

**ISH**  
CHINA



China International Trade Fair for Heating, Ventilation,  
Air-Conditioning, Sanitation & Home Comfort System  
中国国际供热通风空调、卫浴及舒适家居系统展览会

**12 – 14 May 2021**

New China International Exhibition Center  
Beijing, China

The background of the entire page is a dynamic composition of colorful ink splashes in shades of blue, purple, green, yellow, and red. These splashes are overlaid on a grid of white wireframe cubes, creating a sense of depth and modernity.

**Exploring diverse HVAC  
and energy solutions:  
Clean, Comfortable,  
Innovative**



Official website



messe frankfurt

# ISH China & CIHE: a total, future-focused HVAC solutions platform

## 2019 show figures

Visiting country and regions **51**

Trade visitors **72,613**

Exhibiting country and regions **24**

Exhibitors **1,353**

Exhibitors' satisfaction **97%**

Key decision makers **68%**

Exhibition area **116,000**

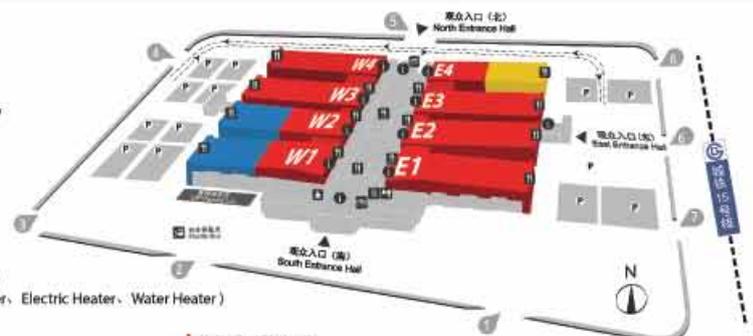
Concurrent events **150+**

Media **100+**

Since the launch of the coal-to-electricity policy, China's HVAC market has evolved from high growth rate to focusing on introducing quality products to ensure clean air for the country. While the Chinese government focuses on exploring a variety of renewable energy sources, manufacturers are developing innovative products which embed cloud and IoT+ technologies to enhance and monitor product efficiency. These collective national policies will steer China's HVAC industry towards a cleaner and more comfortable future,

Headed by the biennial ISH event in Frankfurt, Germany, the world's leading trade fair for HVAC + Water, ISH China & CIHE has gradually earned a reputation for being a must-attend HVAC event for global brands to launch their latest products in the China and Asia markets. The 2021 fair will feature three new themes: Energy, Water and Life, which are in line with the current national developments. The new themes will offer business opportunities for exhibitors to meet with target buyers, helping you to find your place in the progressive Chinese market.

- 观众登记处 Registration Centre
- 商务中心 Business Centre
- 客服中心 Customer Service Centre
- 停车场 Parking Lot
- 地铁站 (13号线) Metro Station (Line 13)
- 餐饮服务 Catering Service
- 公安报警室 Police Office
- 免费班车服务 Free Shuttle Bus Stop
- 问讯处 Info Counter



### 能源 Energy

热源 (锅炉、壁挂炉、电暖器、热水器)  
Heat Generation (Boiler, Wall-hung Boiler, Electric Heater, Water Heater)  
E1, E2, E3, E4

地暖  
Floor Heating  
W1, W2

热源 (热泵、可再生能源技术)  
Heat Generation (Heat Pumps, Renewable Energy Technology)  
W3, W4

热传递 (散热器)  
Heat Distribution (Radiator)  
E3

智慧供热  
Smart Heating  
W3

空调  
Air Conditioning  
W3, W4

### 水 Water

安装技术 (管材、管件、阀门、控制器、工具)  
Installation Technology (Pipe & Fittings, Valve, Control System, Tools)  
W1, W2

### 舒适 Life

舒适系统 (新风、空气净化、净水、冷暖舒适系统、智能家居)  
Comfort System (Fresh Air, Air Purification, Water Purification, Cooling & Heating System, Intelligent Household)  
E4

### 特色专区 Special Area

国际展区 Overseas Area: E1, W2  
德国展区 German Pavilion: E2  
水泵专区 Water Pump Area: W1  
城镇清洁供热专区 Clean Energy District Heating Area: W3

# New national policies and growing demand for clean energy heating solutions offer strong prospects for China's HVAC market



## National proposals unleash market possibilities

China's 14th Five-Year Plan, which will be executed between 2021 and 2025, is expected to endorse high-quality infrastructure development while further expanding the domestic economy. In addition to improving the national economy, the plan will put emphasis on clean renewable energy production and consumption. These new initiatives will not only improve the national business environment, but will expedite more HVAC-related projects and offer greater opportunities for HVAC suppliers worldwide.

## Commercial heating

In recent years, the demand for quality commercial heating innovations has grown at an exponential rate, and the latest heating solutions including air-source heat pumps and low-nitrogen boilers have become some of the most sought after heating technologies. Their energy efficient properties make them an attractive and viable option for the commercial market, particularly in the service industries including hotels, nursing homes, shopping complexes, restaurants and more.

## Technical heating projects in China

Recently, China's new infrastructure reforms have provided a positive push for more large scale commercial and industrial HVAC related projects within the country. According to China's State Council, around 160,000 small towns spanning across four billion sqm in the country require significant HVAC infrastructure upgrades, creating ample business opportunities for both local and international HVAC solution providers. homes, shopping complexes, restaurants and more.

## Heating and cooling comfort system market

With improved living standards and increasing demand for a better quality of life, a majority of the Chinese population are starting to realise the importance of healthy living and home comfort. The all-inclusive cooling and heating systems fitted with the latest air-source heat pumps, fan coils, radiators and intelligent control systems will continue to evolve and become one of the most preferred home comfort solutions in the future.

## Heat pump market

According to Research and Markets, China has an air-source heat pumps market that is forecast to reach a projected market size of USD 56.5 billion by the year 2027 with a CAGR of 12.8% between 2020 and 2027. Thanks to the Chinese government's effective green initiatives and manufacturing incentives, the demand for innovative heat pumps and related technologies will continue to grow at a steady rate in the coming years.

“

“We chose to participate in ISH China & CIHE not only because the fair is a reputable trading platform within Asia, but also because of the renowned exhibitors and buyers that visit the fair annually. Exhibiting at ISH China & CIHE is one of the best ways to present our latest innovations to the regional and global markets. The fair also allow us to stay connected with our existing distributors and meet new potential distributing partners.”

Mr Yu Wei, General Manager, Marketing and Product Department, Shanghai Rinnai Co Ltd

”

# Exhibitors to enjoy all-encompassing brand exposure

ISH China & CIHE enjoys extensive media coverage prior to the show, during the show and even after the show. Domestic and overseas promotional channels include press releases, official website, WeChat, Sina Weibo, e-newsletters and Facebook. Exhibitors can benefit from an all-encompassing brand exposure in addition to the three-day show period.

## Leading brands in previous edition



\*Brands listed in alphabetical order

## Visitors' business nature

- Construction companies, contractors
- Architectural design academies
- Architects, interior designers
- Property developers
- Estate management companies
- Agents, distributors, wholesalers
- Manufacturers
- Commercial end-users
  - Educational institutions
  - Hospitals
  - Hotel and entertainment facilities
- Industrial end-users
- Governments, associations
- Service providers
  - Thermo-electric companies
  - Heating companies
  - Electric power plants
- Media
- Others

# Specialised display areas, zones and pavilions offer companies exposure to China's lucrative HVAC market



## Overseas Area

The Overseas Area, which has always been one of the key highlights of the fair, allows global brands to display their advanced HVAC solutions and technologies. The area offers overseas HVAC companies an unparalleled avenue and unique opportunity to tap into the Chinese market and connect with domestic partners.



## Water Pump Zone

Returning again to the fair is the Water Pump Zone, covering over 1,000 sqm of exhibition space. Renowned water pump brands featured in the 2019 edition from Germany, Italy Denmark and Spain included DAB, Grundfos, Leo, Pentax, Xylem and Wilo.

## Clean Energy District Heating Area

The Clean Energy District Area will showcase innovative technologies and products related to clean urban heating, with a focus on 'Internet Plus', a Chinese term that encompasses the likes of mobile Internet, cloud computing, big data and IoT.



## German Pavilion

The German Pavilion is supported by the Federal Ministry of Economics and Technology. For the 2021 edition, the organisers are committed to presenting an even stronger exhibitor line-up to display the latest advancements in HVAC and plumbing technologies to the Chinese market.



## Zhejiang Pavilion

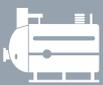
Supported by the National Wenzhou Convention and Exhibition and the Local Commerce Bureau, the Zhejiang Pavilion will again showcase the latest innovations developed within the region.



- Energy** Boilers, Wall-hung Boilers, Heat pumps, Renewable Energy, Floor Heating, Radiators, Heat meters
- Water** Plumbing, Water pumps, Pumps, Fittings & Valves
- Life** Home Comfort, Fresh Air/Ventilation, Air Purification, Water Purification, Intelligent Households, Air Conditioning, Cooling, Cooling & Heating System



Wall-hung Boilers



Boilers



Heat Pumps



Renewable Energy



Floor Heating



Radiators



Meters and Gauges



Plumbing



Air Conditioning



Water Pumps



Fittings & Valves



Home Comfort



Fresh Air / Ventilation



Air Purification



Water Purification



Intelligent Households



Cooling



Cooling & Heating System

# The Made in Germany Zone makes its first appearance at ISH China & CIHE 2021



ISH China & CIHE 2021 will launch the inaugural Made in Germany Zone which highlights the latest technological innovations and insights from Germany. The zone will feature an array of special events catered to enhance the communication between German brands and high-quality buyers.

## Knowledge sharing

A strong line-up of industry experts representing industry associations from Germany, companies and professors from universities will share market insights and technological trends that are taking place in Germany and across the globe. Furthermore, a unique experience area, organised to showcase an array of products from well-known German brands, will feature advanced technologies useful for improving living comfort.

## A taste of Germany and its culture

To set the scene and mood for a successful business meeting, the zone will also offer a variety of German snacks and refreshments for participants to enjoy. The introduction of food culture makes the zone one of the most optimal places for establishing business connections and discussions.

## Business matching

To facilitate exhibitors' and buyers' sourcing needs, fair organisers will offer business matching services to help global suppliers connect with respectable local buyers, including property developers, designer, distributor as well as agents and more.

“

“As our brand has a long history in the HVAC space in Europe, it is very important for us to be present at ISH China, the largest and most reputable fair of its kind. With China's green policies and objectives with the heating and ventilating products more stringent, it is important for us to exchange more market information with our current clients and distributors to learn as much as we can to make constant improvements to our product.”

**Mr Stephan Paehler, Director of Business Development China, Stiebel Electron (Tianjin) Electric Appliance Co Ltd**

”



# Concurrent events enable networking and business opportunities

For 2021, the ISH China & CIHE concurrent programme will cover three key themes: Technology, Innovation and Talent, which will be highlighted in the form of interactive seminars, conferences, small group discussions and cross border networking opportunities. Covering the latest technologies and applications in the heating and ventilation sectors, the event programme will serve as an information exchange hub to share industry trends and market outlooks.

## Technology

Topics on technology will be extensively covered throughout the various summits, seminars and conferences, focusing on three main themes: Energy (the latest heating solutions paired with renewable energy sources), Water (water pumps, valves and fittings) and Life (home comfort products and solutions).

Some of the must attend event programmes include:



### International HVAC Congress



Clean Heating Development Summit



China Innovative Heating Products and Technologies



Fresh Air System



Air-source Heat Pump Technologies



FCH Cooling & Heating System Technology Forum

## Product launch

As one of the leading industry trade fairs in the region, ISH China & CIHE is an ideal event for product launches. Enterprises who have launched their products in the past include: Danfoss, Rheem, Siemens and others.

## Innovation

In order to encourage technology and product innovation, ISH China & CIHE has teamed up with a renowned group industry associations who will form a judging panel to vote for the most innovative enterprise and product showcased at the fair. The award winner will receive additional promotion opportunities after the fair.

## Talent

As the leading heating and ventilation event in China, the fair not only converges world renowned enterprises at Asia's largest HVAC trading event, but also draws the participation of individuals who possess a strong passion towards the industry. In addition to brand promotion and acquiring new business leads, exhibitors can also post their recruiting requirements and meet with quality individuals visiting the fair to grow their team.

### iHVAC – Clean Heating Development Summit: Integrated Application of Diverse Energies Technology

The 2019 Clean Heating Development Summit was organised by the China District Heating Association (CDHA) and Federation of German Heating Industry (BDH) and themed Sustainable Heating: Optimisation for Diverse Energy Solutions. Inspirational and engaging presentations and discussions spanned the three-day fair to present an array of forecasts on the future industry developments. To keep in-line with the China's green initiatives and policies, the country's for the up-coming summit, a stronger line-up of expert speakers from around the world will share and discuss their latest findings on clean energy heating and smart heating solutions.



“ISH China & CIHE serve as an information exchange hub for the HVAC industry as it brings advanced technologies and products. China Energy Conservation is more than willing to run forums and spread the news and information of intelligent application and technology trends.”

**Mr Song Zhongkui, Secretary General, China Energy Conservation**



# ISH Worldwide

Messe Frankfurt is the organiser of the world's leading international ISH trade fair in Frankfurt, Germany. In 2011, Messe Frankfurt (Shanghai) Co Ltd and CIEC GL events (Beijing) International Exhibition Co Ltd. (formerly known as Beijing B&D Tiger Exhibition Co Ltd) joined forces in China to co-organise ISH China & CIHE in Beijing, the region's biggest HVAC and sanitation exhibition. Together, they also launched ISH Shanghai & CIHE in 2012. The two shows held in Shanghai and Beijing complement each other by satisfying the demands of exhibitors from all areas of focus, including brand promotion and market expansion.

**ISH**

22 – 26 March 2021  
Frankfurt, Germany

**ISH** **CIHE**  
SHANGHAI

September 2021  
Shanghai, China

**ISH** **CIHE**  
CHINA

12 – 14 May 2021  
Beijing, China

**ISH**  
INDIA  
powered by IPA

May 2021  
Mumbai, India

Subject to change, as of September 2020

## Participation details

### Raw space:

RMB 1,200 / sqm (min 36 sqm)

### Package stand:

RMB 1,300 / sqm (min 9 sqm)  
(Inclusive of VAT)

Package price for Overseas Area,  
please contact the organisers.

### Contact

Messe Frankfurt (Shanghai) Co Ltd  
Tel: +86 21 6160 8573 / 77  
Fax: +86 21 6168 0778  
info@ishc-cihe.com

CIEC GL events (Beijing) International  
Exhibition Co Ltd  
Tel: +86 10 8460 0666 / 67 / 68  
Fax: +86 10 8460 0669  
info@ishc-cihe.com

www.ishc-cihe.com

## Professional industry support

### Co-organisers

CDHA - China District Heating  
Association  
China Council for the Promotion of  
International Trade Construction  
Industry Sub-council  
Heating and Radiator Committee of  
China Construction Metal Structure  
Association  
Gas Heating Application Speciality  
Committee of China Civil Engineering  
Society  
Floor-heating Committee of China  
Construction Metal Structure  
Association  
China Construction Metal Structure  
Association Indoor Climate Association  
Heat Pump Industry Committee of  
China Energy Conservation Association  
Power Energy Substitution Industrial  
Development and Promotion Branch of  
China Electricity Council  
China International Exhibition Center  
Group Corporation  
Zhejiang Growin International  
Exhibition & Convention Co Ltd

### Organisers

CIEC GL Events (Beijing) International Exhibition  
Co Ltd  
Messe Frankfurt (Shanghai) Co Ltd

### Domestic supporters

China Real Estate Chamber of Commerce  
China Furniture Decoration Chamber of  
Commerce  
China Furniture Decoration Chamber of  
Commerce, Furniture & Decoration Committee  
Plumbing Facilities Committee of China  
Construction Metal Structure Association  
Water Supply and Wastewater Association of  
China Architectural Society  
China Ventilation Technology Management  
Center  
Journal of HA&VC

### Overseas supporters

BDH - Federation of German Heating Industry  
DBDH - Danish Board of District Heating  
EHI - The Association of the European Heating  
Industry  
FGK - Association of Air Conditioning and  
Ventilation in Buildings  
WPC - World Plumbing Council