

Messe Frankfurt to hold International Smart Space Exhibition at the Global Digital Trade Expo in Hangzhou, China

Hong Kong, 27 May 2025. Messe Frankfurt (HK) Ltd and Hangzhou Expo Group will cooperate to host the International Smart Space Exhibition (ISSE), a dedicated trade fair held as part of the Global Digital Trade Expo (GDTE), set to take place from 25 to 29 September 2025. This event marks Messe Frankfurt Group's first exhibition in Hangzhou, Zhejiang, while expanding the company's portfolio in building technologies. The digital economy is driving the upgrade and transformation of various industries, with smart space, which integrates reality with digital technology to advance smart living, intelligent buildings, technological innovation, urban governance, and sustainable development. Leveraging its expertise in organising building technology exhibitions, the Group aims to capitalise on Hangzhou's potential in the digital economy and MICE sector to seize opportunities in the smart space market.

Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group, said: "Messe Frankfurt has consistently focused on the development of the Yangtze River Delta, digitalisation and technological innovation in China. In particular, Hangzhou is renowned for its dynamic digital economy, ideal geographic location and strong government support for the MICE industry. GDTE is a world-class exhibition in China dedicated to advancing global digital trade. We anticipate that partnering with Hangzhou Expo Group will deepen our strategic alliances with local stakeholders, enhance our resources and capabilities, and expand our presence in China. Meanwhile, we will continue to explore innovative projects in digital topics and niche fields to meet the rapidly changing market demands driven by digitalisation."

Messe Frankfurt is one of the first international trade fair organisers to enter the Chinese market. Since launching its first show in Hong Kong, China, in the late 1980s, the Group has hosted exhibitions across various industry sectors in the region. Its influence has extended throughout the Beijing-Tianjin-Hebei region, the Guangdong-Hong Kong-Macao Greater Bay Area, the Yangtze River Delta, as well as the Chengdu-Chongqing Economic Circle. The Company has extensive experience in organising exhibitions for building technologies and actively facilitates the exchange of cutting-edge smart and green technologies amid rapid digital transformation, driving the industry's intelligent and sustainable progress. Its building technology fairs in China, including the upcoming ISSE, take place in Beijing, Shanghai, Guangzhou, and Hangzhou.



The International Smart Space Exhibition will be hosted at the Hangzhou Grand Convention and Exhibition Center

Smart space empowers various industries

Co-organised by the Ministry of Commerce of China and the Zhejiang Provincial People's Government, the fourth edition of GDTE returns to the Hangzhou Grand Convention and Exhibition Center from 25 – 29 September 2025. Running under the theme of “Digital Trade, Global Access”, the event will span an exhibition area of 150,000 sqm.

Concurrently, Messe Frankfurt (HK) Ltd and Hangzhou Expo Group will team up to host ISSE, showcasing products and solutions across four focus areas: “Intelligent Buildings and Smart Parks”, “Urban Public Spaces”, “Smart Commercial Spaces” and “Smart Living”.

“Intelligent Buildings and Smart Parks” will explore the integration of green energy and smart management to develop a new model for low-carbon growth in industrial parks. The “Urban Public Spaces” will leverage data-driven and smart technologies to enhance the efficiency of urban public space management, improve service levels, and elevate residents' quality of life.

Meanwhile, “Smart Commercial Spaces” will examine the digital evolution of commercial spaces, covering smart offices, smart hotels, smart retail, as well as smart cultural and tourism spaces. Finally, “Smart Living” will highlight how artificial intelligence (AI) technology can enhance people's daily lives.

Market research indicates that the global smart space market is valued at USD 15.1 billion in 2024 and is projected to reach USD 37.2 billion by 2032¹, growing at a CAGR of 11.8%, highlighting considerable growth potential. In light of the swift progress in AI, the Internet of Things (IoT), and other technologies, the show will delve into the latest trends, opportunities, and challenges in digital development.

From Hangzhou to the world

Hangzhou's vibrant atmosphere for science and innovation has fostered many prominent

¹ “Smart Space Market Size, Share & Industry Analysis, By Component (Solutions and Services), By Install Location (Residential and Commercial), By Application (Energy Management and Optimization, Emergency Management, Security Management, and Others), and Regional Forecast, 2025-2032”, Fortune Business Insights, 31 March 2025, <https://qr.messefrankfurt.com/Na7f3> (Retrieved in April 2025)

technology companies, including the internet giant Alibaba Group and emerging firms such as the AI start-up DeepSeek. Meanwhile, Hangzhou is leveraging its strengths and collaborating with several innovative technology companies to launch the “Hangzhou City Brain 3.0” initiative². This plan positions the city as an intelligent platform aimed at creating a new framework for smart city development and effective governance of urban public spaces.

All these achievements stem from Zhejiang Province's initiative in 2014 to prioritise an internet-centred information economy³. A series of financial subsidies and standardised measures were introduced to promote the local digital economy, laying a solid foundation for its development. In 2024, the added value of Hangzhou's core digital economy industry exceeded USD 86 billion⁴, representing a year-on-year growth of 7.1% and accounting for 28.8% of the city's GDP.

In addition, Hangzhou, situated on the southern flank of the Yangtze River Delta, serves as the capital of Zhejiang Province and is a centre of economic activity, culture, science, and education. In recent years, the city has significantly expanded its high-speed rail and aviation networks. Meanwhile, Hangzhou is boosting the influence of local MICE activities by establishing the Hangzhou Expo Group, which drives innovation in the exhibition industry and connects local sectors to the global market.

Looking ahead, Messe Frankfurt is dedicated to expanding its presence in the Chinese market and strengthening collaboration between Chinese and international companies in building technology and innovation.

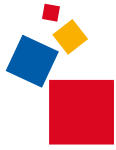
For more information about Messe Frankfurt, please visit www.messefrankfurt.com.hk.

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² “Hangzhou to launch the City Brain 3.0”, CPC Hangzhou Municipal Committee and Hangzhou Municipal People's Government, 1 April 2025, <https://qr.messefrankfurt.com/4a0ce> (Retrieved in April 2025)

³ “Digital economy: a new engine for high-quality economic development in Zhejiang”, The Department of Economy and Information Technology of Zhejiang, 6 September 2019, <https://qr.messefrankfurt.com/L2d8e> (Retrieved in April 2025)

⁴ “The added value of the city's core digital economy industries increased by 7.1% in 2024”, CPC Hangzhou Municipal Committee and Hangzhou Municipal People's Government, 21 February 2025, <https://qr.messefrankfurt.com/Qfcd8> (Retrieved in April 2025)



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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 around € 609 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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