

Press release

2 December 2022

The first edition of E2 Forum China closes successfully in Shanghai

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The first edition of E2 Forum China concluded successfully on 20 October 2022 at Microsoft AI & IoT Insider Lab in Shanghai. Attracting over 100 visitors, the forum received strong support from industry associations, research institutes, testing and certification institutions, elevator and escalator manufacturers and distributors, real estate leaders and more. Participants agreed that E2 Forum China highlighted the latest trends for the elevator and escalator industry, providing a platform for industry players to explore innovative topics.

Alongside its rapid economic growth, China has gained a huge elevator market, which faces both opportunities and challenges in areas like maintenance, safety monitoring and energy saving. In response to market demand, elevator brands have increasingly integrated digitalisation into their products and solutions, making smart elevators a hot topic in recent years. Against this backdrop, E2 Forum China, organised by Messe Frankfurt (Shanghai) Co Ltd, was held on 20 October 2022 in Shanghai for the first time. The forum had tremendous support from a number of domestic and international organisations. For example, the European Lift Association (ELA), one of the founders of E2 Forum Milan, and VDMA, the partner of E2 Forum Frankfurt, delivered opening remarks online, affirming the E2 Forum series' leadership in innovation within the global elevator industry.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "This year's E2 Forum China was honoured to gather a great number of industry leaders, discussing the opportunities and challenges around many industry topics. This covered areas across elevator design, AI, IoT and cloud services in elevator digitalisation facility and equipment management for buildings, smart elevators and green buildings. Elevators and escalators are an indispensable part of the building sector under Messe Frankfurt's trade fair portfolio. We wish E2 Forum China will be able to generate more discussion and information sharing on digitalisation, sustainability and network security, serving as a key platform for industry exchange."

Mr Zhu Bing, the Secretary General of Shanghai Elevator Trade Association spoke highly of the forum alongside other association

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leaders who also attended. He commented: “As one of the fastest growing cities in China, Shanghai has already connected elevator technology with the smart development of buildings, apartment complexes, communities and with wider society. This forum has managed to seize these crucial trends, allowing the industry to conduct in-depth discussions, and participants to understand how elevator technology contributes to the development of smart cities.”



Speakers at the first E2 Forum China explored elevator innovations with the audiences

Mr Tiger Li, Head of Digital Services at TK Elevator (China), was one of the speakers. He commented: “I am glad to participate at the first E2 forum China. It was really inspiring, not only could local industry associations share their views, but we were also able to discuss them with overseas experts. E2 Forum China is not just a forum for communication among traditional elevator manufacturers, but it also creates an opportunity for the industry to exchange ideas with professionals from other sectors like building standards, electrical and mechanical design, technologies from other industries and AI. The elevator industry was relatively static in the past, but it is seen nowadays with the increased digitalisation in the development of smart cities and intelligent buildings. As an important element of urban transportation, the elevator technology industry will pledge its role to boost the development of smart cities in China.”

Mr Lu Zhiqiang, Digital Product Manager of KONE, attended the forum as a member of the audience. He shared afterwards: “Through the E2 Forum China, I wanted to know what third party suppliers have achieved from digitalisation, and I was looking for potential cooperation. The speakers shared really insightful content, giving me many new ideas. For example, ensuring the safety of elevator users through video recognition being an idea that should be popularised. I will definitely join the next edition.”

E2 Forum China
Shanghai, 20 October 2022

Messe Frankfurt organises a number of events for the elevator and escalator technology sectors in South America, Asia and Europe,

including International Elevator and Escalator Expo India and the E2 Forum series held globally in Buenos Aires, Frankfurt, Milan, New Delhi and Shanghai.

For more information on E2 Forum China, please visit www.e2forumchina.com, or email Ms Christina Zhang (christina.zhang@china.messefrankfurt.com).

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com