

# parking

CHINA

## Comprehensive platform for China's smart parking industry

31 August – 2 September 2021

Shanghai New International Expo Centre, China

[www.smartparkingchina.com](http://www.smartparkingchina.com)



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messe frankfurt

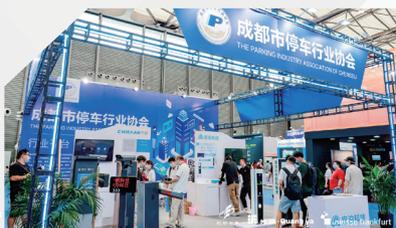


红杉会展

# An integrated sourcing platform for smart parking solutions

Parking China is set to return from 31 August – 2 September 2021 at the Shanghai New International Expo Centre (SNIEC). Under the theme of “The Integrated Development of China’s Parking Industry”, the fair aims to arm industry players with tools and strategies to guide their businesses into the future.

As a significant trade platform on the subject of parking, Parking China 2021 will once again showcase state-of-the-art products and solutions, focusing on the application of automated technologies, 5G, IoT and big data in parking systems. What’s more, the show is dedicated to promoting seamless integration and resource sharing among parking entities and other stakeholders to create a more user-friendly, efficient and valuable parking experience.



## Grow your business at Parking China



“ We are very satisfied with our results at the fair this time, and will definitely come again next year. Messe Frankfurt is very attentive, especially when it comes to pre-show promotion and getting information from us. We hope to have more of this kind of industry exchange, with corporate groups in particular.

*Mr Zhou Xun, General Manager, We Link Park & Business, China*



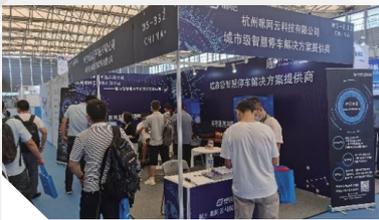
“ We first heard about Parking China in 2017 and were interested because it’s a professional, specialised trade fair for the parking industry. Initially, we came to the fair as buyers but have decided to exhibit for the past two years because we could find many target clients here. We also wanted to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

*Mr Lu Yu, Chief Marketing Officer, JustTrust Intelligent, China*



“ Our boss attended the forum as a guest speaker, and it actually boost our exhibit result. The pandemic actually hasn’t impacted the parking industry much. As we can see from the industry figures, the overall sales doubled compared to the same period of time last year. Our sales also basically doubled, so the pandemic is just a backlog period, but the projects will resume and increase again after we past that period.

*Mr Li Zhiliang, General Manager, Shenzhen Signaltone Intelligent Technology Co Ltd, China*



“ Our company specialises in parking solutions for different settings. We chose to exhibit at Parking China as it enabled us to promote our brand to a wide audience. The pandemic has impacted the parking industry in the first half of the year as many construction projects were postponed. With China implementing the new infrastructure scheme, we expect there will be more opportunities for the parking sector in the future.

*Mr Shao Ben, General Manager, mwpark*

# Why Parking China?

## Strong support from industry partners

Messe Frankfurt and The China Urban Parking Industry Association (CUPIA), an alliance of industry representatives of various provinces across the country, will further strengthen cooperation to achieve greater integration across different sectors in the parking industry. As the fair's co-organiser, CUPIA will continue to share buyer resources and recruit exhibiting brands under its extensive network, ensuring more business opportunities are offered to fairgoers.

“ The parking industry is developing rapidly which requires leadership and support from the government, large tech companies and trade fairs. Parking China is able to lead the industry forward, whilst the CUPIA will bring together the parking resources from 26 cities and regions in the country. We believe the alliance between Messe Frankfurt and the CUPIA will bring positive impact to the industry. ”

— Mr Yifeng Xiao, Chairperson of CUPIA



中国城市停车行业协会联盟  
CHINA URBAN PARKING INDUSTRY ASSOCIATION

## Concurrent fairs create business synergies

Reflecting the growing significance of IoT and big data, Messe Frankfurt offers a series of concurrent 'smart' fairs, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology and Shanghai Smart Office Technology. Parking China 2021 will once again be held in tandem with these fairs, offering a one-stop sourcing platform and maximising cross-sector business opportunities.

## Business matching service to ensure greater cooperation

Parking China offers the brand new business matching programme In-Matching which accurately matches supply and demand between high-quality exhibitors and specially invited buyers. In-Matching ensures you meet the right people for your business.



# Comprehensive conference programme

To encourage active dialogue across the industry, Parking China offers a series of fringe programme events which bring together leading experts and companies to discuss the latest trends and best practices in smart parking.



Our cooperation with Messe Frankfurt is built on a solid foundation. This fair showcases advanced products and technologies, providing a meaningful platform for the industry. Whilst today's forum invited industry experts to share new ideas and solutions that help move the industry forward. I think face-to-face encounters will always remain irreplaceable.

**Mr Sun Xiaobo, President, China Urban Public Transport Association Urban Parking Branch, China**



I think that today's summit is very nice. It provided an opportunity to gather the country's smart parking enterprises here to carry out discussions about urban parking. From the government to parking enterprises and even ordinary citizens, we all have to be highly aware of the logic behind parking problems, in order to create a city that truly serves the people.

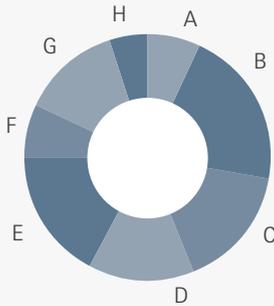
**Ms Wang Jie, Director, Department of Static Transportation Planning and Design, China**



# Visitor profile at a glance



## Parking China 2020 visitor profile



A. Representatives of public administration	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%

## 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, Nan Jing Intelligent Park-ing Co Ltd, China**

Our company is working on a smart parking project in Shanxi so we decided to visit Parking China to find products and solutions that can be used in our project. I think this fair is a comprehensive sourcing platform as it brought together both hardware and software suppliers under one roof. Almost every big name in China's parking industry exhibits at this fair. We also joined the In-Matching business facilitation programme through which we matched with four exhibitors. It's really helpful for us!

**Mr Qi Shengkai, Deputy General Manager, Shanxi Guojin Real Estate Development Group 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 would make my sourcing trip more efficient and targeted.

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



# Product groups

- 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
- Parking safety & security products



## Show details

### Date

31 August – 2 September 2021 (Tuesday – Thursday)

### Opening hours

31 August – 1 September 09:00–17:00

2 September 09:00–14:30

### Venue

Hall W5, Shanghai New International Expo Centre  
2345 Longyang Road, Pudong New District,  
Shanghai, China

### 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  
(Joint Conference)

### Contact

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