

Press release

Hong Kong, May 2021

ISH China & CIHE successfully concluded on 14 May, welcoming 980 exhibitors

Eric Chan
Tel. +852 2238 9985
eric.chan@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.ishchina-cihe.com

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ISH China & CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning, Sanitation & Home Comfort Systems concluded its three-day run on 14 May after welcoming 69,243 visitors and 980 exhibitors, and covering 95,000 sqm. As industry professionals gathered to showcase the latest HVAC products and solutions, ISH China & CIHE offered a one-stop sourcing platform for those looking to reconnect and get back on track, following the months-long disruption to industry events and trade fairs.

ISH China is one of the most well-known and leading exhibition platforms in Asia. This year's ISH China & CIHE was particularly influential as it was dedicated to helping the industry recover from disruptions over the previous year, while continuing to play a crucial part in the growth of heating, ventilation and cooling technologies across Asia. The fair was welcomed by the industry who depend on the platform for business exchange, market information and most importantly new-found business opportunities brought forth by aggressive national development goals and green policies.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd said after the conclusion of the fair: "We are excited to be back to facilitating business interactions for the HVAC industry, particularly within the Greater China region. This year, the fair successfully aligned itself with the development of China's digital and smart markets, driven by the national government's new 14th Five Year Plan which highlighted green initiatives and infrastructure goals. These targets not only improve the national business environment, but also expedite more HVAC-related projects, putting emphasis on diversifying renewable energy production and consumption, and offer greater opportunities for HVAC suppliers worldwide."

Commenting on the success of the 2021 edition, Mr Li Hongbo, Deputy General Manager of CIEC GL events (Beijing) International Exhibition Co Ltd, said: "As usual, ISH China & CIHE always yields remarkable results. A wide variety of smart HVAC products featuring the latest technologies were perfectly presented. Based on the buyer crowds gathered during the three day event, this proves that exhibitors as well as industry players have regained confidence in large scale trading

events and the HVAC market which is great to see. I am confident that ISH China & CIHE will continue to grow and serve as a first-tier trading platform for HVAC products.”

Exhibitors’ experiences

“We are a loyal exhibitor at ISH China & CIHE and every year, we are able to connect with our target buyer groups which include construction, property development, OEMs and more. The German Pavilion is an important stepping stone for German brands to enter the Chinese HVAC market, to introduce high quality heating solutions to meet the domestic demands. Despite the ongoing pandemic, the visitor flow to the fair was quite high and exceeded our expectations. What’s more the quality of the buyers we came across was also very high. Furthermore, the 14th Five-Year Plan focuses on renewable energy and promotes projects related to clean heating, which will definitely bring positive growth not only to our company but to the HVAC industry as a whole.”

Mr Hu Yincong, General Manager, Jürgen Schlösser Armaturen GmbH Representative Office of China

“We have been participating in ISH China & CIHE for many years, and it has been a great platform for not only promoting our brand but also launching new products as well as technologies. We are very pleased to report the visitor flow has exceeded our expectations. The fair has always been a great networking platform to meet our target buyers, to exchange technology and development trends, and most importantly gain market feedback to understand buyers’ needs. As the world is recovering from the healthcare crisis, IoT and digitisation targets highlighted in the latest Five Year Plan will without a doubt aid the growth of our business and drive our product development to new heights.”

Ms Liu Sa, Sales Director, North District Sales Department, Beijing HaiLin Control Technology Inc

“ISH China & CIHE is one of the most renowned HVAC industry trading platforms in Asia, showcasing some of the industry’s latest products and innovations. The fair’s three main themes, Energy, Water and Life, are not only in line with the current national developments but also help us explore the potential of the HVAC market. For our company, ISH China & CIHE is an important marketing tool to promote our firm and latest products. As always, the fair gathered large crowds of quality buyers. Not only did we gather useful information market trends and needs, but we also discovered new business partners. Moreover, the 14th Five-Year Plan’s green and renewable energy development and production initiatives are expected to greatly improve the national business environment and expedite more HVAC-related projects.”

Mr Jinyu Xu, Director, Qingdao Economic and Technological Development Zone Haier Water Heater Co Ltd

“ISH China & CIHE is an important meeting ground to get in touch with our clients, and is one of the best marketing platforms to showcase our new products. Joined by other well-known HVAC supplies, it is also a great opportunity to exchange market and technology information.

This year, I am pleased to connect with representatives from Huawei, Alibaba and Baidu, which suggests that cloud computing, data analysis and artificial intelligence can be incorporated into the HVAC industry for developing smart and efficient HVAC products, which is what the market needs. As a traditional HVAC manufacturer, I am confident future partnerships with tech giants will without a doubt be beneficial to not only our products but the HVAC industry as a whole.”

Mr Bing Liu, Vice General Manager, Beiming Tianshi Energy Technology (Beijing) Co Ltd

Buyers’ reviews

“We specialise in combustion heat control and measurement technologies and we visit the fair annually to meet our existing clients. In addition to reconnecting with them, we also found new HVAC manufacturers who showed strong interest in partnering with us and in our technologies. Since our products are related to environmental protection and match with China’s latest environmental policy, the fair helped put us in touch with the right audience and grew our network. Overall I am very pleased with the number and selection of exhibitors. The visitor flow was also very high and I look forward to the 2022 fair as well as well ISH Shanghai & CIHE later this year.”

Mr Tenny Xu, Company Representative, NiceFlame Technology (Shanghai) Co Ltd

“I work in the property development industry and this is my first time attending the fair. I was delighted to see a good selection of HVAC manufacturers, both domestic and international, gathered under one roof. I have noticed both the heat exchange and wall hung boiler industries have changed a lot, mainly in appearance, size and efficiency, and they now have great cost performance ratios. Moreover, China’s environmental standards and carbon emissions policies are not only a global responsibility, but move the industry forward. I am very pleased with the fair as there are many different products and brands on display and I will return again next year.”

Mr Xiaojun Hou, Manager, Beijing Jianxiong Construction Group Co Ltd

Extra precautions were in place to maintain hygiene onsite

The trade fair co-organisers’ top priority remains the health and safety of fair attendees, hence added measures were practiced at the fairs. These included real-name authentication during registration, onsite temperature checks, frequent sanitisation of fairground facilities and distancing measures for forum / seminar audiences, amongst others.

The next ISH China & CIHE will take place from 9 – 11 May 2022, once again at the New China International Exhibition Center in Beijing. A further ISH event in China, ISH Shanghai & CIHE, will be held on 31 August – 2 September 2021 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.

ISH China & CIHE is organised by Messe Frankfurt (Shanghai) Co Ltd and CIEC GL events (Beijing) International Exhibition Co Ltd. It is headed by the biennial ISH event in Frankfurt, Germany, the world's leading trade fair for HVAC + Water which will next take place from 13 – 17 March 2023. For more information, please visit www.ish.messefrankfurt.com. Furthermore, the next edition of ISH India powered by IPA will take place later this year in Mumbai.

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Notes to editors:

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<https://ishc-cihe.hk.messefrankfurt.com/beijing/en/press.html>

Further press information & picture material

ISH China & CIHE:

<https://ishc-cihe.hk.messefrankfurt.com/beijing/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. 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