

Press release

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ISH China & CIHE: the go-to trade fair for capturing lucrative opportunities in China's HVAC industry

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ISHC & CIHE 19_PR1_Eng

ISH China & CIHE will return to the New International China Exhibition Center in Beijing on 6 – 8 May 2019. This must-attend event for the HVAC industry is currently in full swing with its exhibitor recruitment.

Organised by Messe Frankfurt (Shanghai) Co Ltd and CIEC Union (Beijing) International Exhibition Ltd, ISH China & CIHE 2019 will focus on the latest trends of the HVAC industry which present lucrative opportunities for overseas brands. The fair will occupy 116,000 sqm of exhibition space and host over 1,300 renowned brands. As a leading HVAC exhibition in Asia, ISH China & CIHE covers an impressive range of exhibits including HVAC, plumbing, smart heating and intelligent household systems.

ISH China & CIHE has already secured the participation of recognised overseas and domestic brands. Confirmed notable enterprises include A.O Smith, AIC, Airpower, Alarko, Amitime, Amnesty, Anze, Ariston, Bekaert, Bllc, Cadiffi, CALEFFI, Chant, Chongguang, Danfoss, Devotion, Fangkuai, Gassero, GREE, Grundfos, Gude, Haier, Hailin, HANSE, Herush, Honeywell, Ideal, Jae Woo, Jankun, KD Navien, Kenuo, KITURAMI, KMC, Linuo Paradigma, Nasen, Noritz, Nuociss, NWRH, Oilon, Outes, Oventrop, Panasonic, PHNIX, Power World, Radiant, Rheem, Rinnai, Shimge, Siemens, SingFun, STIEBEL ELTRON, ThermlQ, Tsinghua Tongfang, Unbeatable, Vexve, Vicot, Warm Master, watts, YUMA and Zehnder.

Return of the well-received Overseas Area provides a gateway for international HVAC brands to enter the Chinese market

Thanks to the government's coal-to-clean-energy initiatives, China is experiencing a rapid growth in the HVAC market. The debut appearance of the Overseas Area in the 2018 edition successfully allowed foreign companies to extend their market reach to China. Highly regarded by participating exhibitors, this area will again return to ISH China & CIHE in 2019, gathering prominent brands from countries such as the UK, France, Germany, Italy and Turkey. International brands that have confirmed their participation in this zone include AMETEK, Bowers Eclipse, Cordivari, Groppalli, Heatmiser, KANE, MADAS, Polidoro, Sermeta, Shinwoo Valve, Vexve and ZERO.

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The Overseas Area presents an unrivalled opportunity for exhibitors to

find new markets. One of the participating exhibitors in the 2018 edition, Sermeta, expressed strong approval on the effectiveness of this zone. Mr Joseph Le Mer, President of the company said: “We are targeting the entire Chinese market, and with the government’s policies here, we see that this market is the future. We’re here to explore new prospects in China.” Sermeta considered ISH China & CIHE as an indispensable platform, and has already decided to return to the 2019 show. “The role this fair plays in the industry is very different to Europe as it’s more focused on China. China takes up a significant part of the worldwide market, which makes it worth us being here,” Mr Le Mer further explained.

ISH China & 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 11 – 15 March 2019 (Monday to Friday). For more information, please visit 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.

A further ISH event in China, ISH Shanghai & CIHE, will be held from 3 – 5 September 2019 at the Shanghai New International Expo Centre. For more information about ISH China & CIHE and ISH Shanghai & 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. 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).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018