

Press release

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## Guangzhou Electrical Building Technology 2022 to integrate smart technologies this summer

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**Guangzhou Electrical Building Technology (GEBT) is set to bring leading brands from a variety of different industries together as the fair adopts the theme “The integration of the smart building ecosystem”. The show will be held alongside Guangzhou International Lighting Exhibition (GILE) once again at the China Import and Export Fair Complex. Returning this summer as a hub for smart building technologies, the exact show dates will be announced soon following close coordination with the fairground. In 2021, both shows featured 2,036 exhibitors and attracted 97,688 visitors.**

The Chinese government’s latest 14<sup>th</sup> Five-Year Plan (2021 – 2025) promotes the development of smart cities and digital villages, with an aim to make China the global leader in innovation by 2035. To this end, investment in R&D is increasing by 7% annually. The government is also prioritising the development of cloud computing, big data, IoT, industrial internet, AI, virtual reality and more<sup>1</sup>, which it plans to integrate into its smart cities. Furthermore there is a goal to implement full 5G network coverage in urban and rural areas of the country<sup>2</sup> by building 3.64 million 5G base stations by 2025<sup>3</sup>. In Guangzhou, the local government has promised to accelerate the development of 5G, AI, big data and IoT in its efforts to build a smart city<sup>4</sup>.

In response, a wide range of different industries are engaging with one another to meet the demand created by these national policies. Working together, they can take advantage of the opportunities and overcome the challenges of cross-industry collaboration to further the development of smart technologies. As a leading platform for the entire smart building ecosystem, GEBT is well positioned to support these initiatives by

<sup>1</sup> China’s 14<sup>th</sup> Five-Year Plan: Research Priorities and Industrial Policies, Hong Kong Trade Development Council (HKTDC), 15 July 2021,

<https://research.hktdc.com/en/article/Nzk3NTY5NzUx#2> (Retrieved 30 March 2022)

<sup>2</sup> “Goal for 2023: 560 million 5G users in nation”, The State Council of the People’s Republic of China, 14 July 2021,

[http://english.www.gov.cn/statecouncil/ministries/202107/14/content\\_WS60ee1a81c6d0df57f98dce7.html](http://english.www.gov.cn/statecouncil/ministries/202107/14/content_WS60ee1a81c6d0df57f98dce7.html) (Retrieved 7 April 2022)

<sup>3</sup> “5G base stations to proliferate widely”, China Daily, 17 November 2021,

<https://global.chinadaily.com.cn/a/202111/17/WS61945e35a310cdd39bc75cb4.html> (Retrieved 30 March 2022)

<sup>4</sup> “Guangzhou to speed up smart city construction: Official”, China Daily, 8 July 2020,

<https://www.chinadaily.com.cn/a/202007/08/WS5f05c9efa310834817258263.html> (Retrieved 31 March 2022)

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gathering the leading players from across a range of smart technology areas including smart buildings, smart hotels, smart audio-visual technologies and more. In doing so, the fair will facilitate the promotion of the latest innovative technologies helping to spark the industry's development. This will in turn provide access to greater business opportunities for all participants.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd commented: "The positive feedback from last year's edition reflects the fact that participants are optimistic about the industry's future. Furthermore, the Chinese government has made commitments towards building smart cities and developing a digital economy in its 14<sup>th</sup> Five-Year Plan. There is thus, much anticipation around how the various smart industries can collaborate to help achieve these goals. As a platform that serves the entire smart building ecosystem, GEPT is committed to promoting new technologies to foster the development of the industry and create more business opportunities for all fairgoers."

### **Three product zones to represent the integration of smart technologies**

This year's edition will feature three product zones covering the main areas of smart technology, integrated seamlessly into a single platform. The "Intelligent building and smart community zone" will cover intelligent building systems, building energy management systems, system integration, smart community, cloud platforms and more. The "Hotel engineering and building conservation zone" will focus on smart hotel management systems and products as well as energy saving systems among others. Finally the "Audio-visual integration zone" will highlight smart audio and audio-visual technology, products and control panels.

### **Renowned brands confirm their participation**

The fair has once again attracted many notable brands, showcasing a wide variety of new technologies, products and solutions. Confirmed exhibitors include KNX, Tuya, Intretech, Konke, TNV, Evergrande, Ping Tou Xiong, Bofu, Boton, Aoozee, Hua Sheng, Jia De, Ezhome, Shunde Electrical Lighting Association, Jamo, Sail, GVS, Soundbox, United Audio, Beichang, Bird Speaker, Bei Yue, Ebelong, Jelon, Duomei, Baxtrand, Kenwell, Xiaoyan, Greencure, Acematic and more.

### **Concurrent fringe programme to facilitate cross-industry cooperation**

As a key platform for cross-industry collaboration, GEPT will help to assemble leading brands from a variety of different sectors. Together they can seize the opportunities and explore solutions to overcome obstacles on the road towards smart technology integration. This year's show will gather major industry players from several industries including smart hotels, smart community, audio-visual technologies and home automation to discuss the latest trends and innovations. Highlighted events this year include:

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- Qianjia Smart Building Ecosystem Conference
- The Future and Development of KNX Green Energy Conservation Seminar
- Smart Audio Visual Cross Border Integration Summit
- Guangzhou Smart Real Estate Ecosystem Summit
- “The future is here” Smart Community Seminar
- Whole House PLC Technology Seminar
- Hotel Engineering and Green Buildings Development Summit
- Case Sharing: High-End Audio-Visual Space Customisation
- Immersive Theme Space Design
- Guangzhou Home Automation Integrator’s Conference

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 2 – 6 October 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 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).

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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. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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)

\* preliminary figures 2021

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