and technologies

A number of well-known companies in the industry will be exhibiting at this year's show to showcase their new technologies and products for intelligent buildings and building electrical engineering, including Tuya, Knx, Kuaizhu, konke, GVS, CITRON, YaYaHome, Ayla, inSona, Yi Cheng Yi Zhi, TENS, HUCN, Kanway, 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, MXCHIP and more.

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

A range of forums will interpret the latest industry trends

GEBT will present a series of exciting forums and events, inviting

industry experts to share the latest developments and industry insights. This year's forum topics include electrical lighting, green building and hotel engineering, smart real estate, system integration, protocols, interior design, smart home, smart lighting, smart community, smart audio visual and more. More information on the forums can be found below.

Electrical lighting

Theme: Electrical Lighting Developers Salon IV – Chip-focused

Content: After the effects of the pandemic, how can the downstream IoT industry respond to the difficult situation of long-term undersupply in the chips market as well the soaring costs within the industry?

Building and hotel engineering

Theme: Hotel Engineering and Green Building Development Summit 2021

Content: This forum will discuss the current situation and trends in the development of hotel engineering and building energy efficiency in the government's 14th Five-Year Plan. Hot topics such as the digital engineering construction of hotels and properties, as well as the preparation and management of hotel projects will also be explored.

Protocols

Theme: 2021 Seminar of KNX Smart and Building Control System – The Future and Development of KNX Green Energy Conservation

Content: This forum will share smart building solutions towards the goal of achieving carbon neutrality, KNX's contribution to the digital transformation of buildings and case studies from KNX members on various protocols.

Theme: Zigbee Lights the Future

Content: This forum will share the industry's new application scenarios and will also introduce new developments of the Connectivity Standards Alliance (CSA) (originally known as Zigbee Alliance) protocols.

System integration

Theme: The China (Guangzhou) Integrators' Conference 2021

Content: This forum will discuss the opportunities and challenges that Chinese system integrators will encounter, including the increasing value of integration services, the integration of sales and services becoming the norm and what integrators can do to avoid being marginalised, as well as other important topics.

Smart real estate

Theme: The Ecosystem of Smart Real Estate Summit (Guangzhou) 2021

Content: Hot topics including 'How Should Home Automation Develop?', 'Technology Helps the Real Estate Industry: The Intelligence in the Luxemburg Project' and 'Co-build the Digital Space: From Whole House Automation to All-scenario Intelligence' will be presented.

Guangzhou Electrical Building
Technology
Guangzhou, 3 – 6 August 2021

Interior design

Theme: Immersive Theme Space Design

Content: The design of spaces with multidimensional senses that offer an immersive experience is becoming mainstream. This forum will invite professionals in the acousto-optic and space design field to share space design knowledge and insights.

Smart audio visual

Theme: 2021 GEBT Intelligent Audio Visual Cross-border Integration Forum

Content: This forum aims to promote the innovative integration and cross-border interconnection of the intelligent audio visual and custom theatre & lighting industries. Industry leaders will also share their practical experience during the event.

Theme: The Inspiration for Audio-Visual Customisation from Commercial Space Design Cases

Content: This forum will invite specialists to share inspirational cases such as the National Center for the Performing Arts, New Year's Eve Gala and more.

Theme: Excellent Audio-Visual Design Cases Sharing & Award Ceremony

Content: The ceremony will include designers' sharing and experts' reviews of the award-winning cases.

Smart home

Theme: Walk Smart, Live Smart – Product Presentation on Smart Scenes

Content: This presentation will introduce high-end smart home solutions that will redefine the smart home lifestyle experience.

Smart community

Theme: 'The Future is Here, The Smart Community' Seminar 2021

Content: This forum will cover topics surrounding 'The interpretation of Smart Application Coding of Smart Community Design Standards', 'The Application of AI in Smart Communities', 'AIoT Helps the Communities / High-quality Development of Communities', 'Framework of Xendue AIoT' and 'Scale up Commercial AI: The Exploration of Small Scenes'.

New product launch

Theme: 2021 GEBT Innovative Product Show

Content: Co-organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Qianjia Smartech, the launch show has invited over 15 companies to introduce new products and technologies in various areas such as home automation, smart living and smart audio visual.

Digital service

Theme: 2021 Yi Cheng Yi Zhi Fans-Talk

Content: This forum will invite industry experts to share case studies in popular areas, with topics such as 'Whole House Lighting Design Case Sharing', 'Pandemic Prevention Design of Architectural Spaces', 'Explore the System of Stock Assets Revitalisation', 'Yi Cheng Yi Zhi Digital Service Sharing' and more, allowing attendees to gain a better understanding of the content and services offered by the forum.

For more information about the forums, please visit the [website](#) and pre-register [here](#).

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 lighting and building-services 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, Thailand, Russia and the UAE.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To find out more about GEGBT, please visit www.building.messefrankfurt.com.cn or email 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