

Press release

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ISH Shanghai & CIHE returns with an elevated sourcing experience for the East and Central China market

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ISHS & CIHE 21_PR1_Eng

The ninth edition of ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation, Air-conditioning & Home Comfort System will take place from 31 August – 2 September 2021 at the Shanghai New International Expo Centre. As one of the most influential HVAC and home comfort exhibitions in East and Central China, the fair will highlight and display the latest heating and cooling innovations as well as home comfort needs for the region.

With people around the world spending more time at home due to the pandemic and the renewed interest this has generated towards protecting the climate, the demand for innovative and diversified home comfort solutions has grown stronger than ever. To meet this demand, manufacturers are actively developing innovative and efficient heating and cooling comfort products, helping to bolster the government's wider strategy on reducing carbon emissions long term. Therefore in 2021, the fair's slogan of "Green and comfortable customised solutions for modern living" is more relevant than ever, and this year's edition will continue to showcase the best in high-end comfort products, customised solutions as well as exploring the trend of using multi-energy sources for heating and cooling. ISH Shanghai & CIHE 2021 therefore promises to remain the premier destination for sourcing high quality HVAC and home comfort solutions in East and Central China.

Aligning with the market integration trends, ISH Shanghai & CIHE will be concurrently held with Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Shanghai Smart Office Technology and Parking China to form an inclusive sourcing channel. Together, they are expected to host close to 400 exhibitors across 35,000 sqm of exhibition space and attract some 40,000 visitors.

Ample business opportunities for China's HVAC market through specialised zones and pavilions

Since the beginning of 2020, people have been spending more time at home which has helped them to understand the benefits of better health and intelligent home comfort solutions. In recent years, China's green initiatives have offered ample business opportunities within the heating and cooling comfort system industry. In the first half of 2020, the country's floor cooling and heating (FCH) industry was valued at over USD 152 million accounting for 2.1% of the HVAC industry total. To meet the growing demands for healthy living and home comfort, the 2021 fair will debut the Heating & Cooling Comfort System Zone showcasing

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energy saving and efficient products, and will also feature a live demonstration area and forum to analyse the market and future trends.

Moreover, returning to the 2021 edition is the European Pavilion which plays an important role in promoting business exchange and technical knowledge sharing in the HVAC industry between China and overseas countries. It offers a gateway for overseas brands to explore business opportunities in China. Leading HVAC companies from Germany, Italy and France will present state-of-the-art technologies and exceptional technical solutions from Europe.

ISH Shanghai & CIHE is headed by the biennial ISH event in Frankfurt, Germany, which is the world's leading trade fair for HVAC + Water. The mother event will take place from 13 – 17 March 2023 (Monday to Friday). For more information, please visit www.ish.messefrankfurt.com.

Furthermore, ISH China & CIHE will be held from 9 – 11 May 2022 at the New China International Exhibition Center in Beijing. For more information about ISH Shanghai & CIHE and ISH China & CIHE, please visit www.ishc-cihe.hk.messefrankfurt.com or email info@ishc-cihe.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 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

* preliminary figures 2020