

Press release

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## Parking China 2021 dedicated to supporting further development of the industry

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**Parking China will return to the Shanghai New International Expo Centre (SNIEC) from 31 August – 2 September, 2021. The success of the 2020 edition and positive feedback from participants indicate signs of strong recovery in the smart parking industry driven by high market demand. This year's show will once again welcome industry leaders to present new products and trends, as well as explore opportunities created by China's new infrastructure investment.**

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd, shared her vision on the upcoming Parking China: "The smart parking industry continues to forge ahead even amid COVID-19's impact, showing the strong market demand for smart parking products and systems. Thanks to the ever-increasing need for innovative parking solutions, as well as the exponential growth of various technologies such as 5G, AIoT and cloud computing, the smart parking industry is set to thrive. With the support from leading brands, Parking China will continue to support the industry's growth, and showcase the latest applications and technologies for smart parking."

### **A wide range of products and services on offer**

Many prominent manufacturers and service providers have confirmed their participation in Parking China 2021, including Chongqing Zhike Intelligent Equipment, HangZhou Xiaolv Technology, Huasai Weiye, JustTrust Intelligent, Shanghai Parkingway, Shanshui Optoelectronic, TRANSPEED, WeLinkPark Technology, Zhejiang Zhebo Information Technology, and more. The upcoming show will cover the entire smart parking ecosystem. Key product categories include license plate recognition, barrier products, access control systems, parking magnetic sensors, parking guidance systems, intelligent bill & payment systems, intelligent car locate systems, ETC systems, AI-powered cameras, mechanical parking systems, parking robots, on-street parking facilities, new energy vehicle devices, parking management software & providers, car park planning and parking safety & security products.

### **In-Matching programme sparks new opportunities**

Following last year's success, Parking China 2021 will continue with the business matching programme, In-Matching, which aims to provide a better sourcing and networking experience for exhibitors and visitors alike. This year's show will bring together buyers from the following

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

areas:

- Government departments, transportation investment companies, parking associations
- Real estate developers, investors
- Property management companies, owners' committees, car park management companies
- Intelligent system integrators and contractors
- Smart parking system users, buyers, suppliers
- Car manufacturers, payment service providers, communication network operators
- Dealers, distributors, agents

### **Fringe programme delves into industry hot topics**

As the development of smart parking evolves rapidly, it is vital for companies to identify market trends for staying at the top of their games. In addition to presenting the entire smart parking supply chain, the show will also host a concurrent fringe programme. Industry experts and entrepreneurs will share their insights and case studies on the future development of the smart parking industry.

### **Concurrent fairs display the entire smart industry ecosystem**

Parking China will, once again, be held concurrently with Shanghai Intelligent Building Technology, Shanghai Smart Home Technology and Shanghai Smart Office Technology zone. The four concurrent events will construct a one-stop sourcing platform, encompassing the major areas of the smart industry ecosystem. An extensive range of themes will be covered, including 5G, AIoT, big data, smart offices, smart buildings, smart parks, healthy offices, energy conservation, home security and more.

For more information, please visit [www.smartparkingchina.com](http://www.smartparkingchina.com), follow on WeChat through "ParkingChina\_MF" or send an email to [parking@china.messefrankfurt.com](mailto:parking@china.messefrankfurt.com).

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

\* preliminary figures 2020

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Shanghai, China, 31 August – 2  
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