

news +++ E2 Forum China

Sofitel Guangzhou Sunrich Hotel, China, 22 October 2025



E2 Forum China 2025, successfully concludes in Guangzhou, highlighting urban renewal and new opportunities for expanding into the Malaysian market

Guangzhou, 24 November 2025. In today's rapidly evolving elevator and building technology market, industry professionals must stay ahead of the curve domestically while also exploring emerging markets. To address these priorities, following the success of Chengdu event in September, E2 Forum China 2025 Guangzhou was held on 22 October, providing a platform for the industry to exchange ideas. The Guangzhou event featured the "Elevator and Escalator Innovation Forum" as its main highlight, alongside a subforum titled "Prospects for the building electromechanical industry in Malaysia", combining industry discussions with factory visits to offer a more well-rounded environment for communication and collaboration.

China's elevator industry is undergoing a critical period of renewal and modernisation, with Guangzhou emerging as a hub for innovation due to strong policy support and growing market demand. Simultaneously, with the advancement of the Belt and Road Initiative, Malaysia has become an important market for Chinese building technology firms looking to expand overseas. This development has created an urgent demand for policy insights, technical exchanges, and opportunities to explore new markets. Against this backdrop, E2 Forum China 2025 in Guangzhou successfully brought together industry professionals through factory tours, elevator innovation forums, discussions on the international expansion of the electrical and mechanical industry, as well as closed-door networking events, providing an ideal platform for growth. The event provided a platform for industry professionals to exchange ideas, collaborate, and explore opportunities, offering practical support for companies aiming to enter the Malaysian and ASEAN markets.

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd stated: "We closely monitor the practical needs of the elevator industry, particularly in modernisation and renewal, while also recognising the strong desire of building technology companies in China to expand into ASEAN markets such as Malaysia. E2 Forum China 2025 was carefully designed to foster industry collaboration, drive technological innovation, resource integration, and sustainable development for the sector."

Forum highlights: Key topics and discussions

As a major event for the elevator and building technology sectors, E2 Forum China 2025 focused on two core themes through its main forum and subforum:

- **Main forum: Elevator and escalator innovation forum**
 - Focused on the renewal and modernisation of outdated elevators, including topics such as standards analysis, technical applications, noise control, and the role of elevator upgrades in urban development.
 - Explored strategies for elevator agents to break through market challenges and shared renovation experiences through roundtable discussions.
 - Provided practical insights for professionals, covering everything from policy standards to hands-on expertise, helping attendees capitalise on opportunities in urban renewal.

- **Subforum: Prospects for the building electromechanical industry in Malaysia**
 - Highlighted opportunities and challenges for entering the Malaysian market, including investment analysis, real estate trends, regulatory requirements, and industry-specific insights.
 - Delivered a comprehensive guide for Chinese electromechanical enterprises looking to expand into Malaysia, an ASEAN economic hub.

E2 Forum China earns high praise for practical insights and industry collaboration

The forum's diverse and professional content received high praise from speakers and attendees alike, who appreciated the practical value and collaborative opportunities provided.

Speaker feedback

Mr Jie Zhang, Senior Engineer of Elevator Center, Guangdong Institute of Special Equipment Inspection and Research, was a keynote speaker at the main forum. He shared his insights on safety risks encountered during the renovation of elevators in older buildings. He noted: "This is my first time attending E2 Forum China, and the topics closely align with current industry trends. I recommend strengthening safety training for construction staff and implementing targeted safety measures for elevator renovation projects."

Mr Jiabin Sheng, General Manager Guangdong Branch Office, Midea Building Technology Company, another keynote speaker at the main forum, commented: "This forum provided rich topics and fostered in-depth exchanges among speakers. For example, our smart elevator management platform integrates IoT and digital tools to create an intelligent elevator monitoring system. We look forward to further engaging with property management companies on these innovative solutions."

Mr Gang Xue, Business Director of Modernisation, Guangdong Branch Office, Shanghai Mitsubishi Elevator Co Ltd shared: "The forum was highly effective, with significant industry influence. Elevator modernisation is more than just replacing equipment; it is a comprehensive solution for vertical urban transportation, driving public engagement in urban renewal and highlighting its role as a 'new engine' of city development."



Speakers at the E2 Forum China main forum captivated the audience with insightful solutions for elevator modernisation

Ms Jade Foo, Secretary General, Maycham China, was one of the keynote speakers at the subforum. After the event, she shared: “I am very grateful to the Malaysian Investment Development Authority (MIDA) and E2 Forum China for the invitation and arrangements. This event was highly meaningful, helping us to directly understand the pain points of the domestic industry and explore potential collaboration opportunities. It was a very efficient and productive experience.”

Mr Christophe Vicic, Chief Growth Officer, JLL Malaysia, was also a guest at the subforum. He remarked: “We highly value the role of E2 Forum China as a platform for promoting knowledge sharing and collaboration. We engaged in open and in-depth discussions with attendees, sharing many insightful and practical experiences and strategies. This event not only provided valuable market insights for participants but also deepened our understanding of the Chinese market, laying a solid foundation for future cooperation.”



Speakers at the E2 Forum China subforum shared insights on the opportunities and challenges for the building electromechanical industry expanding into the Malaysian market.

Attendee feedback

Mr Shixin Wang, Acting Chief Instructor, Vocational Training Council (Hong Kong), praised the main forum: “The forum covered cutting-edge topics and provided deep insights into the field. I gained a lot from it, and I look forward to attending similar events to foster greater collaboration between Hong Kong and elevator industries in Mainland China.”

Mr Haiyang Wang, Person in Charge, China Construction Science & Technology Group Co Ltd, commented: “We are actively exploring overseas markets, and this forum offered valuable insights. However, I hope future events include dedicated sessions on policy interpretation or supply chain localisation.”

The E2 Forum series is held in a number of cities across China, including Shanghai, Shenzhen, Chengdu and Guangzhou. For more information on E2 Forum China, please visit www.e2forumchina.com, or email Ms Christina Zhang (christina.zhang@china.messefrankfurt.com).

- End -



Your contact:

Ken Chung

Phone: +852 2239 9225

Ken.Chung@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building,
26 Harbour Road,
Wanchai, Hong Kong

www.messefrankfurt.com.hk
www.e2forumchina.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 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