

## Press release

# ISH Shanghai & CIHE: 5.6% rise in visitor numbers and doubling in size of European Pavilion

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ISHS & CIHE 18\_FR\_Eng

**Thanks to the growing demand for diverse heating solutions in East and Central China, ISH Shanghai & CIHE, which took place from 3 – 5 September 2018, was widely praised as an effective business platform. The three-day event hosted 217 exhibitors (2017: 188) and welcomed 18,963 visitors (2017: 17,965), a 5.6% increase compared to 2017. These indices have again proven the fair as one of the most influential HVAC and home comfort exhibitions in East and Central China.**

While North China is the more-established HVAC and home comfort market in the country, in East and Central China end-users are particularly enthusiastic about the design of the products. This trend has led to strong demand for renowned HVAC companies from Europe, who are increasingly employing ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation, Air-Conditioning & Home Comfort System as a gateway to tap into the Chinese market. This evolution was well illustrated this edition by the enhanced international profile of the fair, with the European Pavilion more than doubling in size. Leading brands from Germany, Italy and the UK, including AeroFlow, Afriso, Bampi, Brigon, Dephina, Detal-Met, HOFFER, KANE, Radius, Sanica and WKL presented their impressive HVAC advancements across an expanded exhibition space to satisfy domestic buyers' thirst for state-of-the-art heating and home comfort technologies.

Furthermore, to capture the pulse of the market, the 2018 edition introduced new zones and display areas to expand fairgoers' knowledge and perspectives. The Premium Area made its debut appearance this year to infuse new concepts into the market revolving around four themes, namely Technology, Quality, Design and Technical Skills. The Floor Cooling and Heating Systems Experience Zone was also established for the first time to provide an exceptional opportunity for visitors to get a taste of the latest advancements in this field. On the other hand, fairgoers immersed themselves in inspiration and creativity at a display area dedicated to the award winners of the China Home Comfort System Design and Installation Competition.

Messe Frankfurt (HK) Ltd  
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## **Key figures at a glance**

- Visitors: 18,963 (2017: 17,965) – 5.6% increase
- Exhibitors: 217 (2017: 188) – 15.4% increase

## **Exhibitors' feedback**

“Dephina develops and produces residential ventilation systems for private households. Many domestic visitors are impressed by our advanced technologies from Germany, including fresh air systems for large-scale villas and ventilation systems for bathrooms. We see China as a strategic market. Humidity and indoor air quality are the major issues of concern in East and Central China. Visitors were particularly keen on our pipeless wall-hung ventilation units which can deliver dehumidifying effects with low noise and high energy efficiency. ISH Shanghai & CIHE gathers a wide range of suppliers from heating and ventilation to energy-saving. It is one of the most influential HVAC and home comfort fairs in the East and Central China.”

***Mr Jack Chen, Deputy General Manager, Dephina Luftqualität GmbH***

“I have been hearing how strong ISH Shanghai & CIHE is for years. That’s why our company would like to be part of it and expand our business here. The water infiltration systems we develop are a great option to accommodate diverse market needs in East and Central China. Located in the Premium Area, our booth has caught fairgoers’ attention. I am pleased with the visitor flow, and the show helps us to increase our brand awareness. We are looking forward to exhibiting again next year.”

***Mr Jim Ellis, CEO, Paragon Water (Xiamen) Corp Ltd***

## **Visitors' feedback**

“I have visited this show many times already. Our company mainly produces and sells steel panel radiators. I came here to find out the changes and developments in the current market. The scale of the show has been getting bigger, which demonstrates the success of ISH Shanghai & CIHE. The fair itself is also becoming more international. In addition to domestic products from emerging Chinese brands, European style radiators can also be found. China is increasingly important in leading global heating trends. The show is an exceptional platform to tap into the market. The fair gathers everybody together and I met people from different provinces. I will definitely visit the show again next year.”

***Mr Murat Telek, General Manager, ISG Heating Equipment (Shanghai) Co Ltd (Turkey)***

“Our company develops equipment to manage temperature and we are searching for thermostats here. During the fair, I have found what I want and have established cooperation with an exhibitor. The heating market in East and Central China is characterised by household-based systems, but high-class residential areas are gradually adopting central heating systems too. I can see promising potential in the sector. Several concurrent building technology fairs were held, offering visitors with a more efficient sourcing experience.”

***Mr Li Xiang, General Manager, Clover Energy Saving Co Ltd***

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### **Speaker's feedback**

“Today we explored how to employ floor heating systems for cooling. Summer is sweltering and winter is chilly in the East and Central China. While underfloor systems are commonly used for heating, cooling becomes the next issue to resolve. More research and development are needed to build an integrated system. More than a procurement platform, ideally a trade show should act as a platform of knowledge exchange. Engaging forums and discussions are a great supplement to illustrate the outlook of the industry in addition to the products on display.”

***Mr Li Dawei, General Manager, HVAC8 Cross-enterprise Training Center for Heating, Ventilation and Air Conditioning***

### **Seminar attendee's feedback**

“Our company focuses on rubber processing and mould design. We came to the show to attend this seminar. Currently most of the end-users make procurement decisions based on the price level. There is an urge to educate them about product specifications. Trends such as fresh air systems, floor heating and integrated floor heating and cooling systems provide enormous market potential in East and Central China. The discussion gathered industry elites at one place to explore the latest developments, which is a great driving force for the industry.”

***Mr Zhu Lipin, Chief Engineer, Shanghai San Shan Xin Bang Technology Co Ltd***

The next edition of ISH Shanghai & CIHE will be held from 3 – 5 September 2019. Another ISH event in China, ISH China & CIHE, will be held from 6 – 8 May 2019 at the New China International Exhibition Centre, Beijing. For more information about ISH Shanghai & CIHE and ISH China & CIHE, please visit [www.ishc-cihe.hk.messefrankfurt.com](http://www.ishc-cihe.hk.messefrankfurt.com) or email [info@ishc-cihe.com](mailto:info@ishc-cihe.com).

ISH Shanghai & CIHE is headed by the biennial ISH event in Frankfurt, Germany, which is the world's leading trade fair for the combination of water and energy. The mother event will take place from 11 – 15 March 2019 (Monday to Friday). For more information, please visit [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com).

Furthermore, the next edition of ISH India powered by IPA will run from 28 February – 2 March 2019 at Bombay Exhibition Centre, Mumbai. For more information, please visit [ish-india.in.messefrankfurt.com](http://ish-india.in.messefrankfurt.com).

### **Notes to editors:**

A selection of pictures from the fair is available here:

<http://goo.gl/59fDdn>

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 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,

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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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)