

Press release

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Parking China demonstrated huge potential for smart solutions in Chinese market

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Under an umbrella of ‘smart’ fairs, reflecting the exciting future for the industry, Parking China concluded its three-day run on 5 September. A wide range of innovative smart parking technologies were on display alongside smart building, office and home solutions to provide these industries an integrated sourcing platform. Together, the Parking China, Shanghai Intelligent Building Technology, Shanghai Smart Home Technology fairs, and the Shanghai Smart Office Technology zone, attracted 30,374 trade buyers (2018: 29,423).

Speaking as the fair concluded, Ms Lucia Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd commented: “This edition, we have successfully demonstrated some of the most forward-looking parking technologies and solutions, through both the exhibition and concurrent fringe programme, to inspire participants on how to build an urban parking ecosystem to solve the most pressing parking challenges. Together with Shanghai Intelligent Building Technology and Shanghai Smart Home Technology, these concurrent fairs have effectively combined the latest technologies such as the Internet of Things and AI with innovative smart parking solutions.”

Ms Wong continued: “The number and quality of the visitors were well recognised by the exhibitors this edition. Next year, we will further deepen the cooperation with the China Urban Parking Industry Association (CUPIA), and various other industry organisations, in order to fully utilise their collective resources. This will allow us to continue to enhance the technical exchange and application within the industry, and bring the fair to new heights to capture the enormous potential for smart parking solutions within the Chinese market.”

Mr Yifeng Xiao, Chairperson of CUPIA commented: “Parking China 2019 marks the first collaboration between CUPIA and Messe Frankfurt, and I am very pleased with the success of the show. CUPIA is committed to creating an urban parking ecosystem by encouraging industry peers to share resources for mutual benefit. Through the exhibition and the concurrent forum activities, we have effectively conveyed this message to the parking industry. In the coming year, we are confident to lead more local parking membership organisations to participate in Parking China, in continuation of building a professional platform for industry players to exchange the latest technologies and market intelligence.”

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong

This cooperation enhanced the fair's objective of promoting a more innovative urban parking ecosystem, with a wide range of technologies and solutions on offer at the fair to achieve this. This included smart parking management systems, access control systems, magnetic parking sensors, indoor navigation systems, intelligent billing & payment systems, charging equipment & devices for new energy vehicles, on-street parking facilities and more.

Exhibitors' experiences

"Finding new clients is our biggest goal of joining this fair, and we have achieved this goal. We have met with visitors from engineering companies and real estate developers who are our company's target clients. Although this show's size is relatively small, its overall visitor flow is very high as you can see that our staff are all very busy interacting with clients now. The smart parking industry is flourishing in China as many cities are striving to tackle parking shortages."

Mr Li Zhi Liang, General Manager, Shenzhen Signaltone Intelligent Technology Co Ltd, China

"As a start-up, we decided to join Parking China as it is a great opportunity for us to promote ourselves. This fair provides a good platform for us to meet clients directly. They have been very interested in our products and technologies. In addition, we are able to get a better understanding of the market overview. I think there is a lot of potential for the parking market to expand in China, as the number of cars has skyrocketed in recent years."

Mr Cong Wei, Product Manager, Aibee, China

"This is our first time at Parking China, and the visitor flow is much higher than we expected. We managed to meet many clients, including some from India, Japan and Thailand, who all showed interest. This fair is effective for us because we are able to meet our target customers: professionals from the construction and design industries. We are definitely coming back next year. The smart parking industry in China is booming as parking problems become increasingly prominent, not only in major cities but also in some second- and third-tier cities. As the Chinese government is striving to tackle the problem, I expect the smart parking industry to expand rapidly in the future."

Mr Zhang Yi Hong, Client Manager, Shanghai Intview Robotics Co Ltd, China

"We have met visitors from government bureaus and real estate developers, some of whom have shown interest in our products. I think this fair is the fastest and most direct way for us to build business relationships, as we are able to meet with potential clients face to face. We have achieved our goals at this fair. There is great demand for smart parking in China as cities are suffering from parking space shortages."

Mr Liu Jun, CEO, Yanxin Smart Parking (Shenzhen) Co Ltd, China

"As this show has attracted many renowned companies and representatives from the parking industry to take part, we think it is a

great platform for us to promote the application of our ETC system and its benefits. We are satisfied the visitor flow, so we are 100% coming back next year.”

Mr Pan Yong, Senior Engineer, Shanghai Chang Jiang CETC, China

Buyers' impressions

“I'm visiting this fair to get more understanding of the latest smart parking trends and technological developments. Here I have seen the latest technologies and products that can help China tackle its chronic car park shortage. Figures show that major Chinese cities are suffering from a serious shortage of parking spaces due to significant growth in car ownership in recent years. This is a major factor that drives the demand in China's smart parking market.”

Mr Liao Ke Fei, China Council for the Promotion of International Trade Guangzhou Panyu District Committee, China

“We are looking for technologies and solutions for smart parking that we can apply in Switzerland. Since China has a large number of cars, I am curious what kind of solutions they have to tackle parking space shortage and manage parking lots. That's why I came to this show which showcases the latest smart parking services and products in China.”

Mr Stefan Guggisberg, Head of Outpost China, Swiss Federal Railways SBB, Switzerland

Fringe programme feedback

Given the fast-changing nature of the industry and the need for innovative solutions, the fair also offered a comprehensive fringe programme for exhibitors and buyers to partake in. This included the China Urban Parking Ecological Construction Forum, and a series of Smart Parking Technology & Product seminars which allowed exhibitors to explain their products and technologies in detail to captive audiences.

“China's smart parking industry continues to evolve as many Chinese cities struggle with inadequate parking availability. Today's forum is an important platform where industry experts gather to present the latest technological innovations and solutions, exchange ideas and network. I also appreciate that Parking China is held concurrently with four other fairs, as they are all related to building technologies. Fairgoers can experience the different aspects of building technologies under one roof.”

Mr Zhu Jian Dong, Secretary General, Shanghai Parking Service Trade Association, China

“I think this forum and the fair are great ways to promote the development of China's parking industry. In these events participants, including policymakers, industry players and academics, are able to exchange their views on the future of the smart parking market. Participants can learn more about national parking policies, and the latest smart parking innovations, services and management methods from the forum and fair.”

Mr Sun Xiao Bo, President, China Urban Public Transport Association Urban Parking Branch, China

Parking China 2019 was held concurrently with Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Shanghai International Lighting Fair and ISH Shanghai & CIHE at the Shanghai New International Expo Centre. The next editions of these fairs will take place from 2 – 4 September 2020.

For more information on the fair, please visit www.smartparkingchina.com, follow on WeChat through “ParkingChina_MF” or send an email to parking@china.messefrankfurt.com.

To download a selection of pictures from the fair, please visit <https://parking-china.hk.messefrankfurt.com/shanghai/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 €718 million. 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. 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.