

ISH
SHANGHAI



Shanghai International Trade Fair for Heating, Ventilation,
Air-Conditioning & Home Comfort System
上海国际供热通风空调及舒适家居系统展览会

2019年9月3至5日

中国·上海

上海新国际博览中心

2019 展后报告 Post Show Report

上海供热展
绿色 舒适 个性 多元



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2019年上海供热展圆满落幕,展商盛赞观众及产品质量! ISH Shanghai & CIHE 2019 exhibitors acclaimed the quality of visitors and products displayed!

ISH Shanghai & CIHE –第八届上海国际供热通风空调及舒适家居系统展览会（简称：上海供热展）于2019年9月3至5日在上海新国际博览中心成功举办。现场的高质量买家、高品质产品以及丰富多彩的同期活动赢得了参展商的一致好评，再次印证上海供热展是南方暖通及舒适家居市场的重点年度盛会。为期三天的上海供热展共吸引**19,326**名观众莅临现场参观，迎来**197**家参展商，呈现最新暖通行业产品与技术，总面积高达**11,500**平方米。

有别于北方地区集中供暖的稳定模式，华东及华中地区的消费者对于个性化、多元化的采暖需求日益高涨。本届展会首次亮相的“**冷暖舒适系统专区**”，旨在展现节能、高效和舒适家居结合于一体的先进技术。**欧洲展团**携同知名暖通空调企业进入中国市场，并扩大其品牌在中国的影响力。“**匠·新精品专区**”围绕“技术之匠”、“设计之匠”、“品质之匠”、“工艺之匠”四大主题，凸显南方供热领域的精湛品质、技术与工艺。**店口专区**则展现了最新的采暖解决方案及其配件，助力店口镇暖通企业开拓市场。

ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation, Air conditioning & Home Comfort Systems concluded its 8th edition on 5 September at the Shanghai New International Expo Centre. The three-day fair welcomed **19,326** buyers and attracted a total of **197** exhibitors who showcased their latest innovations across **11,500** sqm of exhibition space.

Various display areas and thematic zones once again contributed to the 2019 show's success, helping traders to meet their needs in a more convenient way. New to the fair was **the Floor Cooling & Heating Zone** which displayed the latest solutions that incorporate energy saving, efficient and home comfort technologies in one area. **The European Pavilion** offered global brands an excellent opportunity to tap into the Chinese market and expand brand influence. Other zones highlighted at the fair included **the Premium Area** which showcased outstanding exhibits under the themes of Technology, Quality, Design and Technical Skills, and **the Diankou Zone** featuring advanced heating solutions as well as components developed in Diankou, Zhejiang Province.

展团专区彰显国际暖通技术， 为快速拓展中国市场打造绝佳平台

International & regional pavilions and featured zones provide infinite opportunities to extend market reach in East and Central China

欧洲展团

中国南方暖通市场向来备受国际品牌的关注，欧洲展团本次再度重磅亮相，各大海外知名企业纷纷选择通过 ISH China & CIHE 抢占南方采暖市场。来自德国、意大利、法国等地的知名暖通品牌将呈现欧洲领先技术和精巧工艺。欧洲展团在为海外企业拓展中国市场的同时，也为促进中外暖通技术交流、推进中国暖通技术发展带来了催化作用。

European Pavilion

International brands are keen to tap into the HVAC market in East and Central China, which is one of the world's biggest emerging markets. The European Pavilion again returned to ISH Shanghai & CIHE with a stronger line-up of exhibitors to create a gateway for overseas brands to explore the ample business opportunities in China. Leading HVAC companies from Germany, Italy and France will present state-of-the-art technologies and exceptional technical skills from Europe. The European Pavilion plays a vital role in promoting business exchange and technical sharing in the HVAC industry between China and overseas countries. HVAC industry between China and overseas countries.

匠·心精品专区

诠释南方四大特色主题

南方市场是一个消费者导向的新兴市场，为助力于南方普及供热概念，上海供热展立足南方市场，针对南方市场特色，于2019展会再度打造了“匠·心精品专区”，诠释“重技术，巧设计、严品质、精工艺”的概念，围绕“技术之匠”、“设计之匠”、“品质之匠”以及“工艺之匠”四大主题，严选国内外优秀供热及舒适家具品牌、多方位展现南方供暖行业的新技术、时尚设计类产品、优质品质类产品和匠心安装工艺，为更多国内外代理商经销商、房地产开发商、建筑设计院、工厂采购商及终端消费者等推荐适合于南方市场的匠心产品。

Premium Area - Four themes to showcase latest product trends

To cater to the market needs of East and Central China, a Premium Area will be featured again at this year's fair. Premium brands from home and abroad will showcase outstanding home comfort products and technologies under the following four themes:

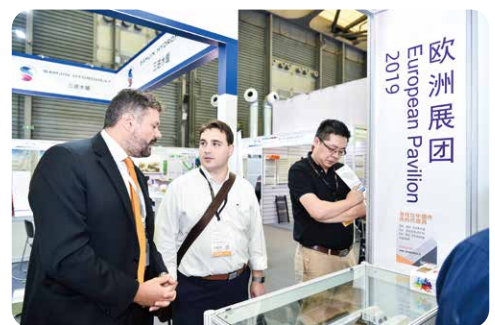
- Technology
- Quality
- Design
- Technical Skills

The area will be an arena of innovative heating solutions, practical installation skills, stylish designs and high-quality products. Agents, distributors, developers, design institutes, engineering project-based buyers and end-users can easily navigate and find products and solutions to meet their specific needs.

冷暖舒适系统专区/Cooling & Heating Systems Zone

近年来，伴随着空调和热泵技术的进步、消费者对家居环境舒适度要求的提高，兼具供暖和供冷功能的“冷暖舒适系统”逐渐受到广大用户的青睐。为此，2019上海供热展期间开设的冷暖舒适系统“两联供”专区，展现节能、高效和舒适结合于一体的先进技术和配套产品。展会现场将开设舒适体验间以及专业论坛分析市场和未来走向。

Affected by China's rapid coal-to-electricity initiatives, energy-efficient home comfort systems are becoming increasingly popular in East and Central China. To accommodate the diversified needs of the market in the region, the Shanghai fair introduced a new Cooling & Heating Systems Zone to showcase the latest energy saving and efficient products. The zone also featured a live demonstration area and forum to analyse the market and future trends.



参展商资料 Exhibitors' profile

展商满意度/Exhibitor satisfaction

92%

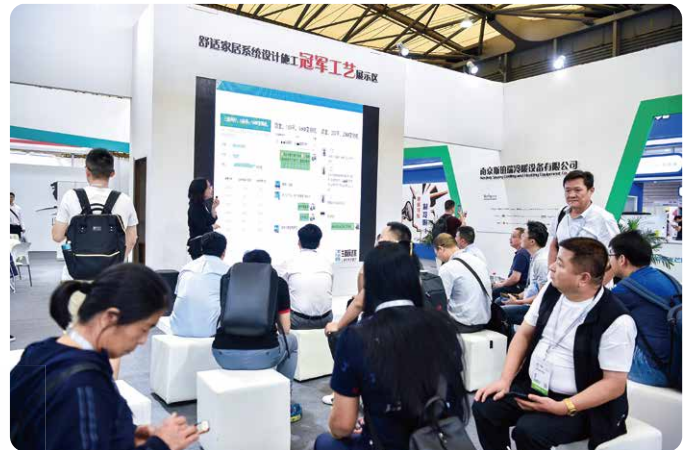
对此次参展效果感到好或者非常好
Overall rating from good to excellent 92%

95%

会继续参加ISH Shanghai & CIHE 2020
Would definitely or probably exhibit again 95%

部分参展企业/Part of exhibitors

*按字母排序, 排名不分先后



展商感言/Exhibitors' comments

“我们公司是上海供热展的忠实参展商，参与供热展的原因有两点，一是与更好的宣传我们品牌，二是与我们的国家的气候、地域以及政策有关。针对南方的特性，我们在上海供热展更多的是民用采暖的解决方案。上海供热展与舒适家居展联动，能够吸引到消费终端的客户与合适的渠道商，让他们来了解我们前沿产品和解决方案，这是上海供热展的一大亮点。我们认为未来的3-5年，长江流域的采暖需求会是一个爆发性的增长。”

余立华先生，产品应用与方案经理，江森自控·约克（中国）商贸有限公司，中国

“We are a loyal exhibitor at both ISH fairs in Beijing and Shanghai. We are participating to promote our brand, and to provide innovative solutions which are aligned with the Chinese government's strategic development as well as targeting regional heating needs. With home comfort and comfort living being one of the themes, ISH Shanghai & CIHE constantly attracts the right end users and distributors. This is one of the biggest highlights of the fair which helps our clients to better understand our products. We see a huge demand for quality heating solutions in the region and predict in the next three to five years, the demand for regional heating solutions will grow exponentially.”

Mr Yu Lihua, Product Application and Solution Senior Manager, Johnson Control-YORK (China) Commercial Co Ltd

“我们公司主要经销代理英国两大品牌IDEAL和Burnertech，专注于锅炉的制造和研发。作为欧洲展团的成员，英国的一线品牌IDEAL和Burnertech看到了中国市场的巨大潜力，希望把国外的技术引进中国，带动市场发展。在上海供热展，我们接待了一些目标客户和企业，达到了预期的参展效果，同时看到了具有前瞻性的技术领域，开拓了视野。到访我们展台的观众有经销商、终端用户以及室内设计师等。总的来说，我们对于参展感到非常满意，并会继续支持参与上海供热展。”

高兴先生，总经理，北京锐隆热能科技有限公司，中国
“Brilliance Heating is the distribution agent for IDEAL and Burnertech from the UK which specialises on manufacturing and developing boilers. As an exhibitor at the European Pavilion, both brands see great potential in the region's premium HVAC market and are determined to import the best heating technologies into China. At the fair, not only did we connect with a number of potential clients which exceeded our expectations, but we also gained a better understanding on the heating trends. The visitors we have encountered represent a wide range of businesses from distributors to end-users and even interior designers. Overall, we are very pleased with the outcome and look forward to future editions.”

Mr Brian Gao, General Manager, Brilliance Heating Ltd, China

观众分析 Visitors' profile

19,326名专业观众
19,326 professional visitors

来参观展会的目的

Which objectives are you pursuing In visiting the fair?

查看/了解产品配置: View/get to know product variants	42%
查看/了解新趋势: get to know new developments	39%
拓展专业知识: Expand specialist knowledge	29%
交流经验: Exchange experience	22%
对市场形势有整体印象: Achieve an overall impression of the market situation	19%
比较竞争对手: Compare competitors	11%
进行采购: Conduct purchases	23%
准备采购: Prepare purchasing decisions	22%
开拓新的业务关系: Initiate new business relations	23%
维护现有的业务关系: Cultivate existing business relations	15%

来展会寻找的产品和技术

Which products or technologies you are looking for

暖通类商品技术: HVAC	97.16%
智能控制类产品技术: Intelligent Control	70.18%
舒适家居类产品技术: Home Comfort	49.24%
建筑给排水类产品技术: Plumbing	39.42%

观众满意度/Visitor satisfaction

92%

认为这次展会好或非常好
Overall rating (good to excellent)

97%

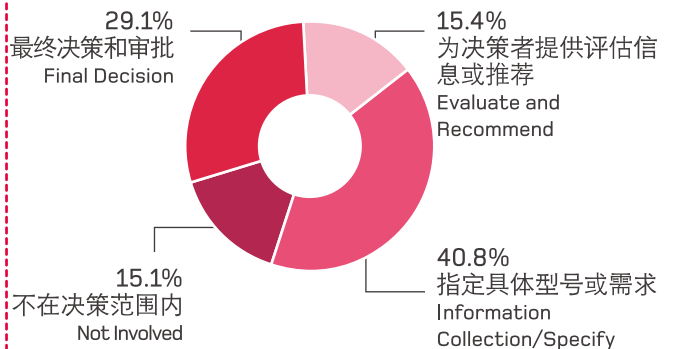
会将 ISH Shanghai & CIHE 推荐给商业伙伴或同事
Recommend ISH China & CIHE to business partners or colleagues

96%

会继续参观 ISH Shanghai & CIHE 2020
Would definitely or probably attend again

观众决策力分析

Visitor decision making analysis





观众感言 Visitors' comments

“我们公司主营通风系统。我是第一次来到上海供热展，希望能与一些国内的通风系统供应商建立合作关系。在展会上，我找到了几家有可能合作的企业，互相交换了联系方式。随着中国政府出台了一系列环保政策，国内研发的产品已获得相应的海外资质，可以在我业务分布的波兰以及挪威地区被推广使用。本次观展我的收获很丰盛。”
Wojciech Rachfal先生，首席执行官，Vestfold Isovent A/S，波兰

“We are a ventilation and insulations specialist and I came to ISH Shanghai for the first time with hopes to work with some domestic solutions providers. At the fair I found a few local companies, specialising in ventilation systems, that I have a high chance to work with. With the Chinese government promoting a number of environmental policies, products developed locally with the right certification can also be used in the Polish and Norwegian markets where my business concentrates. Overall, I am very satisfied with the fair.”

Mr Wojciech Rachfal, CEO, Vestfold Isovent A/S, Poland

“我们公司主要做电采暖这一块，我在展会上获取了很多想了解的咨询，也接洽了不少有合作意向的展商。我觉得上海供热展是暖通行业内一个高效的贸易平台，受到业内人士广泛关注。电供暖和锅炉会是南方供暖未来的一个趋势，消费者对于日后采暖的需求也会越来越高。参与上海供热展是了解行业发展的平台，明年我也会再来参观的。”

洪俊杰先生，销售经理，源法（上海）电器有限公司，中国

“Our company manufactures electric heating. I acquired a lot of market information and came across exhibitors that I may cooperate with in the future. ISH Shanghai is a very useful platform to connect with industry players, and many visitors come to network and understand market trends. Electric heating and boilers will be the future trends of heating in the South, and the quality requirements for heating will become higher and higher. The fair is a useful tool, and I will return again next year.”

Mr Hong Junjie, Sales Manager, Yuan Fa (Shanghai) Electric Co Ltd, China

观众来自领域分析

Visitors according to branches of industry

制造业 Manufacturing industry	27.2%
经销商、代理商 Agent, Distributors	22.9%
建筑工程公司、承包商 Construction company, Contractor	20.8%
批发贸易、零售贸易 Wholesale trade, Retail trade	16.54%
室内设计师办公室 Interior designer's office	13.03%
建筑师事务所 Architect's office	12.07%
进口商、出口商 Importer, Exporter	7.08%
热电公司/热力公司 Thermo-eletric company/Heating Company	6.59%
物业管理公司 Real estate management company	4.86%
工业用户 Industrial End-users	4.43%
商业用户 Commercial End-users	4.36%
学校、医院 Educational Institution, Hospital	4.3%
房地产开发商 Property developer	4.2%
建筑设计研究院 Architectural design and research institute	4.1%
酒店餐饮业 Hotel and catering industry	1.76%
媒体、协会 Association, media	1.4%
其他服务提供商 Other service provider	3.3%
其他 Other	5.1%

上海国际暖通论坛聚焦南方市场,带来更贴合实际需求的技术探讨

Concurrent events highlight future developments in East and Central China's HVAC industry

2019年上海供热展将携手国内外行业领导协会,邀请多名国际行业专家,举办上海国际暖通论坛。在国家节能减排及可持续发展的政策推动下,论坛将结合南方暖通及舒适家居市场的发展需要,深入探讨南方市场的未来发展趋势。本届上海国际暖通论坛将举办:

Supported by leading industry associations worldwide, the Shanghai International HVAC Forum will feature a comprehensive number of topics and industry speakers to share their vision for the future of the HVAC and home comfort markets in East and Central China. The Chinese government has consistently strengthened the promotion of energy conservation and emission reductions and the 2019 Shanghai International HVAC Forum will touch on this topic with thought-provoking industry dialogues showcasing the following highlighted topics:

夏热冬冷地区热泵供暖制冷“两联供”技术论坛

主办单位:

中国节能协会热泵专业委员会

Technical forum on innovative heat pumps developed for floor cooling & heating (FCH) systems

Organiser: Heat Pump Committee of China Energy Conservation Association



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工程供暖项目运营经验交流会

主办单位:

中国建筑金属结构协会舒适家居分会

A network and experience sharing session on various technical heating projects

Organiser: China Construction Metal Structure Association Indoor Climate Association



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极智联合技术（IUT）公开大课堂

主办单位：

极智联合技术（IUT）温湿智慧联盟

Intelligent United Technology public classes

Organiser: Intelligent United Technology (IUT) Alliance



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FCH地面调温冷暖舒适系统专题技术讲座

主办单位：

暖通吧跨企业培训中心

Technical seminar on floor cooling & heating (FCH) systems to enhance comfort living

Organiser: HVAC8 Multi-enterprises Training Center



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舒适家居系统集成“冠军工艺”交流会

主办单位：

南京斯铂瑞冷暖设备有限公司

无锡生普能源设备有限公司

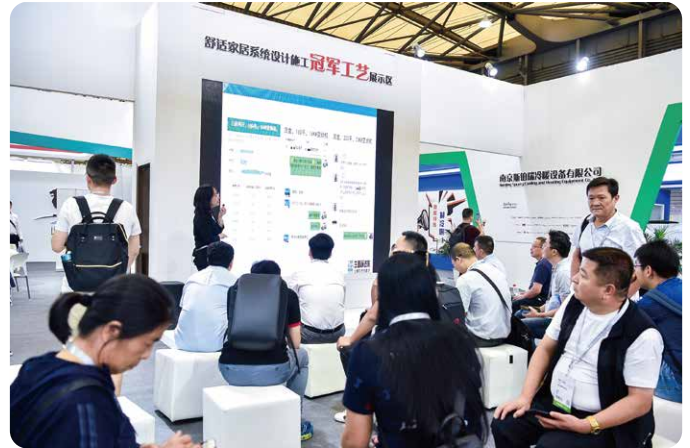
China home comfort system design and installation exchange forum

Organisers: Nanjing Spring Cooling and Heating Equipment Co Ltd

Wuxi Shengpu Energy Equipment Co Ltd



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ISH Shanghai & CIHE期待您的加入

联合主办单位

中国城镇供热协会
中国国际贸易促进委员会建设行业分会
中国建筑金属结构协会采暖散热器委员会
中国土木工程学会燃气分会燃气供热专业委员会
中国建筑金属结构协会辐射供暖供冷委员会
中国建筑金属结构协会舒适家居分会
中国节能协会热泵专业委员会
上海浦东国际展览公司

承办单位

中展智奥(北京)国际展览有限公司
上海展业展览有限公司
法兰克福展览(上海)有限公司

海外支持单位

德国联邦供热行业协会 (BDH)
丹麦区域供热委员会 (DBDH)
德国建筑空调通风系统协会 (FGK)
世界水务协会 (WPC)

展会垂询

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组织机构列表

法兰克福展览公司是全球领先的ISH法兰克福国际浴室、楼宇、能源、空调技术及再生能源展览会的主办方。2011年法兰克福展览(上海)有限公司与中展智奥(北京)国际展览有限公司,将各自旗下的两大展会ISH China与CIHE & HVAC合并,共同组织了亚洲最大的暖通行业展览盛会ISH China & CIHE,并于2012年在上海携手推出ISH Shanghai & CIHE上海国际供热通风空调及舒适家居系统展览会。

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.

法兰克福展览环球ISH品牌展览会 ISH Worldwide

ISH CHINA **CIHE** 2020年5月11至13日
中国, 北京

ISH SHANGHAI **CIHE** 2019年9月2至4日
中国, 上海

ISH INDIA **CIHE** 2020年5月7至9日
印度, 孟买
powered by IPA

ISH **CIHE** 2021年3月22至26日
德国, 法兰克福