

shanghai smart office technology

Step into the work spaces of the future this summer at Shanghai Smart Office Technology

Shanghai, 8 May 2024. Taking place from 3 – 5 September at the Shanghai New International Expo Centre, Shanghai Smart Office Technology (SSOT) will reflect the changing nature of work and the workplace, striving to create intelligent office spaces that enhance working environments, work efficiency, employee health and satisfaction.

Shanghai Smart Office Technology (SSOT) aims to promote intelligent office environments and spaces that enhance working environments, as well as employee health and satisfaction, work efficiency and effectiveness. The work landscape has changed dramatically worldwide, with normalisation of remote and hybrid work models, as well as the digital transformation which has led to greater demand for smart office products. The smart office industry has developed particularly rapidly in China, with year-on-year growth of 25.8% and is expected exceed CNY 30 billion (USD 4.1 billion) by 2025¹.

Ms Lucia Wong, General Manager of Messe Frankfurt (HK) Ltd commented on the evolution of the smart office industry and the role of SSOT: “SSOT was set up five years ago as a product zone to meet the demand of an up-and-coming industry and has been positively received. Keeping a close eye on the development of the industry and feedback from participants, SSOT has evolved from office automation to the digital office and smart office, becoming an essential fair for the industry. It will continue to serve as a comprehensive industry platform for smart office technologies and solutions in China.”

SSOT will showcase digitalised commercial offices, remote work technologies and solutions, hybrid smart office systems and more. This includes various domains such as smart software and hardware, enterprise real estate technology and facility management, property management and logistics, corporate culture and welfare, office space design, among others. Individual products range from intelligent environmental control systems such as smart lighting fixtures, HVAC and energy management systems to smart security systems, collaborative work systems, HR management platforms, smart office equipment and furniture, video conferences, intelligent commercial real estate and much more.

¹ “In 2023, the digital office industry ushered in a new opportunity as AI, cloud computing, and other technologies brought about a transformation towards intelligent office operations”, Sohu.com, 27 December 2023 (Retrieved 19 April 2024), <https://qr.messefrankfurt.com/lc660>

The fair serves as a bridge, bringing together commercial real estate developers, large and medium-sized enterprises, system integrators, interior designers, co-working space operators, and end users to share expertise and seize business opportunities. As such, SSOT organises a range of activities, including the annual OffiSmart Summit and OffiSmart Salon, which are a frequent draw for attendees and have received much positive feedback for their engaging sessions and valuable networking opportunities. Internationally acclaimed experts from industry, research institutes, and academia are invited annually to share their insights, interpret the latest market developments, and explore the opportunities and challenges they present. Topics cover various areas, including intelligent environmental control systems, smart workplace management systems, smart office access and security, smart conferencing and meeting room solutions, and co-working space solutions.

SSOT is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Shanghai Hongshan Exhibition Service Co Ltd. The show will join three concurrent annual smart technology fairs in Shanghai, namely, Shanghai Intelligent Building Technology (SIBT), Shanghai Smart Home Technology (SSHT) and Parking China (PKC). This will ensure that synergies will be created between smart office, building technology, smart home and smart parking. The shows are headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will be held from 8 – 13 March 2026 in Frankfurt, Germany.

Messe Frankfurt organises several trade fairs for the light and building technology sectors worldwide, covering the markets in Argentina, China, Germany, India, Türkiye, the UAE and the USA.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand. For more information regarding the building shows in China, please visit www.building.messefrankfurt.com.cn or email building@china.messefrankfurt.com.

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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 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* 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).

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* Preliminary figures for 2023