

Press release

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## Parking China receives boost as China Urban Parking Industry Association joins as co-organiser for 2019 fair

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**The China Urban Parking Industry Association (CUPIA), an alliance of industry representatives of 17 provinces across the country, will take part as a co-organiser for the first time at Parking China 2019. CUPIA will take the initiative to share buyer resources and recruit exhibiting brands under its extensive network. More seminar sessions will also be organised by CUPIA to offer fairgoers a refreshing visiting experience.**

This inaugural collaboration is brought about following successful cooperation between Messe Frankfurt and the Shanghai Parking Service Trade Association (SPSTA) at Parking China 2018. During this fair, the two cooperated on a seminar platform inviting industry elites to address various topics within the sector. The highlighted session “IoT – Enlighten Smart Parking in the New Age” was just one feature of this well-received forum and enjoyed particular acclaim among the audience. It was this satisfying result which encouraged a closer partnership to promote further market intelligence exchange in 2019.



*The featured forum “IoT – Enlighten Smart Parking in the New Age” was praised among the attendees at Parking China 2018.*

Mr Jiandong Zhu, Secretary General of SPSTA, commented on the benefits unleashed through the collaboration. He said: “Messe Frankfurt has a reputable range of trade fair portfolios, while local industry associations enjoy strong connections with domestic exhibitors and

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visitors. In 2018 this collective effort helped to gather experts and attendees from not only academia, but also business fields and the public sector. On the basis of this smooth partnership, CUPIA will join alongside Messe Frankfurt to take the fair's influence to the next level – from within Shanghai, to 17 provinces nationwide.”

CUPIA was formed by an alliance of regional parking associations\*, including SPSTA, in August 2018. Committed to inspiring solutions to serve the growing needs for strategic plans to tackle urban parking problems, it is expected this new co-organiser will spark fresh insights and innovations to Parking China.



CUPIA was formed by 17 regional parking associations across China in August 2018.

Parking China 2019 will receive full support from CUPIA in terms of not only organising buyer delegations, but also curating a strengthened conference programme. Exhibitors can leverage the opportunity to capture first-hand updates from policy changes to market trends.

Chairperson of CUPIA, Mr Yifeng Xiao, also praised the collaboration suggesting “provoking thought”, “knowledge sharing” and “mutual benefiting” as the driving forces of the partnership. He added: “I look forward to the show further evolving into an all-round platform for showcasing the latest technical achievements, market solutions as well as research findings.”

Parking China 2019 will be held in Hall W2 of the Shanghai New International Exhibition Centre (SNIEC) to offer the most forward-looking solutions within the complete intelligent parking industry supply chain. Further details on the conference will be announced at a later stage.

Situated alongside leading industry brands from the concurrent fairs Shanghai Intelligent Building Technology and Shanghai Smart Home Technology, the show will pose vast advantages for thousands of professional buyers who are interested in the latest IoT and intelligent building technologies.

For more information, please visit [www.smartparkingchina.com](http://www.smartparkingchina.com), or send an email to [parking@china.messefrankfurt.com](mailto:parking@china.messefrankfurt.com).

Parking China  
Shanghai, China, 3 – 5 September 2019

\*Founding members of CUPIA include:

- Anhui Parking Service Industry Association
- China Municipal Engineering Association Urban Parking Branch
- Chongqing Parking Industry Association
- Dalian Parking Association
- Guangdong Static Traffic Association
- Guangzhou Parking Industry Association
- Huainan Parking Association
- Kunming Parking Service Industry Association
- Nanjing Parking Service Industry Association
- Shanghai Parking Service Trade Association
- Shenyang Parking Industry Association
- Sichuan Parking Service Industry Association
- Suzhou Public Parking Service Industry Association
- The Parking Industry Association of Chengdu
- Tianjin Parking Industry Association
- Wuhan Motor Vehicle Parking Lot Industry Association
- Xi'an Motor Vehicle Parking Industry Association

#### **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](http://www.messefrankfurt.com)

\*preliminary figures 2018