

**ISH**  
CHINA



# 2019 展后报告 Post Show Report

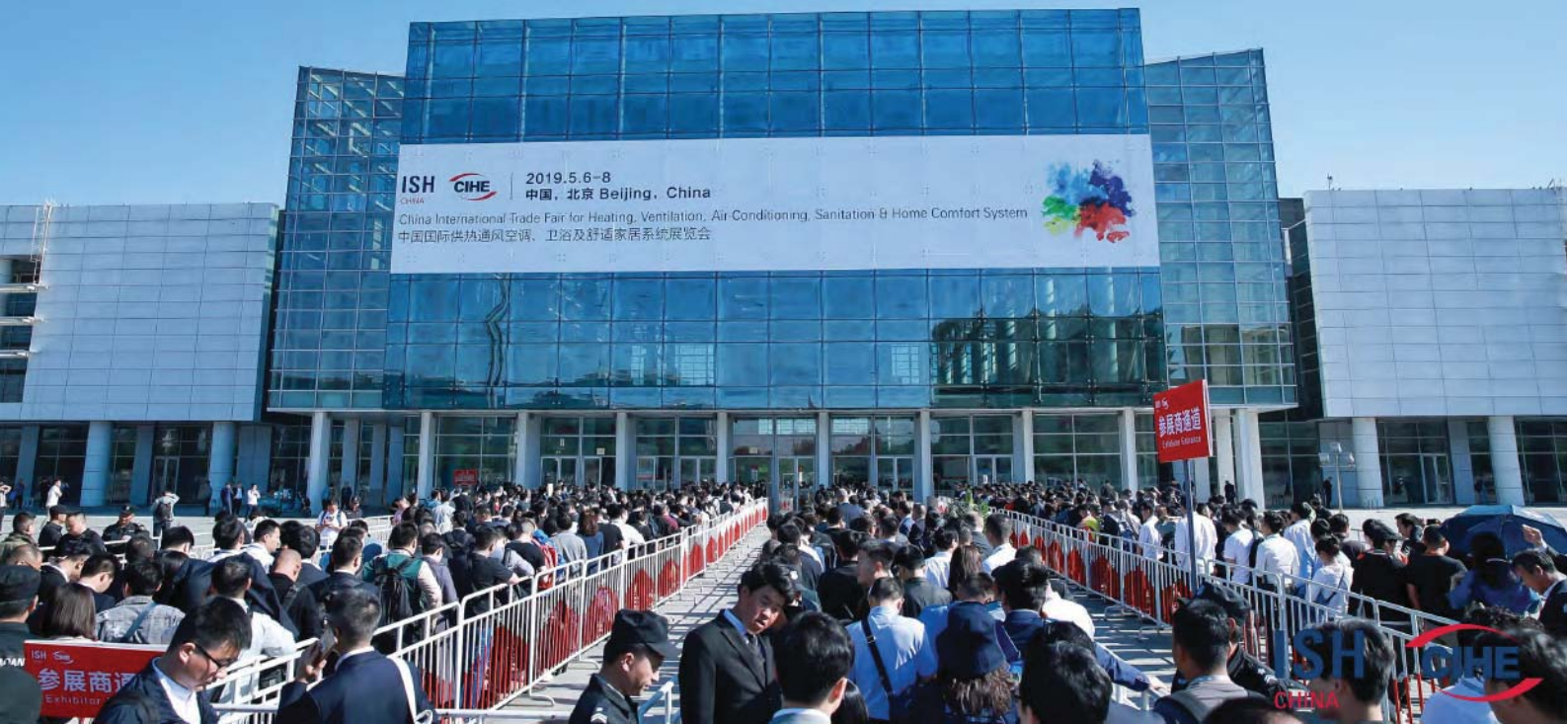
**中国供热展**  
清洁 舒适 创新 多元



展会项目经理微信



messe frankfurt



## 2019年中国供热展完美收官，海内外前沿技术备受瞩目！ Latest technologies in high demand at ISH China & CIHE 2019

ISH China & CIHE — 中国国际供热通风空调、卫浴及舒适家居系统展览会（中国供热展）于2019年5月6日至5月8日在北京中国国际展览中心（新馆）成功举办。作为亚洲暖通行业的年度盛会，本届中国供热展吸引了逾**1,300**家展商，迎接了**72,613**名专业观众莅临现场，其中国内观众**68,040**人、国际观众**4,573**人，展会覆盖中国国际展览中心（新馆）全馆共十个展厅，总面积高达**116,000**平方米。

为了满足中国市场的需求，本届展会全新打造了“**城镇清洁供热专区**”和“**两联供舒适系统体验区**”。紧跟政府推进和落实环保政策，参展商表示绿色供暖解决方案已经成为市场普遍需求，广受观众欢迎。来自德国展团和国际展区的参展商对中国采暖市场前景持乐观态度，通过参与展会可以领略到高品质的产品和前沿的技术，同时也是开拓中国市场的高效平台。

ISH China & CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning, Sanitation & Home Comfort System concluded on a high note. Held from 6 – 8 May, the show attracted more than **1,300** exhibitors and **72,613** visitors, including **68,040** domestic visitors and **4,573** overseas visitors. Maintaining its steady position as an influential and comprehensive HVAC event in Asia, the fair occupied all ten halls at the New China International Exhibition Center, in Beijing, China, across **116,000** sqm of exhibition space.

Reflecting demand in the Chinese market, two new zones debuted this edition: **Floor Cooling & Heating System Display Area** and **New Clean Energy District Heating Area**. In particular, exhibitors noted the continued strong demand from visitors at the fair for greener heating solutions, following the central government’s continued implementation of environmental protection policies. Exhibitors in the German Pavilion and the Overseas Areas were also positive about their prospects in the Chinese market, noting high interest in quality products and the latest technologies, and confirming the fair’s effectiveness as a platform to access the Chinese market.

# 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 pavilions offer overseas companies access to the China market



### 国际展区/Overseas Area

为满足海外优秀暖通企业开拓中国市场需求，中国供热展重磅打造“国际展区”，集中展示国际暖通技术，助力海外企业挖掘中国市场，为新兴海外企业提供展示自身技术及寻找国内合作伙伴的良机。展区获得区域内展商一致好评，继国家展团之后，它已成为ISH China & CIHE又一海外暖通先进技术聚集地，让中外企业成功实现商务配对。

Overseas Area gathered renowned global brands to showcase their latest technological advancements. The area offers overseas companies an excellent opportunity to tap into the Chinese market and connect with domestic partners. The Overseas Area was widely praised by the participating exhibitors. In addition to national pavilions, it will become another avenue housing foreign HVAC technologies.



### 德国展团/German Pavilion

中国供热展久负盛名的德国展团将再度亮相，在德国联邦经济技术部的支持下，位于E2馆的德国展团现场展示欧洲最前沿的暖通技术及产品。

As a loyal participant at the show many times before, the German Pavilion in Hall E2 brought top notch products to showcase the latest technologies.



### 水泵专区/Water Pump Zone

作为中国供热展首个专区性暖通配件展示区，水泵专区于2018年的展示面积高达1,000平方米，汇聚全球知名的水泵品牌，使水泵产品的展示更具规模和影响力。专区展商对参展效果满意度颇高，相关企业表示于2019年再度预定意愿高，专区规模将持续扩大。

Water Pump Zone was launched for the first time in 2018, occupying 1,000 sqm of exhibition space. Renowned water pump brands from Germany, Italy, Denmark and Spain were featured in the zone. Exhibitors were satisfied with the result achieved and expressed strong interests to participate in the 2019 edition, where the zone is expected to return with a greater scale.



## 携手“中热协”全新打造“城镇清洁供热专区”，助力推动区域清洁供热 ISH China & CIHE 2019 co-organises with China District Heating Association to debut Clean Energy District Heating Area to showcase industry innovations.

区域供热是供热行业的重要组成部分之一，并且随着国家提出未来将强化暖通企业在清洁取暖领域的主体地位，为助力集中展示区域供热新产品新技术，ISH China & CIHE 2019全新打造“城镇清洁供热专区”，展示城镇清洁供热创新技术、清洁能源的高效利用与对智慧供热的管理控制等。“城镇清洁供热专区”汇聚了锅炉、热泵、换热设备、管道、球阀蝶阀、智慧热计量、智慧供热信息服务、云端/物联网技术等创新产品及技术，便于专业观众集中、快速商务配对及技术交流。

The HVAC industry plays an important role in China's future economic development while the district heating sector accounts for a significant portion of the entire heating industry. ISH China & CIHE debuted "Clean Energy District Heating Area" in 2019 to showcase innovative technologies of clean energy for district heating. Fairgoers will be able to discover efficient uses of clean energy and smart heating management. "Clean Energy District Heating Area" will bring together innovative products and technologies such as boilers, heat pumps, heat exchangers, pipes, ball valves, butterfly valves, intelligent heat metering and intelligent heating information services (including cloud services and IoT technologies).

# 参展商分析 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 China 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

去年, 我们公司首次在中国供热展亮相, 有效扩大了我们品牌在中国市场的知名度。我们接待了近800名有合作意向的潜在客户, 收获颇丰。展会期间, 我们销售和技术团队也在此推广企业最新产品。Last year we exhibited at ISH China & CIHE for the first time to create brand awareness within the Chinese market. This was extremely beneficial as we acquired close to 800 potential business leads. This year our sales and technical team to promote our latest products.

斯宝亚创(天津)电器有限公司, 中国区业务拓展总监, Stephan Paehler先生

Mr Stephan Paehler, Director of Business Development China, Stiebel Eltron (Tianjin) Electric Appliance Co Ltd, China

中国供热展给整个采暖行业提供了一个完整的平台, 是一个多行业的集会。在展会期间, 我们能了解前沿的科技技术, 窥看整个行业的动态。虽然, 中国采暖行业前期发展比较缓慢, 但随着“煤改气”政策的推行落实, 使整个行业得到一个爆发性增长, 采暖设备开始走进千家万户。This fair is a complete platform for the HVAC industry, gathering multiple sectors together. Here you can see the latest technologies, and understand the dynamics of the entire industry. The early development of China's HVAC industry was relatively slow, but the effect of the 'coal-to-electricity' and 'coal-to-natural gas' policies has been immediate, and the whole industry has undergone explosive growth.

海尔集团/海尔热水器有限公司, 企划经理, 戴潇先生

Mr Ji Xiao, Product Manager, Haier Group / Haier Water Heater Co Ltd, China

中国供热展是目前全球范围内暖通、采暖行业影响力最大的展会, 每年全球领先的采暖技术和产品都汇集于此。对于阿里斯顿而言, 这是一个展现品牌实力、推广新技术新产品、拓展渠道和市场的绝佳平台, 是与老客户见面、与新客户建立联系、向同行学习的绝佳机会。ISH China & CIHE is one of the most influential HVAC fairs in the world, as the world's leading technologies and the latest products are on display here. This is a great platform for brand exposure, to showcase our new technologies and products, and to expand our sales channels. Meanwhile, it is also an opportunity to meet existing and new clients.

阿里斯顿热能产品(中国)有限公司, 中国区总裁, 陈道丽小姐

Ms Sally Chen, Country Director, Ariston China, China

多年来, 公司始终坚持参与中国供热展, 并将参展视为我们业务往来的重要平台之一。中国供热展在亚洲备受瞩目, 吸引了众多知名参展商和优质买家。参展是我们面向亚洲乃至世界展示创新产品的绝佳机会; 是与经销商保持联系的良好方式; 还是吸引潜在分销商的优质平台。We have been exhibiting at ISH China & CIHE for many years now, and regard the fair as one of the most important platforms for our business. It is well regarded in Asia, and attracts many renowned exhibitors and quality buyers. For us, this fair is one of the best ways to present our latest innovations to Asia and the rest of the world, stay connected to our distributors and meet potential distributing partners.

上海林内有限公司, 营销与商品企划部部长, 俞伟先生

Mr Wei Yu, General Manager, Marketing & Product Dept, Shanghai Rinnai Co Ltd, China

# 观众分析 Visitors' profile

来自43个国家和地区的72,613名专业观众  
72,613 visitors from 43 countries and regions

## 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%

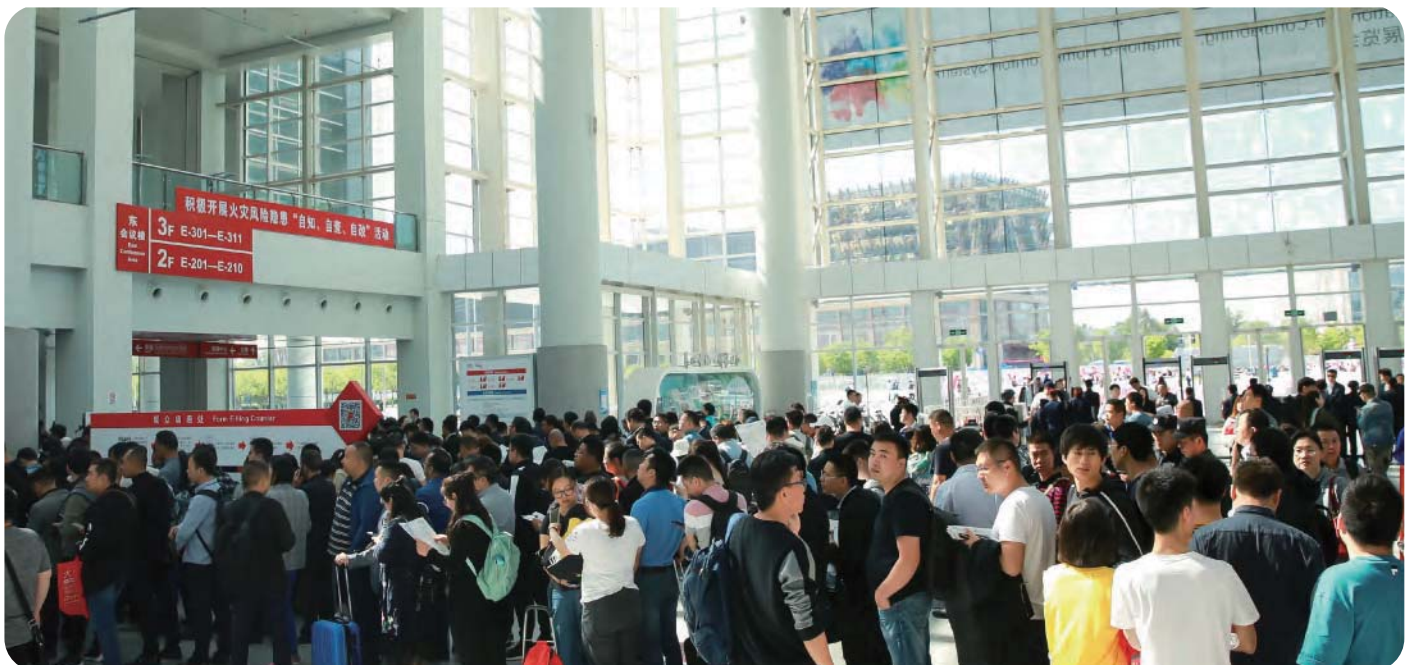
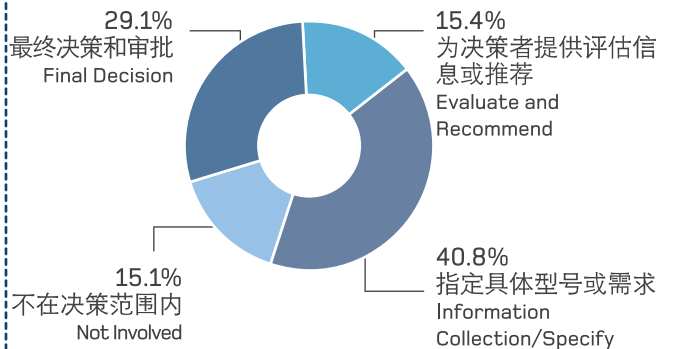
会将 ISH China & CIHE 推荐给商业伙伴或同事  
Recommend ISH China & CIHE to business partners or colleagues

96%

会继续参观 ISH China & 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

Ms Yang Shuling, Marketing Manager, Dezhou Nuantejia Energy Technology, China  
德州暖特加热能科技有限公司，市场部经理，杨淑玲女士

“我们公司主要引进海外暖通技术，研发适合国内的供热产品。德国展团尤其令我印象深刻，我了解到欧洲最先进的暖通技术及产品。同时，我很高兴在现场找到了理想的合作伙伴。中国供热展是供热行业优质的平台，我每年都会参观。”

“Our company imports overseas HVAC technology to China, so I could learn about the latest HVAC technologies and products in the German Pavilion. I'm delighted that we've found some ideal partners to work with here. This is a high-quality fair within the industry, which I visit every year.”

Mr David Katamadze, Director, Thermo Center (Heating Plumbing Water Supply), Turkey  
土耳其Thermo中心（供暖管道供水中心），总裁，David Katamadze先生

“我们公司主营壁挂式锅炉售后服务，这是我第一次参观中国供热展。我来到展会现场是为了寻求各类配件产品，在这个展会上，我已经找到了许多供应商，他们的产品不仅质量高，性价比也同样令我满意。经过一天的参观，我已经与10多家潜在供应商建立了商业联系。这些高品质的参展企业，令我感到非常满意，真的是不虚此行。”

“I run a wall-hung boiler aftersales servicing business, and this is my first time at the fair. I'm looking for various components, and was able to find a large variety of quality, cost-effective suppliers. After just a day of browsing, I connected with over 10 potential suppliers. I am very satisfied with the companies I have encountered here.”

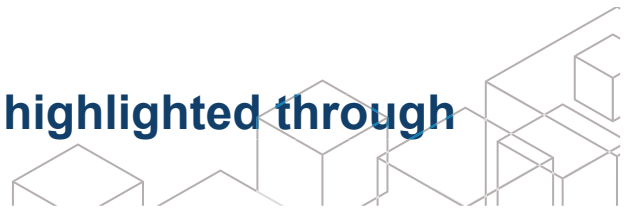
## 观众来自领域分析

### 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-electric 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%

## 同期活动聚焦热点政策和最新技术

# Full spectrum of HVAC industry highlighted through fringe programme events



第五届中国国际暖通高峰论坛 (iHVAC) 作为中国供热展标志性的同期活动，2019年聚焦全球暖通创新技术与热点话题，联合中国城镇供热协会、德国联邦供热行业协会以“优化能源格局，共话清洁供暖”为主题，倾力打造“清洁供暖‘多能源+’国际技术趋势峰会”。汇聚国内外政府、行业协会代表、专家学者、优秀企业等共同探讨暖通行业的能源转型趋势，促进国内外暖通技术的沟通与交流。

The highlight of the fair's fringe programme once again is the International HVAC Congress (iHVAC), in its fifth edition this year. Within this Congress are a number of events, including the Clean Heating Development Summit: Integrated Application of Diverse Energy Technologies. Organised by the China District Heating Association (CDHA) and Federation of German Heating Industry (BDH), the theme this year is Sustainable Heating: Optimisation for Diverse Energy Solutions, with global energy transformation trends in the HVAC industry and the future of clean energy heating in China to be discussed.



**中国国际暖通高峰论坛**  
- 清洁供暖“多能源+”国际技术趋势峰会  
iHVAC - Clean Heating Development Summit:  
Integrated Application of Diverse Energies  
Technology

#### 主题 / Theme:

优化能源格局，共话清洁供暖  
Sustainable Heating - Optimization for Diverse Energies Solution

#### 主办单位 / Organisers:



**中国国际暖通高峰论坛**  
- 2019年北方地区冬季电取暖发展论坛  
iHVAC - Electric Heating Development  
in Northern China

#### 主办单位 / Organisers:

中国电力企业联合会电能替代产业发展促进分会  
Power Energy Substitution Industrial Development Branch of  
China Electricity Council  
国家技术标准创新基地（智能电网）  
National Technical Standard Innovation Base of Smart Grid  
法兰克福展览（上海）有限公司  
Messe Frankfurt (Shanghai) Co Ltd  
中展众合（北京）国际展览有限公司  
CIEC GL events (Beijing) International Exhibition Co Ltd



除此之外，中国国际暖通高峰论坛亦深入探讨以下七大主题：

As well as the Summit, the iHVAC features seven other sessions:



**中国国际暖通高峰论坛 - 太阳能采暖论坛**  
iHVAC - Solar Heating Forum

主办单位 / Organisers:



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**中国国际暖通高峰论坛**  
- 舒适家居大讲堂（北京站）暨暖通BIM应用  
技术推广会  
iHVAC - Home Comfort System and HVAC &  
BIM Technology Forum

主办单位 / Organisers:



messe frankfurt



**中国国际暖通高峰论坛 - 新风系统**  
iHVAC - Fresh Air System

主题 / Theme:

第五届被动房新风技术国际交流峰会  
The 5th Summit of International Passive House Ventilation  
Technologies

主办单位 / Organisers:



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**中国国际暖通高峰论坛**  
- 第二届中国供热创新产品与前沿技术交流  
观摩会  
iHVAC - The 2nd China Innovative Heating  
Products

主办单位 / Organisers:



messe frankfurt







**中国国际暖通高峰论坛  
- 智慧供热创新技术与产品  
iHVAC - Innovative and Smart Heating  
Technologies**

**主题 / Theme:**

第四届中国智慧供热技术与产品高峰论坛  
暨“煤改电/气”及多能互补技术创新交流会  
The 4th Innovative and Smart Heating Technologies Forum and  
Multi Energy Heating Technology Forum

**主办单位 / Organisers:**



除上述高峰论坛外，其他精彩同期活动亦涵盖多个重点领域，其中包括清洁能源、冷暖舒适系统等。议题如下：  
In addition, events for floor cooling & heating systems and clean energy heating also took place at the fair.  
Event details as below:

**FCH空气源热泵两联供技术讲座  
Floor Cooling & Heating System Technology Forum**

**主办单位 / Organisers:**



**中国国际暖通高峰论坛 - 空气源热泵供热技术  
iHVAC - Air-source Heat Pump Technologies**

**主办单位 / Organisers:**



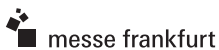
**“天津纽伯恩”2019第五届京津冀及北方地区清洁能源采暖技术应用研讨会  
The 5th Technical Conference of Clean Energy Heating  
in the Beijing-Tianjin-Hebei Area**

**主办单位 / Organisers:**



**建筑智慧运维与舒适家居发展模式探索暨绿色装配式建筑应用论坛**  
**Prefabricated Buildings and Home Comfort Development Forum**

主办单位 / Organisers:



协办单位 / Co-organisers:



**成品房时代分户供暖企业变革与突围交流会**  
**Forum of Household Heating Reform in the Era of Finished House**

主办单位 / Organisers:



**基于BIM的暖通信息化发展论坛**  
**BIM-based HVAC Information Development Forum**

主办单位 / Organisers:



**第三届中国家装水电技师联盟沙龙暨家装水电工艺座谈会**  
**The 3rd Home Water and Electricity Installation Technicians Alliance Forum**

主办单位 / Organisers:

中国住宅管道国际标准化协会  
 IASRP  
 法兰克福展览（上海）有限公司  
 Messe Frankfurt (Shanghai) Co Ltd  
 中展众合（北京）国际展览有限公司  
 CIEC GL events (Beijing) International Exhibition Co Ltd



# ISH China & 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  
中国电力企业联合会电能替代产业发展分会  
中国国际贸易促进委员会机械行业分会  
中国国际展览中心集团公司  
中国国际贸易促进委员会浙江省委员会  
浙江国闻会展服务有限公司

## 承办单位

中展智奥(北京)国际展览有限公司  
法兰克福展览(上海)有限公司

## 国内支持单位

全联房地产商会  
全国工商联家具装饰业商会  
全国工商联家具装饰业商会家装专委会  
中国建筑金属结构协会给水排水设备分会  
中国建筑学会建筑给水排水研究分会  
中国设备管理协会建筑新风系统技术服务管理中心  
《暖通空调》杂志

## 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)  
欧洲供热协会 (EHI)  
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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## 中国供热展与您相约

ISH China & CIHE See You in

**2020.5.11-13**

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)有限公司与北京中装泰格尔展览有限公司(于2018年4月并入中展众合(北京)国际展览有限公司)合作,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。

## 法兰克福展览环球ISH品牌展览会

**ISH SHANGHAI** **CIHE** 2019年9月3至5日  
中国,上海

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

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

**ISH** 2021年3月22至26日  
德国,法兰克福