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**SMARTHOME**

DEUTSCHLAND

SMART HOME INITIATIVE DEUTSCHLAND E.V.

**Smart Home Initiative Deutschland e.V. (SHI)** is a cross-sector federal association in Germany and represents the entire SmartHome value-added chain; starting with research and teaching, via development and production, from wholesale to specialist trade and crafts trade as well as the housing and social economy. SHI regards itself as an extension of the classic sector associations. Smart Building is an interdisciplinary topic which cross cuts many sectors. It is only possible to realise an effective SmartHome or Smart Building if consumer electronics, information and telecommunication technologies, electrotechnology, heating, air-conditioning and plumbing technology as well as security and health technology are holistically planned, and established hand-in-hand. Information and telecommunications technology creates the connection between the sectors and ensures the desired interoperability at the level of application is achieved.

For all of these reasons, the independent German industry **association Smart Home Initiative Germany eV**, which has recently agreed a cooperation with the SmartHome associations in France and England (and has become Europe's largest SmartHome trade association), entered into a **cooperation with Global Fairs TT-Messe** to organise shared stands primarily for SHI members at the following leading fairs: **IFA Berlin, Light & Building Frankfurt, ISH Frankfurt**. The SmartHome supplier scene is characterised by extremely innovative yet small companies which are looking for international and national market partners. The **Smart Building share stands**, with easy-to-use meeting possibilities and catering, provide an excellent setting for such companies. Exhibitors are able to concentrate on their tasks, whilst the often unfamiliar work related to trade fair organisation is reduced.

**IFA Berlin** is the world's largest trade fair for consumer electronics and the electronics industry, household equipment or heating/air conditioning products and therefore also one of the most important sales platforms for Smart Home products. **Light & Building** in Frankfurt is the lead event in the electronics sector for Smart Home. **ISH** in Frankfurt is the world's leading trade fair for energy and water (heating, sanitation, bathroom). Through its presence at these 3 leading trade fairs, Smart Home Initiative Deutschland e.V. is able to reach all relevant market players, customers and prospective buyers.

Günther Ohland  
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