

**ISH CHINA 2010  
International Trade Fair for Sanitation,  
Heating and Air-Conditioning**

**10 to 12 March 2010  
China National Convention Center  
Beijing, China**

**PRESS RELEASE**

**Sanitation and Service Platform**

**Auckland, 19<sup>th</sup> of October 2009** – The eighth ISH China is scheduled to run from 10 – 12 March 2010. The fair – one of China’s biggest and best-known HVAC industry events – returns to Beijing at the China National Convention Center and will debut a sanitation and services platform to keep up with heavy market demand.

Beijing offers international HVAC manufacturers and suppliers a valuable trade destination. Already the Beijing region boasts the country’s second highest urban income level and some of China’s highest living standards and disposable incomes leading to a demand in the areas of interior design and decor such as bathroom remodeling.

ISH China 2010 will display a range of products, including heating installation and equipment, renewable energies, installation techniques and equipment, water treatment and equipment air-conditioning and ventilation products and the new product group, sanitation technology and equipment. In addition to the main exhibition, there will be a Sino-European Congress to discuss topics related to energy and technology; seminars on sanitation and technology; plus a number of product demonstrations for exhibitors and visitors to take part in.

Nearly 1,150 sqm of exhibition space has been booked by eight leading international brand names. Signing up for ISH China are sanitation companies Roca and Vitra, and heating companies A O Smith Water Heater, Ferroli, Giacomini, Immergas, Uponor, and Viessmann Heating Technology.

“It is a privilege to have these highly respected brands at our show, and an honour to have new support from the Foshan Ceramics Industry Association,” said Mr Richard Li, Deputy General Manager of Messe Frankfurt in China. “It further positions ISH China as the only high quality show in China that guarantees professional exhibitors and visitors.”



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**CHINA**

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