

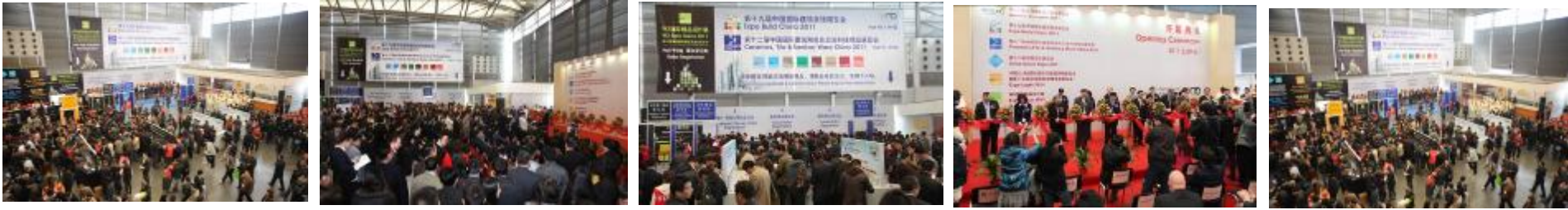
# Expo Build China 2011



## Ceramics, Tile & Sanitary Ware China 2011

March 29-April 1, 2011

## Post Show Report



## Exhibition Summary

**Venue:** Shanghai New International Expo Center  
**Date:** March 29 – April 1, 2011  
**Year Founded:** Since 1992

**Profile:** A one-stop platform for all the leaders of the hospitality design industry. The concurrent shows including Expo Build, Ceramics China, Marble & Stone together with Expo Light, Hotelex and China Clean feature a wide range of unique premium products to fulfill the demand of the hospitably industry under the concept of HDD, namely Hotelex + Design & Deco.

**Concurrent With:** Hotelex China, Expo Light and China Clean Expo  
**Space:** 46,000 sqm  
**Frequency:** Annually  
**Admission:** Free of Charge - (Hall W3) VIP card holders  
**Opening Hours:** 09:00 – 17:30

**No of Exhibitors:** 482 exhibitors  
**No of Visitors:** 31,037 (2,146 overseas)

**Organized by:**



Shanghai UBM Sinoexpo Int'l Exhibition Co Ltd.



## Partial Participating Brands



## Supporting Media



## Support Sponsors & Partners



FRAME



NOVAH OFFICE PARTNER

诺华(上海)办公系统有限公司  
NOVAH (Shanghai) Office System Co., Ltd.

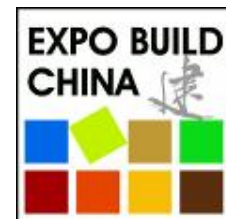
搜房  
SouFun



## Show Profile

**Expo Build China** running for 19 successful years, covers premium products in the field of building material industry such as interior decoration, doors, windows, floors, glass, coating, lighting and other upscale building materials.

Supported by China Architectural Culture Center, China Association for International Science & Technology Cooperation and China Institute of Interior Design, the exhibition achieved a thrilling closing in 2011, featuring famous International brands and attracting high-quality of visitors from designers, hotel/real estate developers, architects etc.





## Show Profile

**Ceramics, Tile & Sanitary Ware China** has been running for 12 years and showcases premium and innovative products of ceramics, tiles, mosaic, sanitary ware, glaze, marble and stone.

Supported by the China Building Ceramics & Sanitary ware Association, the exhibition was a success, the W3 hall was boasted with overseas exhibitors, and attracting only high-quality of visitors from designers, architects, interior design, real estate developers.

New Green technologies for tiles were introduced by TOTO, unique designs were introduced by the Spanish pavilion and the Italian exhibitors.





## Concurrent Events

**2011 China International Building & Interior Design Festival** was organized by China Institute of Interior Design, Interior China Design magazine, and Shanghai UBM Sinoexpo International Exhibition Co., Ltd. in Hall W3.

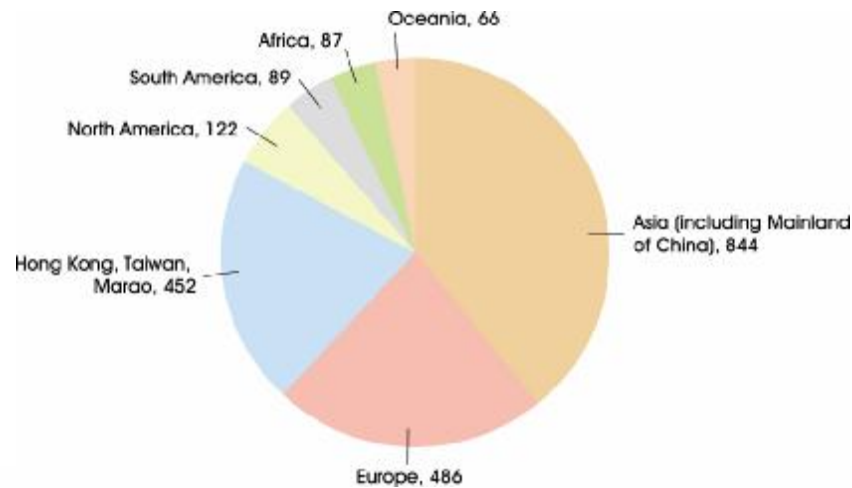
With the theme of “New Eco Live”, the festival talks about the relationships among green, energy saving, building and interior design, building materials. Participants experienced the beauty of design in a green life through forums, display areas and awards showing China’s strengths in design.



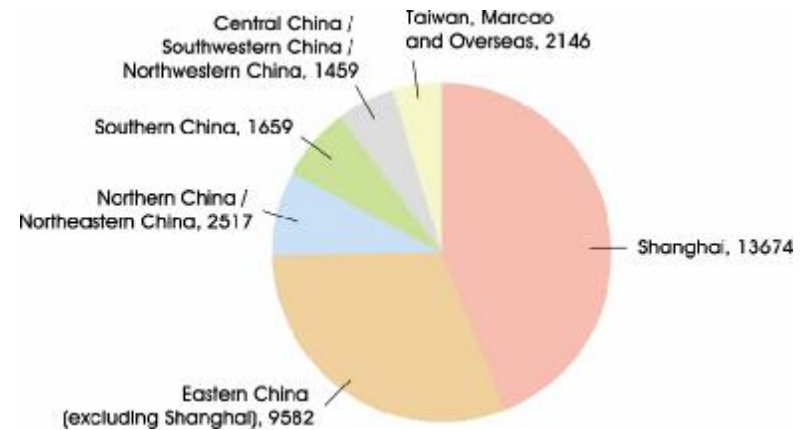
## Visitor Analysis & Statistics

The four-day mega event has successfully attracted **traders from 81 countries and regions**, reaching a remarkable number of **total 31,037**, amongst them **2,146 visitors from overseas countries**.

### Visitors from Overseas



### Visitors from China



## Exhibitor Analysis & Statistics

Participating Countries: America, Spain, Italy, Germany, Iran, Korea, Japan, Taiwan

ExpoBuild China 2011	
Wooden Products	12
Interiors (Ceiling, Design Glass, Partition System, Wall paper, Heating Ventilating Systems, etc)	142
Energy Saving Building Material	5
Doors & Windows & Hardware	61
Sunshade, Façade, Structure	10
Coating & Chemicals	25
Engineering and Design	7
Others	8

Ceramics China 2011	
Ceramic building, tiles & Sanitary Ware	63
Mosaic	46
Marble and Stone	11
Others (Kitchen facilities, Garden Landscape, Glaze and Pigment ect	8



\* Summary of exhibitor no. by business sector



## Testimonials from Exhibitors

**Federic Darwish**  
**Sales Manager**  
**Mirroni**

We participated in this show and expect to explore China's big market. We are surprised to meet not only Chinese customers but also overseas customers here.



**Jose Cantavella**  
**Export Manager**  
**Natucer S.L. (Spanish company organized by ASCER)**

We hope we'll develop our business in China market step by step and promote our brands of company. It's a very nice show. I think we will come back next year.



**Guzman Boronat**  
**ASCER (Association of Spain Ceramics)**

The exhibition was a success for Spanish ceramic tile companies. We chose the show because it is the best place to showcase our products in China. The organization, the fair ground, the city...everything was perfect. We are sure to come next year.

**Michael Zhang**  
**Managing Director China**  
**Schüco International, Beijing Co., Ltd.**

We've been with Expo Build China since 2003. Expo Build China targets both China and international markets, particularly southeast Asia. We think this platform is very important for Schüco to promote its brand.



## Testimonials from Visitors

**Mr. Isaac Fainsod**  
**Managing Director**  
**Highend Packing S.A. (Mexico),**

I think China is leading the global trend. This is a big show with good quality and new products. The design forum is very helpful. I'm sure I will be here next year.



**Ms. Doris Ioppi**  
**Marketing Manager**  
**Marque Verte (France)**

I'm from a French company and looking for new products of decoration and new trends. The show is very good. We found excellent ceramics and sanitary ware for bathroom and they are exactly what we need.



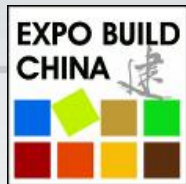
**Mr. Ramessh Tolani**  
**Director**  
**International Ceramic City (Dubai)**

I am a distributor of building materials. We visited building shows all over the world and it's the first time we are here, which we think is very well organized with lots of new products and technologies. It is very helpful to our projects and I will be here every year.



We would like to thank all the exhibitors that joined us in 2011 and a special thanks for the trade associations and consulates in Shanghai that assisted us during our promotion.

Looking forward to seeing you next year



## Expo Build China 2012



## Ceramics, Tile & Sanitary Ware China 2012

Show Date: 9-12 April, 2012

Address: Shanghai New International Expo Center

For more information please contact:  
[rahme.massoud@ubmsinoexpo.com](mailto:rahme.massoud@ubmsinoexpo.com)