

# Final Report

Hong Kong, May 2016

Parking China  
National Exhibition Convention Center (Shanghai)  
Shanghai, China, 10 – 13 May 2016

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## **Debut of Parking China acclaimed a success by exhibitors**

## **Visitors' market outlook for China's parking industry prove positive**

## **Concurrent seminar addressing intelligent parking solutions was well received**

The first edition of Parking China, a new thematic zone within the 12<sup>th</sup> World Elevator & Escalator Expo, was held from 10 – 13 May 2016 at the National Exhibition and Convention Center (Shanghai) in China. Jointly organised by Messe Frankfurt (Shanghai) Co Ltd and Langfang Conference & Exhibition Co Ltd, the zone received positive feedback from exhibitors and visitors alike.

Leading brands in the parking industry introduced their latest smart parking systems, mechanical parking facilities and car park management services. These big names included: Dahua Technology, Defero Technology, Forewell Parking, Gland Machinery & Electronics, Guangxi Construction, Guangzhou Honzawa Metal Products, Hytone Parking, iRain IOE Technology, Jiu Yin Parking, Lonix IOT Technology, QianHai Ecaray, Secure Parking, SuTong Information, Wei Ming Space and ZTE ITS.

Xi'an iRain IOE Technology Service Co Ltd showcased their unique license plate identification systems, intelligent software ARM servers and all-in-one toll machines. Mr Zhou Jun, Sales Director of Marketing Department in Shanghai, said: "I am happy with the visitor flow and the show helped me to promote our brand. In fact, I was able to find some potential partners. Furthermore, exhibiting here enabled me to learn more about the market through technical exchange with industry peers. In future, we plan to pay more attention to these kind of events and expand its booth scale."

Mr Wu Shaolong, Marketing Director of Shanghai SuTong Information Sciences & Technology Ltd, also expressed that his firm will join next year's edition. The company offers solutions across the entire supply chain of IoT intelligent parking products. Mr Wu said: "Parking will be

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more intelligent in the future and the potential for the success of IoT products is very high. Targeting buyers such as government bodies, Internet parking platform enterprises and smart product integrators, I was pleased to have found prospective clients at Parking China. I was also satisfied with the visitor quantity. This event was very helpful for brand promotion and connecting with target partners.”

Another company, Secure Parking, specialises in providing car park management and traffic planning consulting services to developers, hotels and hospitals. Ms Chan Rui, General Manager at the firm, said: “Parking China gives me a better understanding of current parking facilities, enabling me to provide better services with higher efficiency to customers.”

### **Visitors’ market outlook for China’s parking industry prove positive**

China’s parking industry is developing quickly and Parking China visitors agreed that the zone can help to further promote the industry in China. Mr Wang Yi, Project Manager of GFR Industry & Trading Co Ltd, said: “We are a trading company which deals with spare parts and machineries. Many of our clients are very interested in parking facilities so we want to learn more about the industry’s leading technologies and acquire some useful selling points. The technical demonstrations at Parking China helped to fill our knowledge gaps and enabled us to better understand overall market trends. For these reasons, I will come back to support the show next year.”

Mr Lu Zhijun, Manager of Wuxi Huatong Hydarulic Technology Co Ltd, said: “The parking industry is an emerging market in China. Products such as intelligent parking management systems are not yet popular in general car parks. I saw some good products here that I will introduce to my clients and I will recommend the show to other industry peers. Parking China can further boost industry development and it is a great channel for industry experts to interact and learn.”

Another visiting company was Piaoma Group which is planning for its mechanical parking garage business. Mr Huang Dunwei, Assistant Director of Product Development at the firm, believes the zone has positive influence on the industry. He stated: “Mechanical parking garages are starting to become popular in several major cities. However, the usage of them are still in the beginning stages in third- to fourth-tier cities. As the rise in the number of vehicles in cities is heightening the issue of parking shortages, parking solutions such as mechanical parking garages and intelligent parking will create abundant business opportunities. I will continue to support Parking China in the future.”

### **Concurrent seminar addressing intelligent parking solutions was well received**

Organised by China’s leading domestic intelligent traffic industry portal [www.21its.com](http://www.21its.com), “The 4th Static Traffic and Smart-parking Seminar and 2016 Parking Industry Gold Parking Award Ceremony” was held

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concurrently with Parking China. Hosted by Mr Shen Ao, Founder and CEO of Ding Ding Parking, the event attracted 200 attendees and ended on a high note. Government officials, scholars and industry experts addressed various hot topics affecting the parking industry. Topics on the sector's outlook and challenges, solutions for the city intelligent parking market, parking solutions under the Internet Plus era, city static traffic solutions, city parking cloud platform construction and more were covered.

Mr Huang Dunwei also attended this seminar. He commented: "The well-organised seminar was full of attendees and featured many professional speakers. The event encouraged industry professionals and raised public awareness of new parking solutions."

The next edition of Parking China will move to Shanghai New International Expo Centre (SNIEC) and be held from 5 – 7 September 2017. Being a part of the "Intelligent Green Building – IGB" exhibition platform, the 2017 edition will run concurrently with four other building technology fairs including: Shanghai Intelligent Building Technology; Shanghai Smart Home Technology; ISH Shanghai & CIHE and the Shanghai International Lighting Fair. These five shows will help to foster a cross-sector building ecosystem under the IoT and big data era to provide total solutions for energy-efficient building technologies. Addressing interrelated building technologies on parking, smart home, intelligent building, HVAC, lighting and LED, the platform will help create more business opportunities for participants.

For more information about Parking China, please visit [www.parking-china.com.cn](http://www.parking-china.com.cn) or send email to [parking@china.messefrankfurt.com](mailto:parking@china.messefrankfurt.com).

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

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645\* million in sales and employing 2,297\* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132\* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary numbers for 2015

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