

第四届全球数字贸易博览会

THE FOURTH GLOBAL DIGITAL TRADE EXPO

暨ISSE 国际智慧空间展览会

INTERNATIONAL SMART SPACE EXHIBITION

September 25-29, 2025

Hangzhou, China

About Global Digital Trade Expo (GDTE)

Global Digital Trade Expo (GDTE) is China's only national-level expo for digital trade stakeholders from worldwide. In compliance with what President Xi's congratulatory letter said for the 2nd GDTE, this is a strategic event to fulfil the action plan proposed at the 3rd Plenary Session of the 20th CPC Central Committee concerning "new ways to develop digital trade and making GDTE a platform for multilateral cooperation, common development, and shared benefits.

The Fourth Global Digital Trade Expo

Event theme: Digital Trade, Global Access

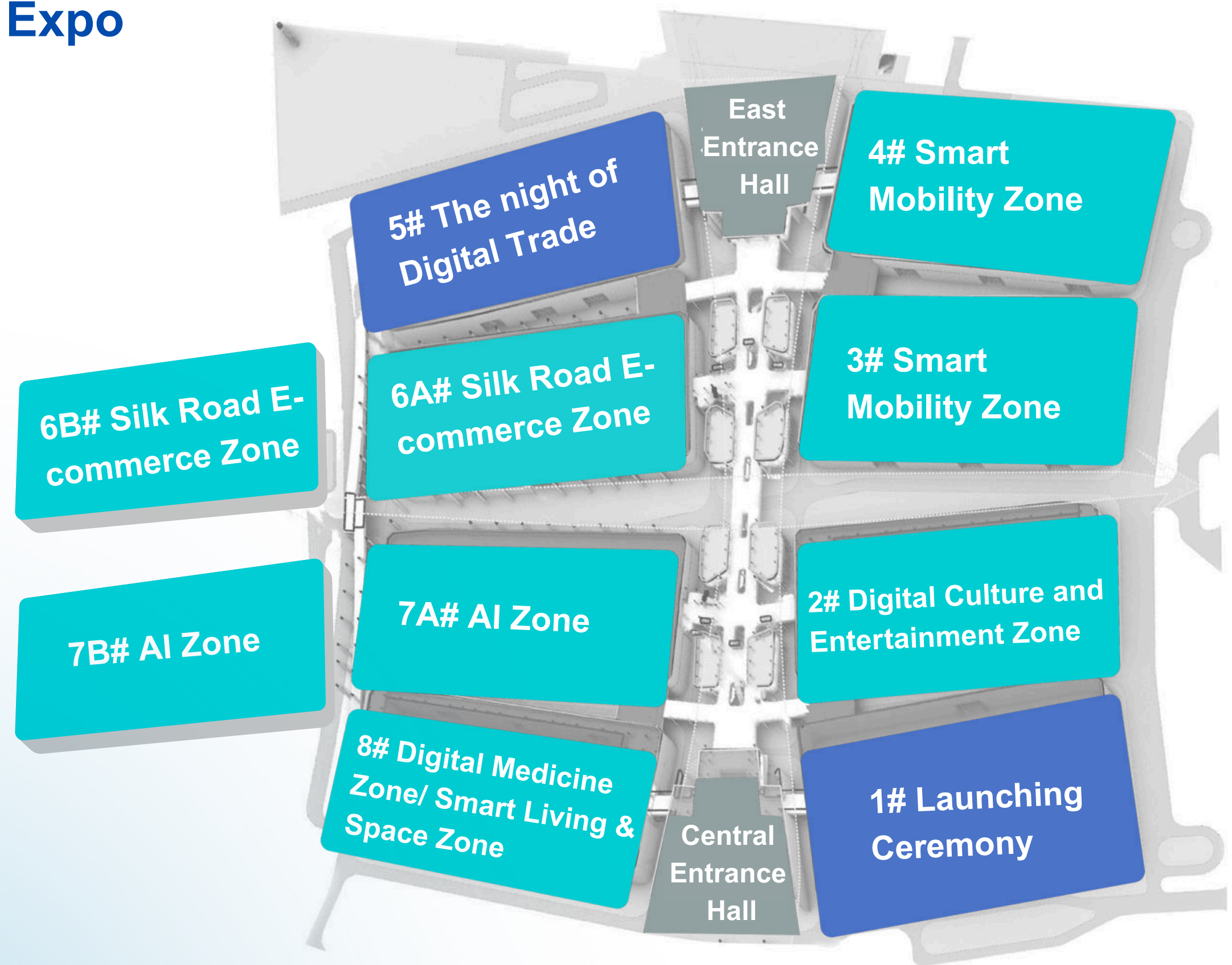
Date: 25 - 29 September 2025

Venue: Hangzhou Grand Convention and Exhibition Center

Exhibition space: 150,000m²

Hosts: Hangzhou Municipal People's Government, Department of Commerce of Zhejiang Province, Trade Development Bureau of the Ministry of Commerce, PRC

Organizers: Zhejiang Provincial People's Government, the Ministry of Commerce of PRC



HANGZHOU GRAND CONVENTION AND EXHIBITION CENTER

About International Smart Space Exhibition (ISSE)

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 2032[1], 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, Messe Frankfurt (HK) Ltd and Hangzhou Expo Group will team up to host the International Smart Space Exhibition (ISSE), a dedicated trade fair held as part of the GDTE. ISSE will showcase products and solutions across four focus areas: “Intelligent Buildings and Smart Parks”, “Urban Public Spaces”, “Smart Commercial Spaces” and “Smart Living”.

[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)

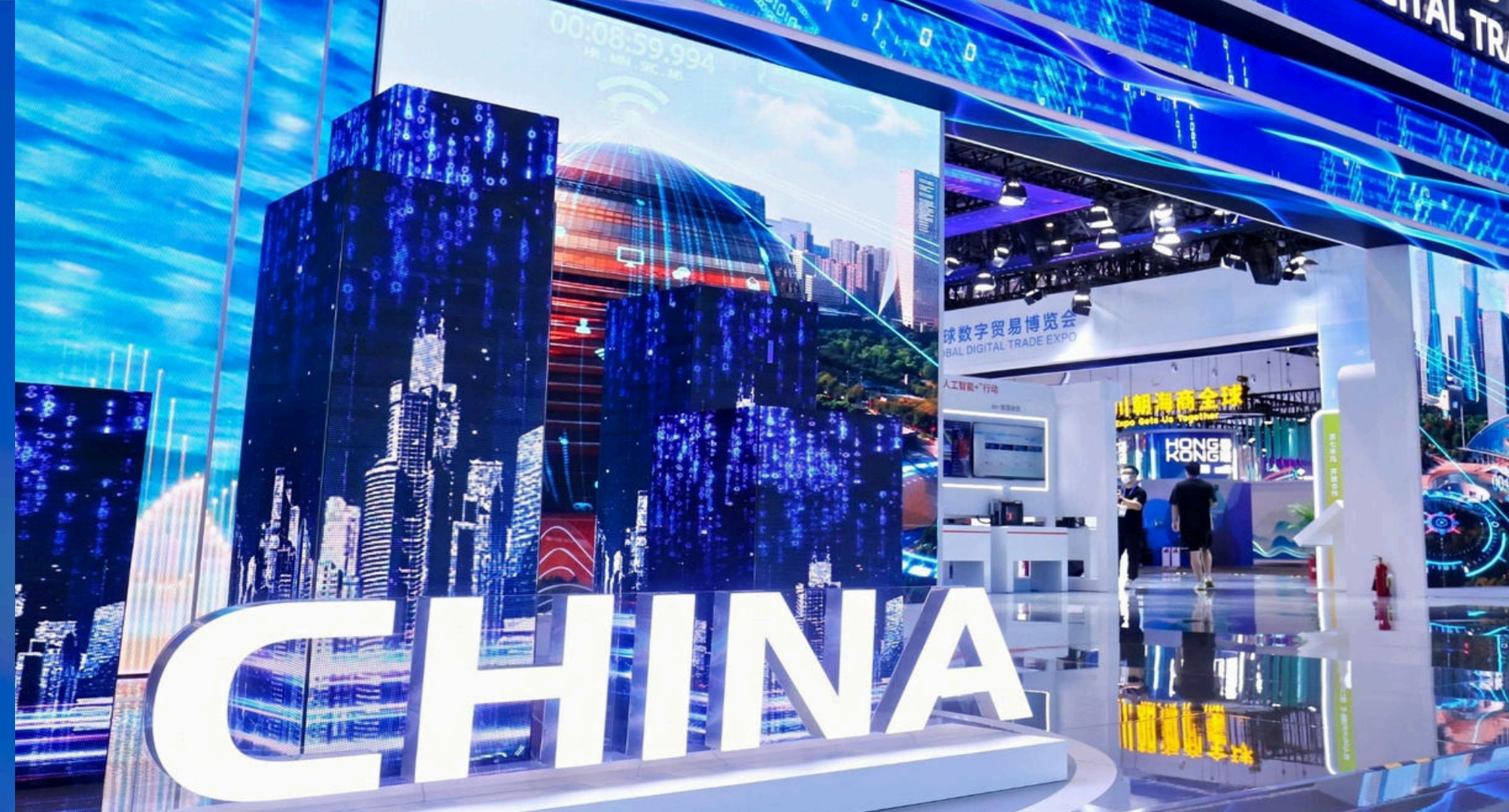
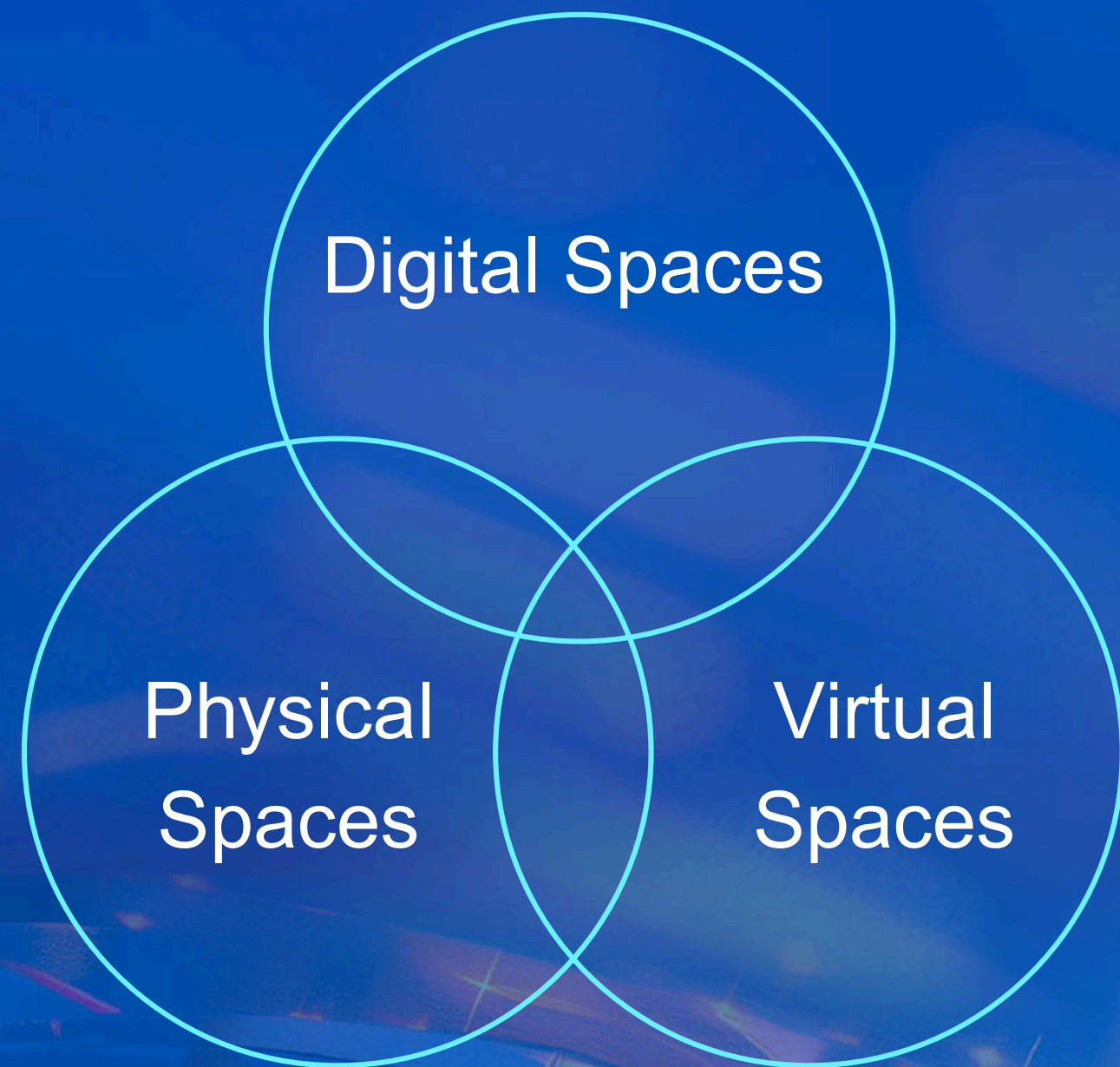
About the Organisers of ISSE

Hangzhou Expo Group

The Hangzhou Expo Group is a wholly state-owned enterprise established by the municipal party committee and government to promote the high-quality development of Hangzhou's exhibition industry and accelerate the creation of an international event city. It serves as the development platform for the city's exhibition industry. The group will uphold the mission of inheritance, innovation, and dreams, aiming to build a first-class domestic and internationally renowned new exhibition group. It will implement strategies focused on internationalization, marketization, branding, and digitization. The group aims to drive industry development through industrial exhibitions, enhance urban capabilities via city exhibitions, lead innovation through digital exhibitions, and improve the exhibition service ecosystem through open operations, contributing to Hangzhou's development as a world-class international metropolis.

Messe Frankfurt Group

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.



International Smart Space Exhibition (ISSE)

Smart spaces refer to deeply integration of PHYSICAL environments and DIGITAL capabilities through intelligent technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), Big Data, and Cloud Computing etc. These spaces are capable of sensing, analysing, decision-making, and autonomous optimisation. In addition, using technologies like virtual reality (VR), augmented reality (AR), digital twins, holographic projection, and 3D modelling to create VIRTUAL spaces.

Application Scenarios

Physical Spaces

Scenario verticalization

- Focusing on the deep customization and optimization of smart spaces, including the intelligisation of buildings, public spaces, parks, and commercial areas, to upgrade them into fully integrated smart environments.

Digital Spaces

Technology integration

- Focusing on end-to-end innovation, from digital technologies such as 5G, AI, big data, and cloud computing to applications like spatial interaction and intelligent operations, driving efficiency improvements and seamless technological integration within smart spaces.

Virtual Spaces

Virtualization

- To achieve enhanced spatial reconstruction and foster a harmonious integration of virtual and real environments through technologies such as virtual reality (VR), augmented reality (AR), and digital twins.



Zero-carbon Parks
Smart Factories
Intelligent Buildings
Smart Operations

Intelligent Buildings and
Smart Parks



Smart Office
Smart Hotel
Smart Retail
Smart Tourism

Smart Commercial Spaces



Digital Municipal
Digital Administration
Smart Mobility
Public Institutions
(Campuses, Hospitals, Museums)

Urban Public Spaces



Smart Home
Smart Community
Smart Real Estate
Smart Healthcare

Smart Living

Product Categories

Artificial Intelligence

- Voice recognition, facial recognition, behavior analysis

Internet of Things

- Device networks, perception technology, communication technology, data processing

Spatial Design

- Digital twins, 3D modeling, VR, AR, design software

Information Technology

- Network security, data centers, integrated pipeline networks

Smart Energy

- Integrated energy management, industrial and commercial energy storage, carbon footprint monitoring, energy-saving renovation, new energy and energy control systems and services

Intelligent Building

- Intelligent building systems, HVAC, lighting control, elevators, smart security, and fire protection systems and services

Smart Operations and Maintenance

- Facility management, asset management, operational leasing systems and services

Municipal Management

- Data management platforms, environmental monitoring, landscaping, smart water management, waste disposal, public utilities (water/electricity/gas)

Smart Mobility

- Smart parking systems, intelligent parking space devices (e.g., automated parking garages/AGVs), smart charging and battery swapping management, smart mobility systems, mobility operations

Product Categories

Digital Administration

- Government-enterprise service platforms, government-citizen interaction platforms, public services (social security/tax/healthcare/education)

Smart Office

- Smart meeting systems, office furniture and equipment, collaborative office systems and software, intelligent access control and visitor management, smart HR

Smart Hotel

- Intelligent room systems, smart front desk, robotic services, smart customer service

Smart Retail

- Digital signage, product management, smart payment, AR/VR experiential services

Audiovisual Integration

- Smart commercial display, holographic projections, entertainment audio, video broadcasting

Smart Tourism

- Smart guide, immersive experience devices, smart operational platforms

Smart Home

- Smart home appliances, intelligent control, smart sun-shading, home cabling systems, smart audio and home entertainment systems

Smart Communities:

- Property management, smart security monitoring, community management information systems, community education and healthcare services

Smart Healthcare

- Gerontechnology services, health management, telemedicine services

Theme events

Main theme: International Smart Space Development Forum

Introduction: As the main theme of the forum events, “International Smart Space Development Forum” will focus on in-depth discussions of cutting-edge trends, innovative concepts, and practical achievements in the field of smart spaces.

Participant profile: Authorities, experts and scholars, enterprises, and industry associations

Professional industry forums

- Smart Cities of Yangtze River Delta and Intelligent Building
- Smart Living
- Smart Elevator
- Smart Cultural Tourism Development
- Smart Parking
- Urban Digitalization

Standardization of technology

- AIoT Technology
- Technologies for Smart Spaces in Industry and Commerce
- Virtual Technology (VR, AR)
- Technologies for Smart Community
- Development of Smart Acoustic and Lighting Technologies for Smart Spaces

Visitor profile



Government Delegations and Business Chambers

Traders or representatives from the fields of municipal affairs, education, healthcare, business, real estate, traffic management, energy, cultural and tourism, urban management and renewal, industrial parks, building, property and smart home.



International Traders

Representatives from Indonesia, Spain, Finland, South Africa, Australia, Saudi Arabia, and more than ten other overseas procurement representatives.

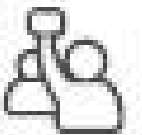


Domestic Buyers

Leading enterprise representatives such as investors, construction companies, consulting agencies, design companies, operation management, technology development and integrators.



Media and Communication



Media from central-level and relevant government publicity departments, industry media.

Product and Solution Suppliers



Suppliers of devices, systems, technologies, and services for smart spaces.

Digital Trade, Global Access

Providing a Premium International Trading Platform

Exhibitors from **123** countries or regions

Including **22** international organisations and **101** countries or regions

Over 30,000 professional buyers, including **more than 6,000** international buyers attended

68 overseas associations visited

Over 500 professional industry speakers joined

High Coverage of Media Influence

164 domestic and international media outlets reported, with **over 50,000** articles published

Media influence covered **more than 160** countries or regions

Digital Trade, Global Access

Professional Forum Events and Innovative Showcases

Over 160 international industry events, including **42** special release activities

Over 400 new products, technologies, and achievements were launched for the first time

Over 100 practical digitalization cases

Creating Business Cooperation Opportunities

34 projects were signed with amounts **exceeding RMB 100 million**, totaling **RMB 29.5 billion**.

Over 30,000 professional buyers, including **more than 6,000** international buyers attended



杭州市会展集团
HANGZHOU EXPO
GROUP



messe frankfurt

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