

Press release

14 September 2023

E2 Forum China explores promising prospects for urban renewal and sustainable development

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E2FC23_OR_EN

The inaugural E2 Forum China was held successfully last year with much acclaim from the industry. The forum will return to Shanghai on 20 September 2023, exploring the themes of urban renewal and sustainable development. This year's edition aims to establish a cross-industry collaboration and exchange platform, bringing together experts from industry and academia to share their groundbreaking research and insights on design planning, user experience, low-carbon energy saving, as well as operation maintenance to facilitate urban renewal and sustainable development.

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd said: "Last year's E2 Forum China invited many industry leaders to share their views and experience on hot topics such as smart elevators and green buildings. The atmosphere was lively and vibrant, and helped to provide the industry with a platform for discussing the latest innovations that was very well-received. This year, the forum will build on the previous edition's success, placing heavy emphasis on analysing the important topic of urban renewal, exploring the future development of green buildings, as well as examining how the latest energy-saving and smart technologies can facilitate the sustainable development of cities. It will also delve into how vertical transportation facilities can be effectively utilised in green buildings."

Green buildings and the optimisation of vertical transportation facilitate urban renewal

The second edition of E2 Forum China, organised by Messe Frankfurt (Shanghai) Co Ltd, will be held at the Pullman Shanghai Skyway Hotel on 20 September 2023. The event will focus on exploring how green buildings, the renovation of existing buildings, and the optimisation of vertical transportation could bring new opportunities and challenges for urban renewal and sustainable development.

Cities in China have been developing at an astonishing speed. In order to achieve sustainable development and stimulate economic growth, while simultaneously enhancing residents' quality of life and comfort, it is essential to promote urban renewal by conserving energy and reducing emissions. This is with the ultimate goal of striking a balance between

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urban development and environmental protection. By utilising energy saving building technologies, renewable energy and by improving building design; energy consumption, carbon emissions and pollution could be reduced substantially. This would help to achieve China's 2023 Government Work Report target of facilitating green development and raising the energy saving standards of buildings¹. E2 Forum China will be hosting a number of seminars, exploring green buildings and sustainable development, highlights include:

- Moving towards the path of net zero, from building to city
- Low carbon and energy-saving solutions of smart buildings

Mastering new vertical transportation energy-saving technologies to develop greater business opportunities

Elevators and escalators are essential installations for buildings, and their technologies are striving to keep up with the latest trends of energy conservation and reducing emissions. Enhancing vertical transportation facilities could create a better user experience. For example, AI technology can adjust the number and frequency of elevator dispatches based on the flow of people, shortening operation times. This would meanwhile balance energy conservation and users' waiting time, thereby effectively reducing the loss of energy, improving accessibility and making more efficient use of space.

As local and regional governments in China launch their elevator replacement and renovation plans, substantial numbers of elevators that are due to be replaced are expected to be transformed into energy-saving models. With strong market demand and the support from relevant policies, China's elevator industry is experiencing a new wave of development opportunities². By participating in E2 Forum China's seminars, participants can gain insight into the latest information and technologies on vertical transportation and building renovation, which could help them to explore greater business opportunities. Focus topics include:

- Elevator design in building field
- Vertical transportation assets in the modernisation of existing buildings
- Application of digital Intelligent Elevator in Smart Building

Messe Frankfurt organises a six major 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).

E2 Forum China
Shanghai, 20 September 2023

¹ "2023 Government Work Report", The State Council, The People's Republic of China, 5 March 2023. <https://qr.messefrankfurt.com/R1162>, (Retrieved March 2023)

² "This type of elevator will be the future trend of elevators in China", 19 October 2020, <https://qr.messefrankfurt.com/v7507>, (Retrieved September, 2023)

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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 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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