

Expo Build China 2010



Ceramics, Tile & Sanitary Ware China 2010

Post Show Report

29 March – 1 April, 2010

Shanghai New Int'l Expo Centre

Hall W1-W5

Concurrent Events

Expo Light 2010

2010 China International Building and Interior Design Festival

Hotelex Shanghai 2010

China Clean Expo 2010

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2010中国国际建筑装饰/陶瓷卫浴/酒店用品/清洁/照明博览会
International Building Material, Ceramics, Hotel Supply, Cleaning & Lighting Fair 2010

开幕典礼 Opening Ceremony

PART I. Summary

General Information

<p>Organizers</p>	<p>China International Science & Technology Cooperative Association</p> <p>China Architectural Culture Centre</p> <p>China Building Ceramics & Sanitary Ware Association</p> <p> Bologna Fiere S.P.A</p> <p> Shanghai UBM Sinoexpo International Exhibition Co., Ltd.</p> <p> Shanghai Expo Build International Exhibition Co., Ltd.</p>
<p>Network Partners</p>	<p></p>
<p>Support Media</p>	<p>  </p> <p>   </p> <p>   </p>

Growing Show Scale



* Compared to 2009's data

Powerful Media Promotion

Magazine



Newspaper



Outdoor Ad



Website



TV & Radio



and more...

Asia's Leading Building and Ceramics Trade Show

Grand Building Event

*Expo Build China 2010 (Ceramics, Tile & Sanitary Ware), held on **March 29 - April 1, 2010** at the Shanghai New International Expo Centre, achieved a thrilling closing. The four-day mega event has successfully attracted **traders from 70 countries and regions**, reaching a remarkable number of **total 29,874**, amongst them **1,945 visitors from overseas countries**.*

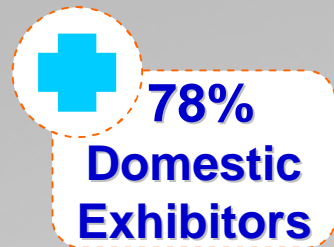
***438 exhibitors** occupied a **51,750 sqm** show area covering **5 halls**. Nearly 100 international companies from USA, UK, Italy, France, Germany, Austria, Switzerland, Spain, Australia, Singapore, Japan, Korea, etc, were introducing their premium products such as interior decoration, ceramics, tile, sanitary ware, doors, windows, coating, lighting and stone products.*





PART II. Exhibitor Analysis

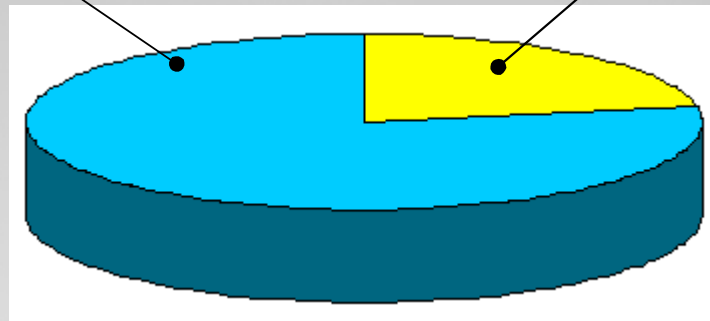
Meet Global Suppliers



Partial Exhibitor List

(Domestic):

ASA, JNJ, Champion,
Bode, Cimic, Rose,
JoyZone, CSG, SPZP,
Chase, Mingcheng,
OBE, Rincon, etc.



Partial Exhibitor List

(Overseas):

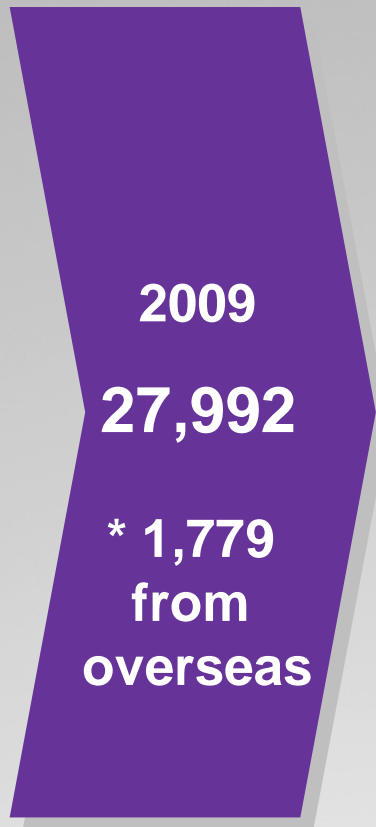
Azulev, GIRA, TOTO,
Atlas Concorde, Roca,
Impronta Ceramiche,
Gardenia Orchidea
Torrecid, Garant,
MAPEI, Alligator,
Everstone, AICA,
FAAC, Hörmann, etc.

438 international exhibitors took part in Expo Build China 2010, who are from all over the world, including Austria, Australia, Finland, France, Germany, Holland, Italy, Japan, Korea, Malaysia, Morocco, New Zealand, Poland, Singapore, Spain, Switzerland, UK, USA, Taiwan, Hongkong, etc.

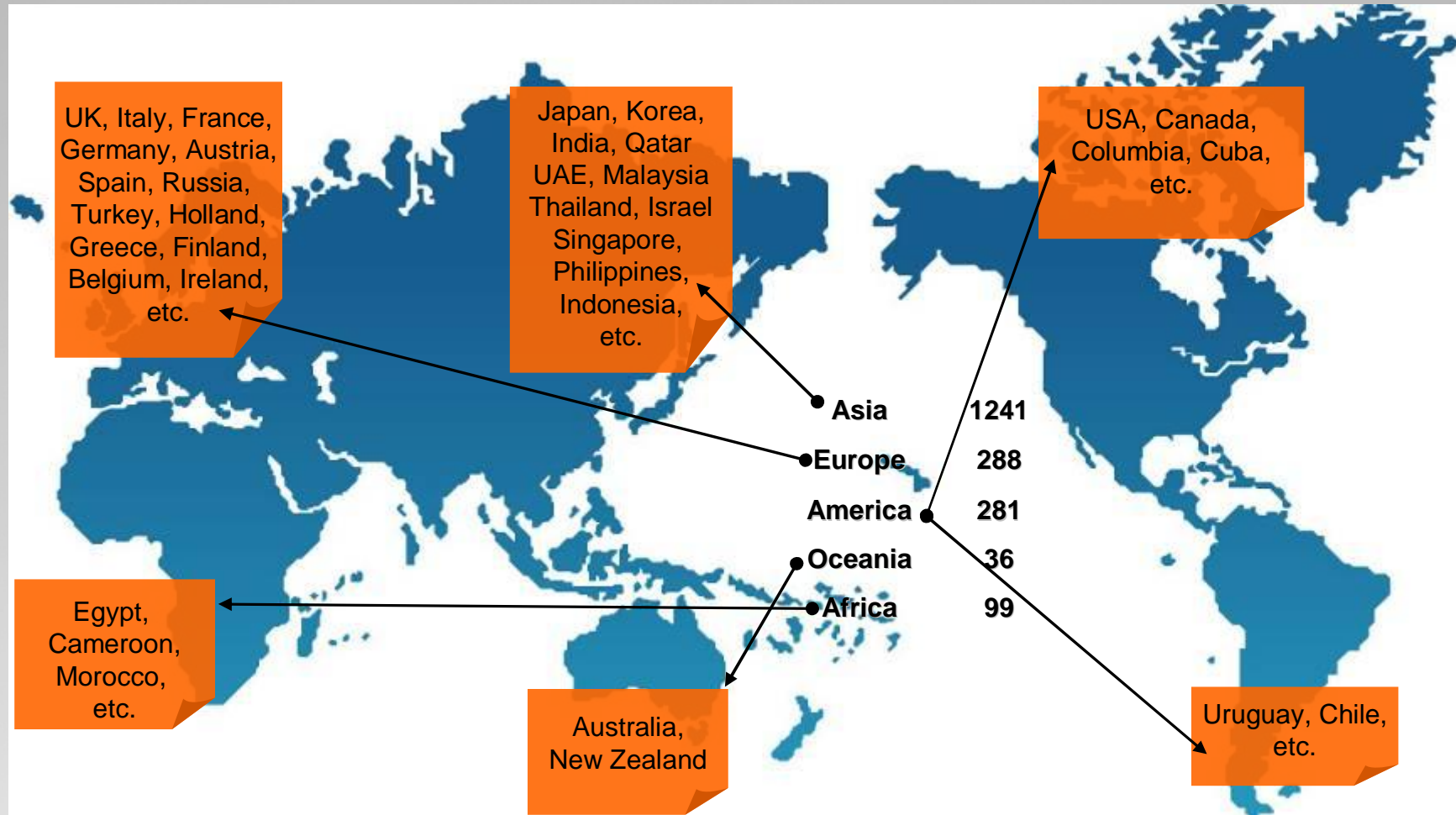


Part III. Visitor Analysis

Historical Visitor Records

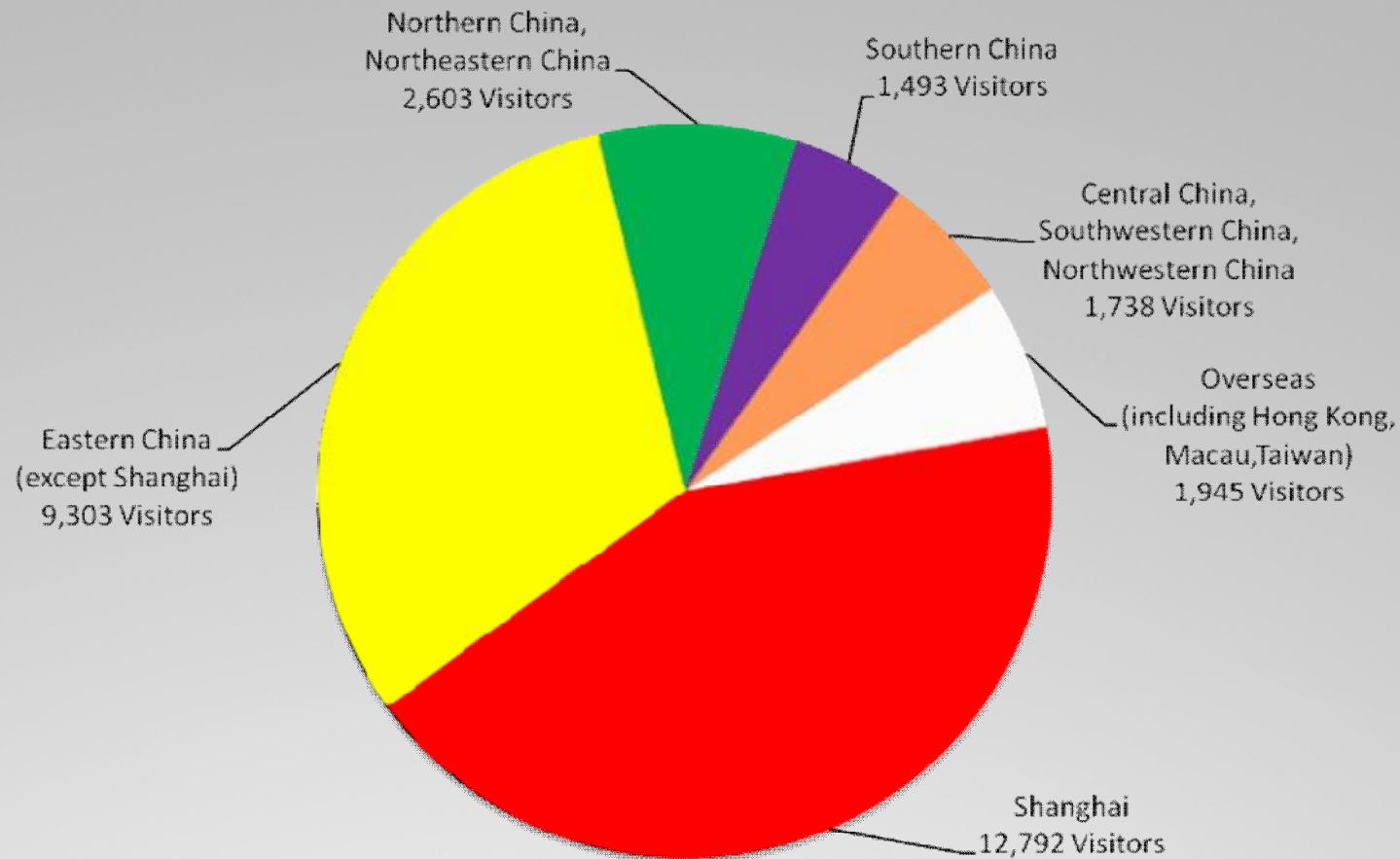


Overseas Visitors



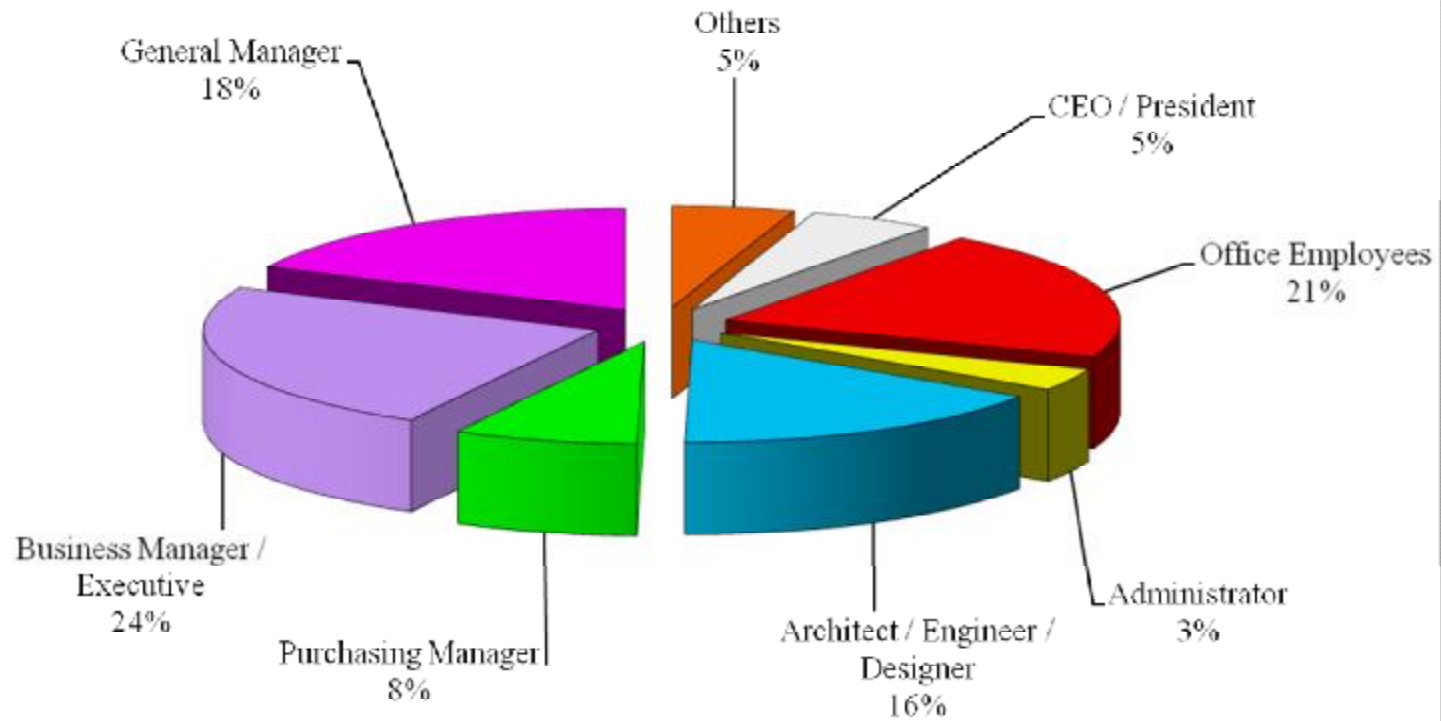
Total 1,945 Overseas Visitors from 70 Countries and Regions

By Geographic Origins

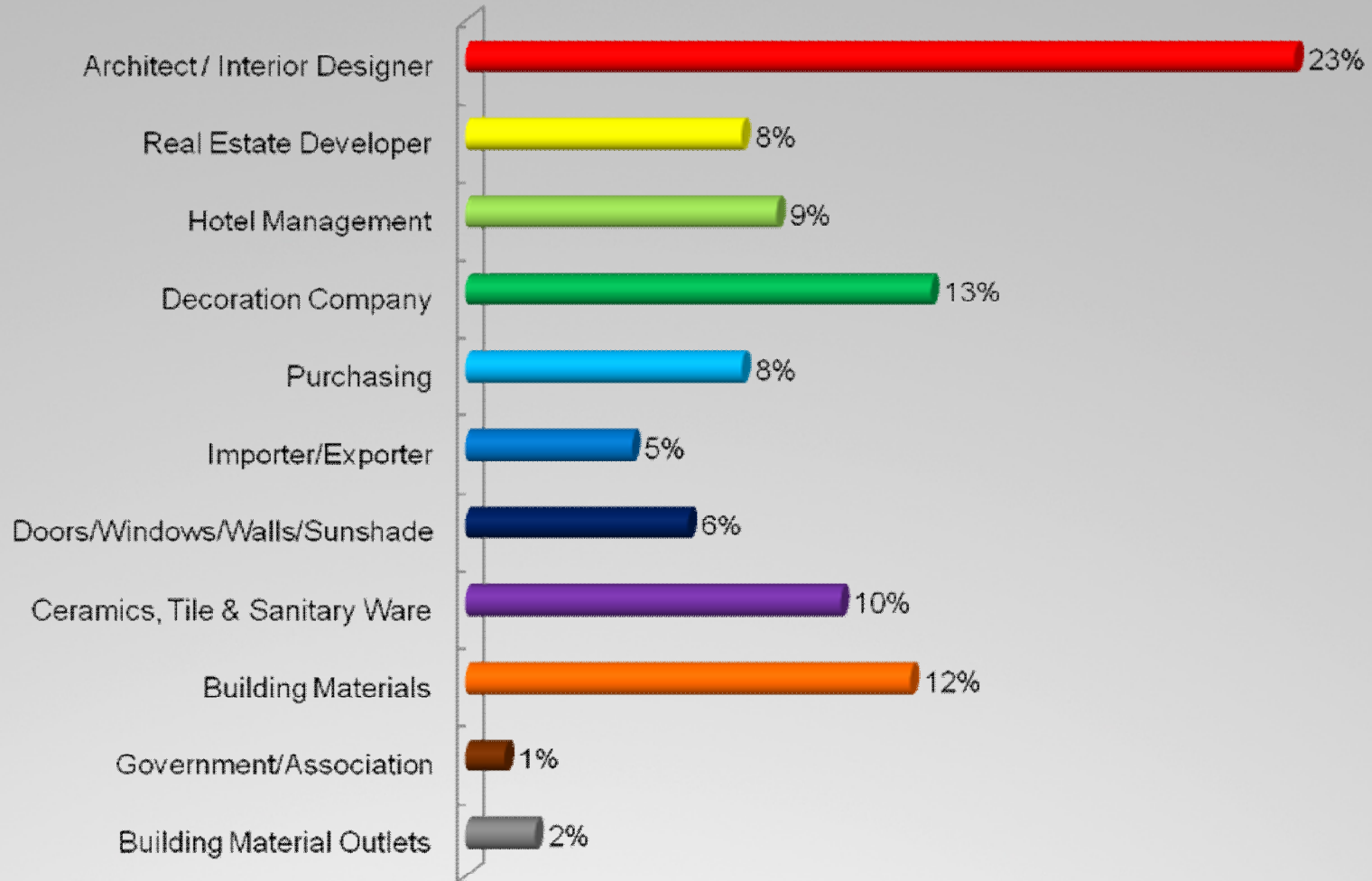


- * Eastern China (Shandong, Anhui, Jiangxi, Jiangsu, Zhejiang, Fujian, excluding Shanghai)
- * Northern China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia) / Northeastern China (Jilin, Heilongjiang, Liaoning)
- * Southern China (Guangdong, Hainan)
- * Central China (Henan, Hubei, Hunan) / Southwestern China (Yunnan, Sichuan, Chongqing, Guangxi, Guizhou) / Northwestern China (Gansu, Ningxia, Tibet, Qinghai, Xinjiang, Shanxi)

By Job Functions



By Business Sectors





Part IV. Concurrent Events

2010 China International Building & Interior Design Festival

Concurrent Events

- "City, Ecology, Home, Zero Carbon Development in China" Summit Forum
- "2010 Home Design (Yangtze River Delta)" Summit Forum
- Green Building Section: Green Building, Global Prospective Forum
- 2010 Interior Design Trend Release
- 2nd China Hotel Building & Innovation Forum
- The W3 World Water Ware Design & Golden Bund Awards Ceremony of Sanitary Ware
- 3D Gallery Design, Dedicate & Deutsch, etc.

As an annual event, China International Building & Interior Design Festival was merged with Expo Build China. The main theme for this year was "Green Archi • New Design", featuring the relationship between green energy-saving, low-carbon economy and architecture as well as interior design materials. The Design festival gave all participants the chance to experience "Green Life Presents Beauty of Design" through a series of diversified theme forums, award ceremonies, green building products and other eco-friendly materials.



"City, Ecology, Home, Zero Carbon Development in China" Summit Forum

Speakers:

- Ø The Ministry of Housing and Urban-Rural Construction of China
- Ø Shanghai Architectural Institute of Science and Technology
- Ø Zero Fossil Energy Developments
- Ø Demon Centre of Green Home Protection System
- Ø Vanke Group
- Ø Landsea
- Ø Fengshang
- Ø ABITARE magazine, etc.

Topics:

Case study of zero carbon architectures in China and how to make an ecological and sustainable development in the real estate industry for a better living environment.



"2010 Home Design (Yangtze River Delta)" Summit Forum

Speakers:

- Ø Soufun
- Ø Chief Designer of Korean and Singapore Halls in World Expo
- Ø Mohan Design
- Ø Goodlinks Design
- Ø China Shanghai Architectural Design & Research Institute,
- Ø Kaiyuan Design
- Ø Topway Design
- Ø Hörmann
- Ø Chenge
- Ø Pak, etc.

Topics:

Industrial chain integration between (architectural & interior design) and (real estate & home design).



"Green Building Section: Green Building, Global Prospective" Forum

Speakers:

- **Head of Economic Dept in Shanghai
for French Embassy
Mr. Francois BLANC**
- **Chief Rep. of Hamburg Liaison
Office Shanghai
Mr. Lars Anke**
- **Registered Australian Architect
Mr. Jason Marriott**
- **Ecospecifier
Mr. David Baggs**
- **Ecospecifier
Mr. Brett Hazlett**
- **Vice Secretary-General of Shanghai
Green Building Council
Mrs. Tianmei Jiang**

Topics:

Discussion of global energy conservation and reduction of pollutant emissions in community buildings, construction, materials, design and planning, legal and policy environment.



2010 Interior Design Trend Release

Speakers:

- Ø Soufun
- Ø Global Creative Works
- Ø Steven Leach Group
- Ø Hansgrohe
- Ø Villeroy & Boch
- Ø Gaggenau
- Ø Swarovski
- Ø FSB
- Ø Gira, etc.



2nd China Hotel Building & Innovation Forum

Speakers:

- Ø China Tourism Hotels Association
- Ø Shanghai Tourism Trade Association
- Ø HC Group
- Ø FAAC
- Ø Hansgrohe
- Ø NVC
- Ø Siemens
- Ø KÄRCHER, etc.

Topics:

Focusing on the present, foreseeing the future, building low-carbon hotel.



International Designers Forum — "Green, it is first"

Speakers:

- **Famous Italian Architect
Mr. Sandro Meneghello**
- **SPARCH Architecture Design Office
Mr. Jan Felix Clostermann**
- **Famous Indian Architect
Mr. Raj Rewal**
- **ASGG Architecture Design Office**

... ..

Topics:

TO be given the opportunity to do Green designs (energy saving, ecology, sustainability).





- **The W3 World Water Ware Design Awards Ceremony of Sanitary Ware**

It was organized by the China Building Ceramics & Sanitary Ware Association, Interior Design Magazine, Shanghai Expo Build International Exhibition Ltd., ABITARE, TILE and KBB.

The purpose of this event is to improve the international reputation of ceramics, tile and sanitary ware, spread ceramics design and culture on high level and foster brand products that represent China.

- **Golden Bund Awards Ceremony – “Oscar” Award of China Interior Design Industry**


The organizer invited experts and government officials to attend this event.

Designers were given the opportunity to show their distinguished exhibits in front of judges to win the final award.

The W3 World Water Ware Design and Golden Bund Awards Ceremony



3D Gallery Design, Dedicate & Deutsch



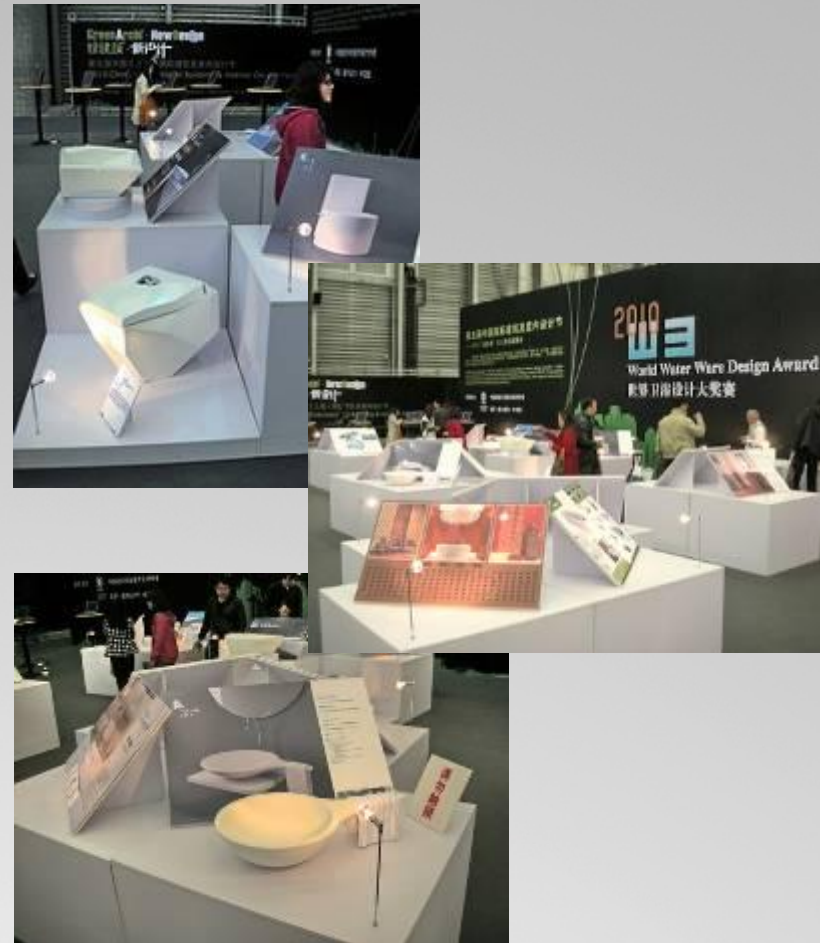
Outstanding products winning the Red Dot and iF design awards from world famous brands were showcased in Hall W3.

- Villeroy & Boch
- Grohe
- Swarovski
- Duravit
- Hörmann
- FSB
- GIRA
- Hansgrohe, etc.



**Display Area of "The W3 World Design
& Golden Bund Awards "**

The unique design works of sanitary ware and outstanding design products were showcased in Hall W3. "World Design Awards and Golden Bund Awards" were offered during the show period.





Part V. Testimonials

From exhibitors

Trespa China Co., Ltd.

Mr. Didier Adenot, General Manager of Asia Pacific

It is our first time to participate in this show. We are highly impressed by the show's quality and large scale.



Chase Aluminum Industry Co., Ltd.

Ms. He Yanhong, General Manager

It is our third time to participate in this show as it is helpful to promote our brand and explore new markets. We're gaining fruitful results and finding new franchises. The organizers provided us with many promotional channels to enhance our brand's reputation in all sectors, especially among designers.



Ambio (Beijing) International Trade Co., Ltd.

Mr. Lee Geng, President

It is a high quality trade show that complies with the standards of grand international shows. We get positive feedbacks from our franchisers and designers. We're glad to display our products in an organized and highly equipped environment. And we'll be here again next year.



Hansgrohe Sanitary Products (Shanghai) Co., Ltd.

Mr. William Mao Marketing Manager of China Region

This exhibition brings us an important network to introduce our company to designers and real estate developers.



Atlas Concorde S.P.A

Mr. Luigi Corbelli, Export Manager

We are one of the biggest Italian ceramic tile manufacturers. Our target is to meet Chinese and world wide designers and architects to show them new ideas and models of our products. We are very happy to be here and we would like to participate again next year.



Everstone Group

Mr. Gianni Pallotti, General Manager

We come to this show because we are interested in the clients who will visit the show. We are looking for architects, designers, developers, everyone who has a high standard demand. We are satisfied with this show because we are sure that our products will be accepted in China.



SINYIH CERAMIC (CHINA) CO., LTD.

Mr. Paul Fang, Senior Consultant of Art Code Tile

I have rich experience in attending various trade fairs. But to my surprise, the portion of overseas buyers in this show is very high. We met world-class designers and architects, overseas companies and visitors, especially in the Hall W3. I believe this show is a world-class successful mega event.



SHANGHAI CIMIC TILE CO., LTD.

Mr. Jesse Y. Hsiao, Managing Director of International Business

Group There are many famous brands in Hall W3. We all know that China is the largest tile market in the world. We expect this expo to become the fifth largest building material trade show after Russia, Spain, America and Italy.



From Visitors

Gamma Due (Italy)

Mr. Davide Mucci, Area Manager of Export Dept.,

I am working for a ceramic design company and I can find a lot of new products that comply with my demand.

“BUILDERnews” Magazine

Mr. John Chilson, Editor in Chief

I am a magazine editor. I come here to report back to my readers about the building material industries. There are a lot of innovations. It is a very good show.

Qingdao Deya Design Co., Ltd.

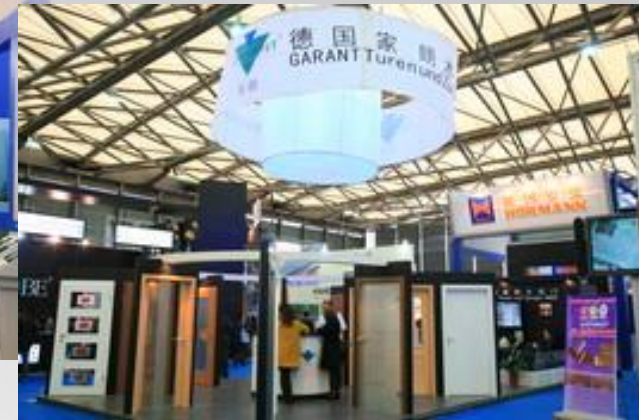
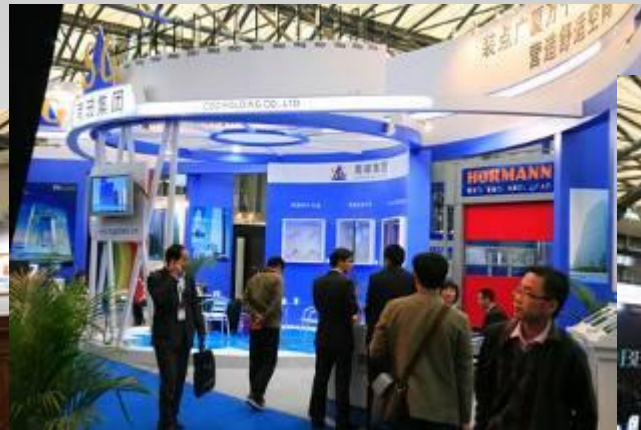
Mr. Eric Yee, Interior Designer

I am interested in the high-end products. During this visit, I have found many new products and design elements, especially in the designer forum. I have visited this show for four times and I will be back again next year.





Part VI. 2011 Show Preview



Book Your Space Now!

Show Name: Expo Build China 2011

Ceramics, Tile & Sanitary Ware China 2011

Date: 29 March – 1 April, 2011

Venue: Hall W1-W5, Shanghai New International Expo Centre

Website: www.expobuild.com

www.ceramics-china.com.cn

Exhibit Category:

- ★ Ceramics, Tile, Sanitary Ware
- ★ Mosaic, Stone, Glaze
- ★ Premium Products, Design
- ★ Interiors, Structures, Wooden Products
- ★ Doors, Windows, Hardware, Sunshade
- ★ Coating and Chemical Building Materials
- ★ Lighting

Total Show Area Exceeds 60,000sqm

