

# parking

CHINA

Comprehensive trade platform for  
China's smart parking industry

29 – 30 August 2018

Shanghai, China

Shanghai International Convention Center

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



 messe frankfurt

# Exploring opportunities at Parking China



With an increasing number of privately owned vehicles in China, parking shortages have become a significant issue across the country. As the concepts of smart city and intelligent transportation continue to develop, enterprises from around the globe are aiming to capitalise on China's booming parking industry. Parking China, a specialised exhibition for intelligent parking systems and solutions, is positioned to cater for the growing demand for industry solutions. Organised by Messe Frankfurt (Shanghai) Co Ltd, Parking China will be held from 29 – 30 August 2018 at the Shanghai International Convention Center in Shanghai, China. Covering a range of products related to intelligent parking, fairgoers can take advantage of unparalleled opportunities to meet and network with members of the industry.



## Professional conference programme

Aside from the exhibition, a professional conference will run in tandem with the fair. Over 200 participants joined the conference during the previous edition, which successfully facilitated business interaction and the exchange of market intelligence. Continuing this successful track record in 2018, leading industry specialists and experts from government bodies, institutions as well as prominent industry enterprises will be invited to discuss the latest challenges, policies, developments and breakthroughs within China's smart parking industry.



The Parking China seminars were a great success and I was pleased with the event turnout. It offered a professional outlet for industry players and experts to raise awareness and promote intelligent parking solutions.

**Mr Huang Dunwei, Assistant Director of Product Development, Piaoma Group**



# Why Parking China?



## Rapid growth of privately owned cars drives the demand for parking spaces

In June 2017, the Chinese government registered over 200 million privately owned vehicles across the country. The staggering number of cars within China continues to affect the number of parking spaces available in major cities including Beijing, Guangzhou, Shanghai and Shenzhen. Hosting Parking China in Shanghai will create awareness of the current parking situation in the city while at the same time promote the intelligent parking industry. In 2017, the National Development and Reform Commission appointed Shanghai as one of the pilot cities for implementing public parking information sharing technologies to attract the attention of intelligent parking businesses and investors to improve Shanghai's parking issues.



## Huge potential of intelligent parking systems

Intelligent parking solutions are key to utilising parking spaces efficiently. According to research conducted by the Shanghai Communications Bureau, parking lot vacancy rates in Beijing, Shanghai, Guangzhou and Shenzhen reached as high as 44.6% in 2015. By incorporating smart parking systems with cloud computing, big data and IoT technologies, carpark owners can access real-time data for car parks, parking spaces, real-time distribution and operation status.



## Government initiatives generate opportunities

In China's 13<sup>th</sup> Five-Year Plan for Economic and Social Development of PRC from 2016 – 2020, the government is targeting to strengthen intelligent transportation infrastructure nationwide. According to the Information Office of the Minister of Transport, over USD9 billion was invested in the period from November 2016 to April 2017 to improve parking facilities in major cities in China. Companies involved in intelligent parking will be able to capitalise on business opportunities in this fast-growing market.



## International organiser with parking trade fair experience

Debuting in 2016, Parking China provides the most up-to-date intelligent parking solutions and technologies and serves as a gateway for enterprises to enter China's booming smart parking market. The show benefits from the extensive network and international resources inherent in PARKEN, a parking event organised by Messe Frankfurt Group held in Germany.



**PARKEN**

## Visitor feedback



The technical demonstrations at Parking China helped to fill any gaps in our knowledge and allowed us to better understand market trends, particularly in China. For these reasons, we look forward to future editions of the fair.

**Mr Wang Yi, Project Manager, GFR Industry & Trading Co Ltd**



The parking industry is an emerging market in China and intelligent parking management systems are gradually being applied in general car parks. Parking China offers an array of intelligent parking products and is a perfect match for my business.

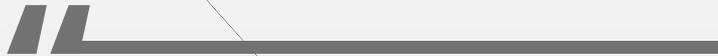
**Mr Lu Zhijun, Manager, Wuxi Huatong Hydraulic Technology Co Ltd**

## Visitor profile

- Real estate developers, investors
- Property management, owners' committees, car park facility management organisations
- Urban planning, architectural design, commercial design institutes
- Building main contractors, sub-contractors and supervisory agencies
- Static traffic management leadership teams at all levels, transportation operation committees
- Intelligent parking facility merchandisers, suppliers
- Dealers, distributors, agents



# Exhibitor feedback



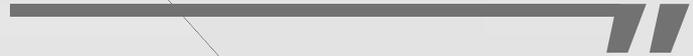
Not only did Parking China help us promote our brand but it also connected us with potential business partners. The fair enabled us to learn more about markets in various countries and regions through networking with industry peers. The 2016 edition was a success and we plan to return in the future with a larger booth.

**Mr Zhou Jun, Sales Director of Marketing Department, Xi'an iRain IOE Technology Service Co Ltd**



As IoT and big data technologies continue to progress, the parking industry will gradually adopt intelligent and automation technologies to optimise parking experiences. At the fair, we connected with government officials and internet-based parking platform developers, proving the exhibition to be an effective marketing tool for our company.

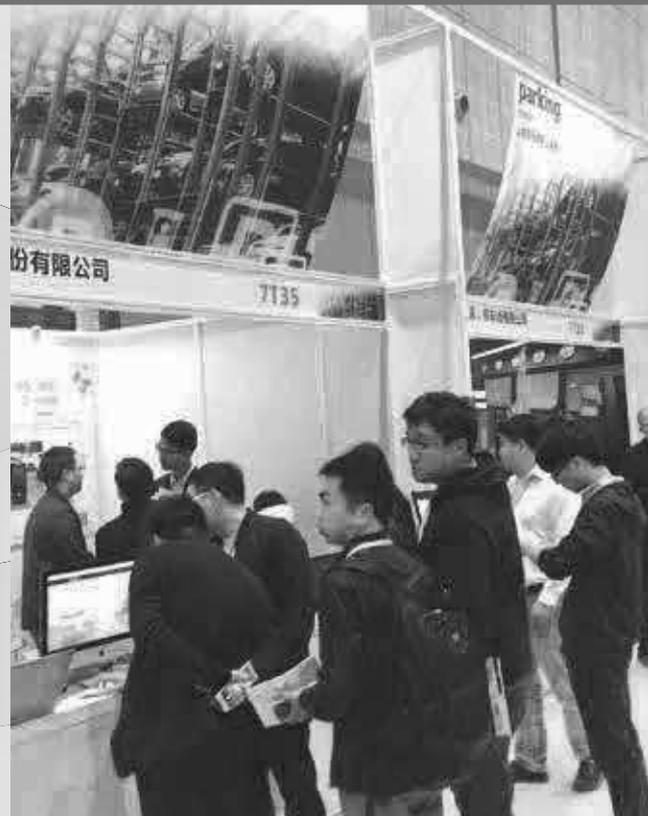
**Mr Wu Shaolong, Marketing Director, Shanghai SuTong Information Sciences & Technology Ltd**



## Renowned exhibitors in previous editions

- Bouwa
- Defero Technology (Wuxi)
- Guangzhou Gland Machinery & Electronics
- Guangzhou Honzawa Metal Products
- Qingdao Mutrade
- Secure Parking
- Shanghai Forwell Parking Management
- Shanghai Hytone Yongyuan Parking System
- Shanghai Jiu Yin Parking Engineering
- Shanghai Roval Zinc Rich Paint
- Shanghai SuTong Information Science & Technology
- Shenzhen Lonix IOT Technology
- Shenzhen QianHai Ecaray Science & Technology
- TaiyuanDaqiangWeiYe Machinery Manufacturing
- Xian iRain IOE Technology Service
- Yantai Weiming Space Construction Engineering
- Zhejiang Dahua Technology
- ZTE ITS

(Partial list)



# Product groups



- Intelligent parking management systems: license plate recognition systems, barrier products, access control systems, parking magnetic sensors, parking guidance systems, car park payment systems, car finder systems
- Parking service systems, parking facility management company, car park planners and designers
- Parking devices & equipment for new energy vehicles
- Parking safety & security products
- On-street parking facilities, smart parking machines, mechanical parking systems & component

Subject to change, as of January 2018

# Show details

**Date**  
29 – 30 August 2018 (Wednesday – Thursday)

**Opening hours**  
09:00 – 17:00

**Venue**  
Shanghai International Convention Center  
2727 Riverside Ave, Pudong, Shanghai, China

**Participation fees**  
Standard booth RMB 9,800 / 9 sqm (min 9 sqm)  
Raw space RMB 1,000 / sqm (min 36 sqm)  
Special offer: A 10% discount for participants who submit their forms before 31 March 2018 or reserve a 54 sqm and above booth (Discount is non-stackable).

**Organiser**  
Messe Frankfurt (Shanghai) Co Ltd

# Contact

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