

news +++ Thailand Building Fair

Bangkok International Trade & Exhibition Centre, Thailand, 1 – 3 November 2023

## thailand building fair

### Thailand Building Fair concludes, exploring smart and green solutions at 2023 edition

**Bangkok, 8 November 2023. Thailand Building Fair (THBF) 2023 saw a successful three-day run from 1 – 3 November at the Bangkok International Trade & Convention Centre (BITEC). Under the theme “Building the future of work and living” the fair explored a variety of products and solutions in building information management, lighting controls and sensors, solar-powered lighting, IT systems and more.**

Concurrently held with Secutech Thailand, the leading fair for security and fire safety for commercial and industrial premises, Thailand Building Fair 2023 drew to a close on Friday 3 November, with both shows welcoming a total of 200 exhibiting brands and 7,098 visitors across 7,500 sqm of exhibition space. Companies from around the world showcased a wide range of technologies in smart and eco-friendly building and lighting solutions in two specialised zones: the Building Tech Zone and the Green City Zone.

This year’s fair drew praise from local and overseas attendees alike, who were very glad to be able to engage in face-to-face interaction once again in order to find new customers and suppliers.

#### **Participant feedback**

“Our company serves the mechanical and electrical services industry in Singapore, specialising in project management, facility maintenance and pipeline solutions. Exhibiting at Thailand Building Fair has been very beneficial as we’ve had several potential clients coming to our booth, looking to become our distributor in the country. As we intend to open an office in Thailand next year, the show is an important platform for us to introduce our company, find potential clients and initiate a recruitment drive, so we will definitely attend next year.”

**Ms Kristen Lau, General Manager, Alstern Technologies Singapore Pte Ltd (Exhibitor)**

“We are a manufacturer of outdoor light fixtures and this is the first time we’re exhibiting at Thailand Building Fair. From my experience today, I believe the fair provides a hub to gather all of the stakeholders within the infrastructure and projects ecosystem. It’s a place where you can meet and connect with everybody in your value chain.”

**Mr Jehan Dharmadasa, Business Development Manager, LIGMAN (Exhibitor)**

“Our company produces solar street lights and different kinds of components including solar panels, LED modules, batteries as well as accessories. This is our second time exhibiting at Thailand Building Fair and we’re looking to meet with private and government contractors. So far, the exhibition is going very well and we’ve already had some good quality visitors to our booth. The show is an important window for our company to develop our business in Thailand.”

**Ms Sunny Chen, General Sales Director, Jiangsu Sokoyo Solar Lighting Co Ltd (Exhibitor)**

“I have been visiting Thailand Building Fair for many years, and my company specialises in lighting supplements and lighting design. I’m here today looking for new products, suppliers and designers, across all areas of lighting. Even though it’s possible to view products online, attending the show allows me to check and test the quality of products before placing orders, so I will certainly come again next year.”

**Mr Thanatchai Kohthong, Chief Project & Sales Manager, Cup Light On (Buyer)**

### **Fringe programme covered three key areas of Thailand’s building industry**

This year also saw the debut of the InnovatorX Forum as a part of the event’s fringe programme, divided into three topic areas exploring the future trends of real estate, architecture design and net zero buildings. The forum gathered experts from industry and academia who discussed the most cutting-edge building technologies being applied in Thailand and elsewhere. There was also a BEC Building Energy Code & Design seminar held on the second day, which focused on standards and design requirements for energy-efficient building systems.

Day one of the forum covered the trends, designs, developments and case studies around Thailand’s real estate industry. Speakers delivered talks on a diverse range of topics relating the property sector, including smart office design trends, waste management systems, industrial estate development and more. The second day explored the future of buildings and architectural design, outlining strategies for creating innovative designs to support urban residents of the future, the impact of glass technology innovation for the design industry and more. The last day of the fair delved into net zero building designs, guidelines and overall strategies to reduce building carbon footprints such as innovation in steel piles for net zero buildings and the development of bamboo materials for a circular architectural system.

**Mr Prasert Thammanoonkul, CEO, KEMREX Company Limited** shared his thoughts, summarising the feelings of many who took part in the InnovatorX forum: “My talk at the forum focused on the new designs of steel piles and their applications in net zero buildings. I was very pleased to participate in the InnovatorX Forum at Thailand Building Fair 2023 and honoured to meet many entrepreneurs who came to listen, share knowledge and ideas around net zero building technology.”

For more information regarding Thailand Building Fair, please visit [www.thailandbuildingfair.com](http://www.thailandbuildingfair.com)

Thailand Building Fair is part of Messe Frankfurt’s Light + Building Technology fairs headed by the biennial Light + Building event. The next edition will be held from 3 – 8 March 2024 in Frankfurt, Germany.

For more information on Light + Building shows worldwide, please visit  
<http://www.brand.light-building.com>.

**Information for journalists:**

<https://thailandbuildingfair.hk.messefrankfurt.com/bangkok/en/press.html>

**Photographic material:**

<https://thailandbuildingfair.hk.messefrankfurt.com/bangkok/en/press/photos.html>



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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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.

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