

Press release

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Guangzhou Electrical Building Technology 2019 brought new trends under the spotlight

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The 2019 edition of Guangzhou Electrical Building Technology (GEBT) ended on a positive note on June 12th. Held concurrently with Guangzhou International Lighting Exhibition (GILE), the two trade fairs attracted 172,856 industry professionals from 133 countries and regions, a 4% increase from last year. 243 exhibitors were featured at GEBT this year. Continuing its long-standing support for the building sector, GEBT's insightful fringe events again provided a professional platform for the industry to envision the future of building technology, with topics ranging from communication protocols to healthy buildings and AIoT.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Co Ltd shared, "The 16th edition of Guangzhou Electrical Building Technology has come to a successful conclusion. As digitalisation becomes more adopted in China, we are witnessing the exponential growth of intelligent technologies which have unleashed the endless potential of smart buildings and homes. GEBT has grown with the industry throughout the years, maintaining its position with stability, adaptability and sensitivity toward market trends. We bring together industry corporations and professionals at our fringe programme to share innovative concepts. And to help visitors stay afloat in this constantly changing market and grasp new business opportunities, we have also introduced new forum topics such as healthy buildings this year."

Exploring new building technologies at GEBT forums

This year's GEBT forums invited industry leaders to illustrate the latest developments in the building sector, with hand-picked topics ranging from healthy buildings to smart homes and intelligent hotels. Highlights included the 'Development of Healthy Buildings and Intelligent Hotels Summit 2019', which shed light on how buildings could be brought one step closer to people's lives by encouraging a user-centric approach. And the 'AIoT+Scene Setting for Smart Space Summit' featured Tencent Smart Property, Alibaba Cloud, China Mobile and other renowned industry brands who discussed how AI redefines IoT, and the implication in a household context.

Comments from exhibitors

"This is our fourth year exhibiting at GEBT. Compared to other exhibitions, GEBT has a more specific audience and responds effectively to the upcoming trends in building technology. I also noticed an increasing number of overseas buyers in the past two years. Only a few

Messe Frankfurt (HK) Ltd
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hours after the fair commenced, I had already received inquiries from two overseas visitors. I believe GEBT's overseas visitors are all quality buyers, as their visit to China demonstrates their eagerness in purchasing."

Mr Zhang Wei Guo, Vice President, Guangdong Wintom Sun-shade Technology Co., Ltd

"We have returned to GEBT this year after a very successful exhibition in 2018. This exhibition is well positioned, attracting buyers and exhibitors from the smart home sector. As it is held concurrently with GILE, we are able to connect with customers outside of the audio manufacturing and sales industry, expanding our client base. GEBT is one of the key exhibitions in China's smart home industry with quality buyers from the industry. We have made a lot of connections, while some even placed orders onsite. We will definitely exhibit in GEBT next year, and we hope the exhibition will show us even more stellar results."

Mr Gavin Liang, General Manager, Teibar China/Amina Technologies (Shanghai) Ltd

"GEBT is where I meet our clients, so we do not have to visit them one by one. This exhibition attracts buyers from Guangdong, Guangxi, Hunan and Fujian provinces, as well as overseas visitors from Indonesia, Philippines, Malaysia, Singapore and more. GEBT attracts mostly business-oriented visitors, and we have already connected with approximately 10 overseas buyers on the first day."

Mr Ben Young, Marketing Director, HDL

Comments from visitors

"I have been here for the last six years, and we are here to see if China is up to speed with the requirements that the Western world is looking for, and the answer to that is: yes they are. Technology has rapidly expanded within the electrical component industry, and it has been growing for the past six years. The longer I keep coming, the better this fair has become, as well as the quality of the exhibitors."

Mr Philip Neill, Head of International Operations, Lucilite Led Ltd

"I have been participating in this exhibition for over a decade. As one of the key exhibitions in the industry, GEBT encompasses almost all smart home-related products and technologies, and I could discover the latest trends here which clearly indicate my future direction of work."

Mr Zhang, Sales Director, Shenzhen Boke Intelligent Technology Co Ltd

Comments from speakers

"Most of the seminar attendees here today are industry professionals, and the solutions Zigbee Alliance offers are exactly what this group of people are looking for. In this seminar, both we as speakers and the attendees are able to learn critical information which encourages communication between both parties. And as an exhibitor, we have noticed that visitors are significantly more knowledgeable than before as they mostly came with questions instead of just browsing. It shows that GEBT has reached a new high in the industry in terms of quality."

Dr Wilma Su, Chairman, Zigbee Alliance China Member Group

“As a cloud computing service platform, Alibaba Cloud is in touch with a considerable amount of end users, hence, we have a better understanding of the end users’ needs. Through the forum, we want to share with them our understanding of scene settings and the changes brought by IoT and AI. This forum is also an excellent opportunity for different manufacturers to meet and improve understanding, eventually solving the problems that users are facing collectively. As GEBT and GILE are held concurrently, numerous smart home and lighting brands which reflect the market trend were displayed.”

Mr Johnny Li, Product Manager, Product Division-Solution Product Team, Business Group-IoT Business Unit, Alibaba Cloud Intelligence

Guangzhou Electrical Building Technology and Guangzhou International Lighting Exhibition are headed by the biennial [Light + Building](#) event in Frankfurt, Germany (8 – 13 March, 2020).

Messe Frankfurt also offers a series of other [Light + Building technology events worldwide](#), including the Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT) and the Shanghai International Lighting Fair (SILF), which will be held from 3 – 5 September. Additionally, Light + Building fairs are also held in Argentina, India, Russia, Thailand and the UAE.

The next edition of Guangzhou Electrical Building Technology is scheduled to take place once again from 9 – 12 June 2020 at the China Import and Export Fair Complex in Guangzhou. For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. To find out more about GEBT, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.com.

Press information and photographic material can be found here: <https://guangzhou-electrical-building-technology.hk.messefrankfurt.com/guangzhou/en/Press/photos.html>

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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, 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).

*preliminary figures 2018

Guangzhou Electrical Building
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Guangzhou, 9 – 12 June 2019