

parking

CHINA

29 – 31.8.2023

Shanghai New International
Expo Centre (SNIEC), China

Comprehensive platform
for China's smart
parking industry



www.smartparkingchina.com

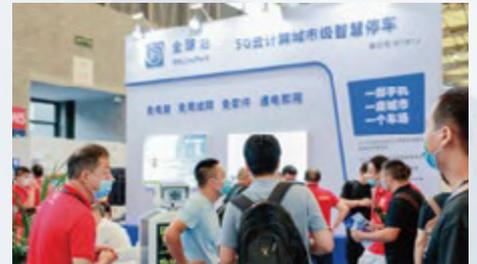
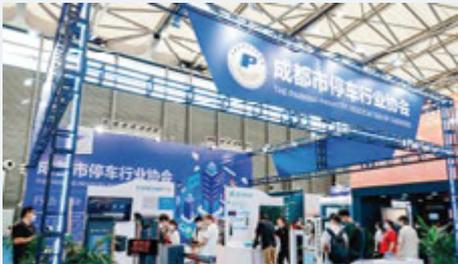


A platform for the empowerment of smart parking

Parking China is set to return from 29 – 31 August 2023 at the Shanghai New International Expo Centre (SNIEC). Under the theme of “The empowerment of China’s Smart Parking Ecosystem”, the fair aims to support the entire industry, and arm industry players with tools and strategies to guide their businesses into the future.

China is making efforts to build an intensive charging network covering the whole country to solve the challenges of electric vehicle driving and energy supply. As one of the core industries for China, the new energy sector has been booming in recent years. The exhibition will therefore set up a new energy "dual carbon" zone, which helps to combine new energy charging piles with parking in a comprehensive manner, and bring about a new era for the parking industry.

As AI, 5G, IoT, big data, cloud computing, digitalisation and other related issues come successively into public view, the "Internet of Vehicles" V2X concept of changing the way people travel, is constantly being mentioned. As the idea of the "Internet of Vehicles" matures, the future of parking looks to be increasingly more convenient, safe and low carbon. The exhibition will therefore set up a dedicated zone, promoting the combination of hardware and software, and using multiple platforms to complement each other, bringing inspiration and creative solutions for the development of smart parking.



Grow your business at Parking China

“For this year’s Parking China, Baidu has brought products and solutions for the whole smart parking market, and so we take this event seriously for our strategic partnerships. First of all, we can understand local policies and get in contact with the government and commercial parking owners. In addition, many parking companies participate in the event. Offline exhibitions and summits are good communication platforms for us to expand our business.”

Mr Cui Chengliang, Senior Product Solutions Manager, Baidu/Apollo



“We first heard about Parking China in 2017 and we were interested because it’s a professional and specialised trade fair for the parking industry. Initially, we came to the fair as buyers but have decided to exhibit for the past two years because we can find many of our target clients here. We also wanted to showcase our new products as well as network with other industry players. I think face-to-face interaction for business networking is irreplaceable and allows for more in-depth discussions, so we will definitely exhibit here again next year.”

Mr Huang Songtao, General Manager, JustTrust Intelligent, China

“This is our first time to participate in the parking exhibition and summit. Given the uncertainties, I think it’s not easy to organise this kind of physical event, but face-to-face interaction is definitely better than the online format. During the fair, I met many leaders from competent departments and learned about the latest industry trends. After my speech, I managed to find lots of potential partners, so the event worked out well for me.”

Mr Zheng Guangrui, General Manager of Smart Commercial Real Estate Division, Aibee



“We’ve been attending Parking China for many years, and now that this event has overcome the uncertainty of the epidemic and brought together industry elites, I have once again been able to meet some new friends in the industry. The exhibition promotes and integrates the whole upstream and downstream industrial chain of the parking industry. At present, with the support of government policy, a number of city-level projects can promote the development of the industry in a more standardised and orderly way. We hope the pace can be faster, and we are willing to provide technical products to contribute to the development of smart parking.”

Mr Zhang Hao, CEO, Parkingway (Shanghai) Information Technology Co Ltd

Why Parking China?

Strong support from industry partners

Parking China helps well-known parking companies, parking authorities, parking industry associations as well as industry experts in different parts of the country to stay ahead of the trends by conducting in-depth exchanges to help plan for the future development of parking and related industries. The fair connects supply with demand, and offers a platform for communication, cooperation and learning about the latest market trends.



In 2022, Parking China, Shanghai Parking Service Industry Association, Hangzhou City Administration Bureau and other authorities held a number of activities, including the "summit + booth display" mode, which was well received by participants and the audience, who worked together to solve the challenges of parking.

A new zone to explore untapped markets

The 2023 exhibition will establish the "New Energy Dual Carbon" and "Internet of Vehicles" dedicated zones, presenting the latest market trends.

Under the support and guidance of government policies in China, the sale of new energy vehicles has boomed, and the construction of new energy charging piles, an essential supporting facility, is accelerating. At the same time, with the continuous advancement of 5G, IoT and digitisation, automobile infrastructure has been continuously improved. In the future, intelligent information exchange and sharing will be realised between cars and people, other cars, roads, back-end and more. The parking industry is expected to grasp the new trends of future transportation and usher in a new golden era.

Interactive hybrid events

In addition to the physical platform, Parking China actively enhances industry interaction through various channels. The network established by the platform over the years will be fully taken advantage of to promote communication and cooperation between all parties in the industry.



The fair has started an online programme called "Wisdom – Smart Parking revolutionises transportation", which gathers the latest information, policies and hot topics for the parking industry. Offline communication events have also been successfully held in several cities for industry players to promote exchanges with each other. More places are expected to host such events in the future.

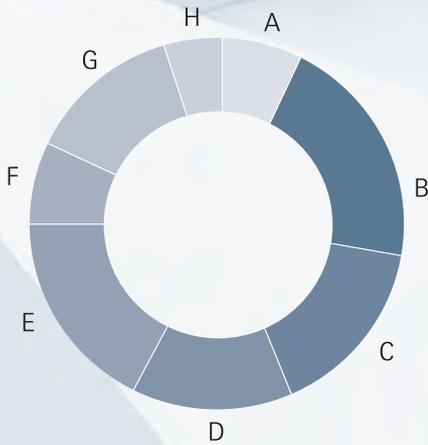


Concurrent fairs create business synergies

Reflecting the growing significance of IoT and big data, the organisers of Parking China offer a series of concurrent 'smart' fairs, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology and the Shanghai Smart Office Technology zone. Parking China 2023 will once again be held in coordination with these fairs, offering a one-stop sourcing platform and maximising cross-sector business opportunities.

Visitor profile at a glance

Parking China visitor profile



A. Government bodies	7%
B. Car park management companies	21%
C. Property management companies	16%
D. Real estate developers	14%
E. Car park users	17%
F. Construction companies	7%
G. Intelligent system integrators and contractors	13%
H. Parking facility operators and investors	5%

Target audience

- Static traffic management groups, construction and transportation commissions, transportation management offices
- Contractors and supervision institutions
- Property management units, owners committees
- Real estate developers and investors
- Car park operation management organisations
- Smart parking equipment purchasers and providers
- Urban planners, architectural designers, commercial design institutes
- Dealers, distributors and agents

Visitor feedback

"This is our first time joining Parking China. We are really grateful that the fair provided this platform and opportunity for us to get to know and communicate with each other. The forum especially shows the spirit of collaboration between related new technology vendors. We also saw that there are concurrent fairs about smart home, smart office and more, which is nice!"

Ms Jiang Manshu, Director of Integrated Management Department, Nanjing Intelligent Parking Co Ltd, China

"This is my second time visiting the fair and I joined the business matching programme. The fair organiser provided me with a list of exhibitors in advance that I can choose from. Then they helped me schedule meetings with my preferred exhibitors. I think this makes my sourcing trip more efficient and targeted."

Mr Li Hongfeng, Business Development General Manager, Red Star Macalline Group Corporation Ltd, China

"This event gathered many industry leaders. The main purpose of our visit is to learn about the products and future trends of each company, not just for purchasing, but also to cooperate with other industry players. This is my first time to participate in Parking China, and I have gained a lot from the experience. I will certainly visit the exhibition next year and hope to meet more overseas partners in the future."

Mr Zheng Di, Assistant General Manager, Vanke Group

"Today's speakers are well-known within the industry and come from relatively large high-tech companies. In the process of expanding their business, they inspired me with some new ideas. Our business is doing contactless payments in smart car parks. The content shared by speaker was quite comprehensive, covering the most cutting-edge topics in the industry and the information that you want to know is available. I prefer offline activities, where the focus is high and you get the chance to communicate face-to-face."

Mr Zhang Jiakai, Senior Business Manager, Shandong High speed information Ltd



A comprehensive conference programme

"I am very glad to participate in this activity and share how to solve the challenges of parking to a wide audience. With Shanghai being the mega city it is, these kind of challenges inevitably exist, and so we are now vigorously promoting smart roads to improve the situation, and with the development of this technology, we can use intelligent means to solve some traditional problems. Holding these kind of events promotes industry exchanges and accelerates the implementation of such projects."

*Mr Qian Zhongda, Deputy Director,
Shanghai Road Transport Development Center*



"From 2022 to 2024, we will follow the smart car park transformation plan from the Municipal Commission of Transport, and eventually our smart car parks will be integrated with intelligent network connections and autonomous driving. The summit promoted the smart parking process, showcasing some achievements of smart parking and smart connected autonomous driving in Shanghai in recent years. In addition, it made the audience more confident in the direction the industry is heading in and more motivated to realise smart parking transformation."

*Mr Zhu Jiandong, Secretary General,
Shanghai Parking Service Industry Association*



Product groups

- City-level smart parking platforms, parking big data, artificial intelligence, autonomous driving, positioning and navigation solutions
- Intelligent parking systems: licence plate recognition systems, access control systems, magnetic parking sensors, parking guidance systems, intelligent bill & payment systems, intelligent car location systems, ETC parking technology and parking locks
- Intelligent bill & payment systems for on-street parking, top-view parking cameras, video piles, road inspection vehicles
- Charging pile equipment and accessories, charging facility construction and operation solutions
- Mechanical parking systems & components, parking robots
- New energy vehicle service operators, Internet of Vehicles solutions
- Car park supporting facilities and products
- Parking service applications, new media solutions for car parks, environmental design in parking facilities



Show details

Date

29 – 31 August 2023 (Tuesday – Thursday)

Opening Hours

29 – 30 August	09:00 – 17:00
31 August	09:00 – 14:30

Venue

Hall W1, Shanghai New International Expo Centre, 2345 Longyang Road, Pudong New District, Shanghai

Participation fee

Standard booth RMB 12,000 / 9 sqm (min 9 sqm)
Raw space RMB 1,100 / sqm (min 36 sqm)

Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd
Shanghai Hongshan Exhibition Service Co Ltd

Co-organiser

China Urban Parking Industry Association

www.smartparkingchina.com

Subject to change, as of March 2023

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