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The 14th China Int'l Construction & Decoration Materials (Articles) Exhibition

ChinaBuild 14th in 2009

April 9-12, 2009

Dalian Star-Sea Convention & Exhibition Center

Final Report

Contact 

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ChinaBuild 14th in 2009

Post Show Report

1. Facts & Figures

Title: The 14th China Int'l Construction & Decoration Materials (Articles) Exhibition

Concurrent Events:

2009 Dalian Spring Real Estate Fair

The 32nd Dalian Real Estate & Decoration Fair

The 24th Dalian Second Hand Real Estate Fair

Abbreviation: ChinaBuild 14th in 2009

Foundation: In 1996

Frequency: Annual

Venue: Dalian Star-Sea Convention & Exhibition Center

Show Area: 60,000sqm, net area: 40,000sqm

Show Date: April 9-12, 2009

Show Timetable:

April 7-8	Move in	09:00 -- 17:30
April 9-11	Show	09:00 -- 16:30
April 12	Show	09:00-14:00
April 12	Move out	14:00 -- 20:00

Open to: Trade Visitors Only

Admission Fee: Free of charge



Cost of Participation:

Shell-Scheme: US\$1,350 (3mx3m)

Raw space: US\$ 120 /sqm

Exhibits Profile:

- ☆ Sanitary Ware, Ceramic, Stone Materials & Cement Products
- ☆ Doors and Windows, Walls, Roofing Materials, Equipment & Steel Structure
- ☆ Flooring Materials, Equipment and Technology
- ☆ Kitchen Cabinets and Appliances, Supporting Supplies
- ☆ Various Types of Insulation Materials, Paints, Coatings, Waterproofing Materials, Rubber products
- ☆ Heating, Air-conditioning, Ventilation, Gas Technology and Solar Energy Products
- ☆ Lighting, Urban lighting, Landscaping and Garden Facilities
- ☆ Large-scale Handicrafts, Interior Decoration and Home Goods Supplies
- ☆ Pipes, Fittings, Valves, Color Light Steel Plate, Steel Structure
- ☆ Intelligent Community, Monitoring System, Building Intercom Equipment
- ☆ Building Hardware, Power Tools

EXHIBITORS DATA

No. of counties / regions Representation: 16

In total 516 exhibitors from 16 countries

85% National (Chinese) exhibitors

15% overseas exhibitors

TOP 5 EXHIBITOR COUNTRIES

China

Japan

Korea

Singapore

Germany/ Spain

TOP 5 DOMESTIC EXHIBITOR PROVINCES

Liaoning

Beijing

Guangdong

Zhejiang

Shanghai



VISITORS DATA

In total 18,863 trade visitors from 21 countries

94% National (Chinese) visitors

6% Overseas visitors

TOP 5 VISITOR COUNTRIES

China

Japan

Russia

Germany

Korea

The overseas visitors mainly from Japan, Korea, USA, Russia, UK, Germany, France, Malaysia, Thailand, Indonesia, Australia, Saudi Arab, Singapore, H.K., Taiwan, etc.

TOP 5 DOMESTIC VISITOR PROVINCES

Liaoning

Shandong

Jilin

Hei Longjiang

Hebei

HIGH VISITOR QUALITY

21.30% Decision Maker/Final Authority

55.08% Recommendatory/Advisory

Sponsor: China National Interior Decoration Association (CIDA)

Dalian Municipal Government

Dalian DBF HOMEY Group

Organizer: Dalian Small and Medium-Sized Enterprises Bureau

Dalian Northern Int'l Exhibition Limited Company

Promotion on Media and Trade Fairs:

* Official support media:

IndiaMART InterMESH Ltd. India

Indiamart Sourcing Guide Magazine

www.biztradeshows.com



Lectura GmbH Verlag + Marketing-Service Germany
Trade Link Media Pte Ltd Singapore
Southeast Asia Building Magazine
Southeast Asia Construction Magazine
Bathroom & Kitchen Today Magazine
THE SHINKEN HOUSING Japan
INTERIORS MAGAZINE POV21 South Korea
Archiworld Co., Ltd. South Korea
China Economic News Service CENS HARDWARE Magazine Taiwan
Sugoo.com South Korea

Local Media:

Chinese Construction News
"United Business"
"China Doors & Windows Curtain Walls and Equipment "
"Discover Sources"
Daily Consumption
<http://www.syjiancai.com/>
<http://www.bmlink.com/>
<http://www.jieju.cn/>
"Compass Business"
"Decorative Building Materials"
"Sanitary Ware Industry"
"Walls and windows Expo"
www.zhmingmen.com
"Quality Information of Building Materials and Decoration"
"Mortar & Insulation"
"Modern Landscape"
"Doors & windows and Curtain Walls"
"Construction Cost teacher"
"China Building Insulation Information"
"Coatings Business"
www.365door.com
"Stone China Daily"
Hong Kong News
Changchun Evening News Agency
Yanzhao Evening News
"China Exhibition"
Dalian Evening News
<http://www.spzhan.com/>

Overseas Support Media:



India:

IndiaMART InterMESH Ltd.

Indiamart Sourcing Guide Magazine

www.biztradeshows.com

Singapore:

Trade Link Media Pte Ltd

Southeast Asia Building Magazine

Southeast Asia Construction Magazine

Bathroom & Kitchen Today Magazine

Taiwan:

China Economic News Service CENS

HARDWARE Magazine

Germany:

Lectura GmbH Verlag + Marketing-Service

Japan:

THE SHINKEN HOUSING

South Korea:

INTERIORS MAGAZINE POV21

Archiworld Co., Ltd. South Korea

Sugoo.com

*** Trade Fairs:**

Build+Decor Beijing China 2009

CBD Guangzhou China 2008

IBCTF2008 Shanghai China

R+T Asia /DOMOTEX asia/CHINAFLOOR 2009 Shanghai China

Expo Build 2009 Shanghai China

Fenestration China Beijing China 2008

Qingdao Int'l Wooden Door Exhibition 2008

Floor Exhibition Shandong China 2008

CIDE 2009 Beijing China

Door Fair Turkey 2008

KievBuild Ukraine 2009

Asia Expo, London undun

Autumn Fair, Birmingham 2008

Macef, Milan 2008

Mega Show Part-1, Hong Kong 2008

Mega Show Part-2, Hong Kong 2008

InRetail Exhibition, Dubai



House and Gift Fair, Brazil
Household and Kitchenware, Turkey
Win Part Two, Turkey
ZUCHEX lifestyle, Turkey
NYIGF, New York

2. Participants Analysis:

All together 516 exhibitors participated the fair among which 77 enterprises from overseas and 439 domestic, and the net show area reached 40,000 sqm. Concurrent with the 33 rd Dalian Spring Real Estate Fair, the total show area reached 60,000 sqm.

From the exhibits to the type of points, doors and windows are still accounted for a dominant position, accounting for the total number of exhibitors 33%; and floorings, followed by about 25%; ceramic stone & sanitary ware 19%, hardware 10%, construction exterior insulation and paint 11%, other accounts for the remaining 2%. Which the ceramic sanitary ware stone and hardware has increased the proportion of exhibitors, such exhibitors as well as construction wood products next year to become an important growth point of target customers.

Abundant exhibits, number of similar products increased. This exhibition, the exhibits cover the floorings, sanitary ware, windows & doors, ceramics, insulation materials, roof and wall materials, cabinets, city lighting and many other aspects such as pipes. In addition, number of similar products increased. Floorings bring together German Rhinestone, Shuo-peng, TOYOTEX, Beike, BBL more than 30 brands; sanitary products such as EAGO, Aosiman, BJB, AUPU, Korean Newgen Sauna more than 20 brands; windows & doors bring together Panpan, Dongda Windows International, Jinan Morgan Window, Chuangde, Sunal Aluminum, Jinyuan Wood, Hualong, such a number of well-known enterprises.

Similar Products to display the same field, which greatly facilitated the procurement buyers' contrast, increased the probability of turnover, but also promoted the industrial communication and highlighted the role of exhibition as exchange platform.

Energy saving, environmental protection, intelligent building materials have become industry trends. "Green products, environmentally-friendly nature, the storm whipped up brick", which is Dalian Tenghui Color Steel Gate Industry Co., Ltd. exhibition publicity language. In this exhibition, energy saving, environmental protection, intelligence has become a very important topic among manufacturers, energy-saving and environmental protection is no longer a slogan and gimmicks. With a number of patented technologies, Zhejiang Meida Solar Energy Industrial Co., Ltd. applied micro-aerodynamic theory, the use of a whole set of home-style gas Wharf Road, cleverly combined with the wind, intelligent control, can effectively reduce the degree of odor. Shanghai Shuangjiekang intelligent closetool uses infrared sensor technology, automatic cover and automatic flush, to achieve a fully intelligent operation.

From the building insulation to the sanitary products to a number of categories, such as solar



energy, the exhibition gathered the most representative building energy saving and environmental protection, smart brand nowadays, displayed the most potential growth enterprises and many new energy-saving products, which has created a unique information platform, communication platform, co-operation platform and marketing platform for exhibitors and the vast majority of professionals.

Demonstrate innovation, highlight trends. The embossed insulation board brought by Tenghui Color Steel Gate Industry Co., Ltd. is the new light-weight construction material integrated the domestic advanced level, energy saving, environmental protection functions. It is the only patented product in the same category in China.

South Korea Launches NEWZEN SAUNA infrared half bath (sauna) box, which goes far beyond technology and quality products, market awareness is extremely high. All sales work was completed in two days in northern China's agency market.

This exhibition all-round displayed the latest industry products, cutting-edge technology and the most cutting-edge, fashion direction of development, realized the market import function of new building materials, enhanced the corporate brand building international awareness and industry influence.

Information Release of 2009 China Overall Important Construction Projects Billboard has published more than 400 information concerning property exploitation, construction project and decoration on a large scale in name of three significant elements --construction project title, construction project spot, and time for implementation. On top of that, it has also introduced 109 new construction material products, 248 new technological skills and has held 3 promotion meetings. The series activities pushed forward by the organizing committee have manifested the maximum benefits of exhibitors and buyers. Especially, the enterprises from upstream and downstream of construction material industry have drawn tremendous attention to those series of activities.

ChinaBuild has obtained the success under the adverse situation of global economic tsunami. This fair has gained the recognition of exhibitors and buyers from home and abroad. It is the first time for Dongda Windows International to exhibit in ChinaBuild. The general manager Chenglin Yu displayed that the principal purpose for promoting the brand and enlarging the reputation has been realized. We have signed agent contract with more than 10 companies. Polix has exhibited our fair for 3 times. It has showcased the new kitchen garbage disposing machine, gained the perfect publication and market share under the efficacy of ChinaBuild. Many prestigious exhibitors like AMSTRONG, MEIJIANLI, FOTILE, TAIHO, Zengsheng, Changhe Wood have expressed their high evaluation and recognition toward our fair.

3. Attendance Analysis:

Concurrent with 2009 Dalian Spring Real Estate Fair, 87,000 person-time purchasers and visitors attended ChinaBuild 2009 during four days, and turnover reached 950 million yuan. In total 18,863



trade visitors from 21 countries and regions, the overseas trade visitors were over 1,000, mainly from Japan, Korea, USA, Russia, UK, Germany, France, Malaysia, Thailand, Indonesia, Australia, Saudi Arab, Singapore, H.K., Taiwan, etc. And the domestic buyers were mainly from 24 Chinese provinces covering northeast China, Bohai Rim, Yangtze River delta, and Pearl River delta. HIGH VISITOR QUALITY: 21.30% Decision Maker/Final Authority, 55.08% Recommendatory/Advisory.

The secondary and third Construction and Decoration Materials markets of China have also been steadily developed. The buyer's proportion from these market sections has been increased by 22.6% in comparison with last session. Among the international visitors Japanese visitor tops the proportion.

About 30% tickets that the organizer distributed before the fair returned on site. All the pre-registered overseas and domestic buyers came to the show.

Visitors are invited from a wide spectrum of industries:

Construction Companies, Builders and Developers, Project Managers & Consultants, Engineers, Architects, Construction Equipment Suppliers, Consulting Engineers, Interior/Outdoor Finishing and Decoration Co., Design Institute, Interior Designers, Manufacturers of Equipment and Building Components, Manufacturers, Contractor, Real Estate Developer, Structural & Civil Engineers, Distributor/ Agent/Retailer, Suppliers / Distributors, Hotel Big project Builders, Purchase Department of Large-Scaled, Company Chain-Store, Universities, Technical and Research Institution, Government Bodies, Import & Export Companies, Industrial Association etc.

4. Concurrent activities:

April 10, 2009

1). Main Export Markets Japan, Korea, Russia) and Market Trends of China Construction & Decoration Materials Industry Analysis Seminar

Place: VIP Lounge East Hall of DSCEC—Dalian Star-Sea Convention & Exhibition Center

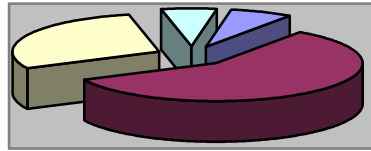
2) 2009 Construction & Decoration Materials New Product & Technology Promotion Meeting

Place: VIP Lounge East Hall of DSCEC—Dalian Star-Sea Convention & Exhibition Center

5. Exhibitor Statistics and Survey:

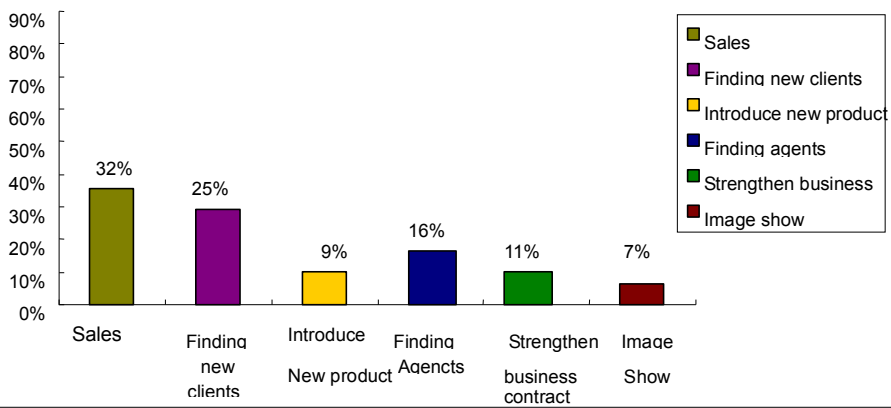


Satisfaction level of Exhibitors

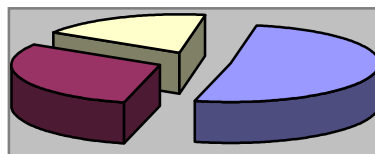


Very good 7% Good 58% Fair 29% Below Average 6%

Exhibiting Purpose Analysis



Exhibitors Returning for ChinaBuild 2010



Yes 51% Not Decided 30% No 19%

**6. Visitor Statistics and survey:****Domestic Visitors Breakdown by region**

	Province and Region Proportion in the total domestic visitors	
	Province and Region	Proportion
China	Liaoning	34.4%
	Shandong	16.5%
	Guangdong	2.9%
	Heilongjiang	8.3%
	Jilin	9.6%
	Beijing	4.02%
	Hebei	6.26%
	Jiangsu	1.95%
	Shanghai	3.56%
	Tianjin	3.32%
	Zhejiang	2.03%
	Sichuan	0.92%
	Henan	1.58%
	Anhui	0.92%
	Hubei	0.65%
	Gansu	0.26%
	Guizhou	0.31%
	Inner Mongolia	1.65%
	Fujian	0.34%
	Hainan	0.08%
	Ningxia	0.02%
Shanxi	0.22%	
Xinjiang	0.21%	
Total	100%	

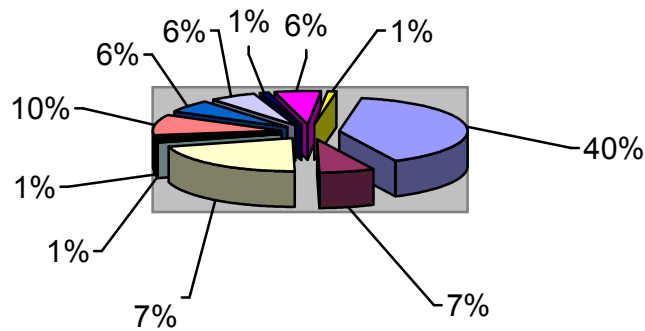
Overseas Visitor Statistics

Area	Share	Contract with last year
Japan	40%	+ 18%
Korea	6%	- 10%
Russia	7%	-3 %
North America	6%	-4%
Europe	21%	+9%
Middle East	1%	-6%
Africa	1%	-1%



Oceania	1%	-1%
Southeast Asia	6%	-3%
H.K. Macao Taiwan	1%	-4 %
Overseas Companies China Office	10%	+3%

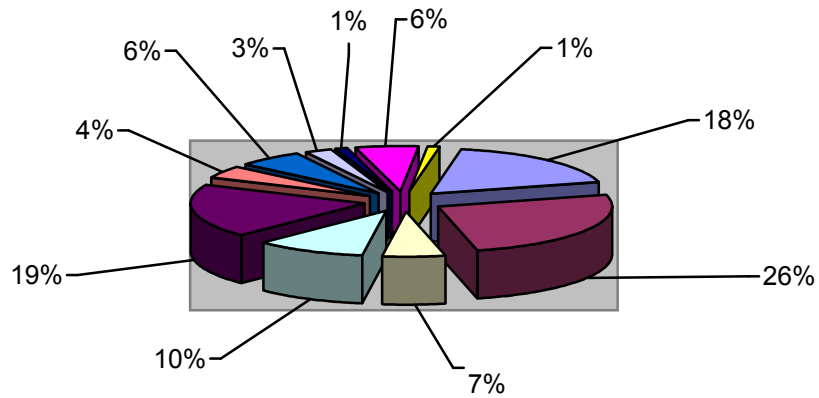
Overseas Visitors by country



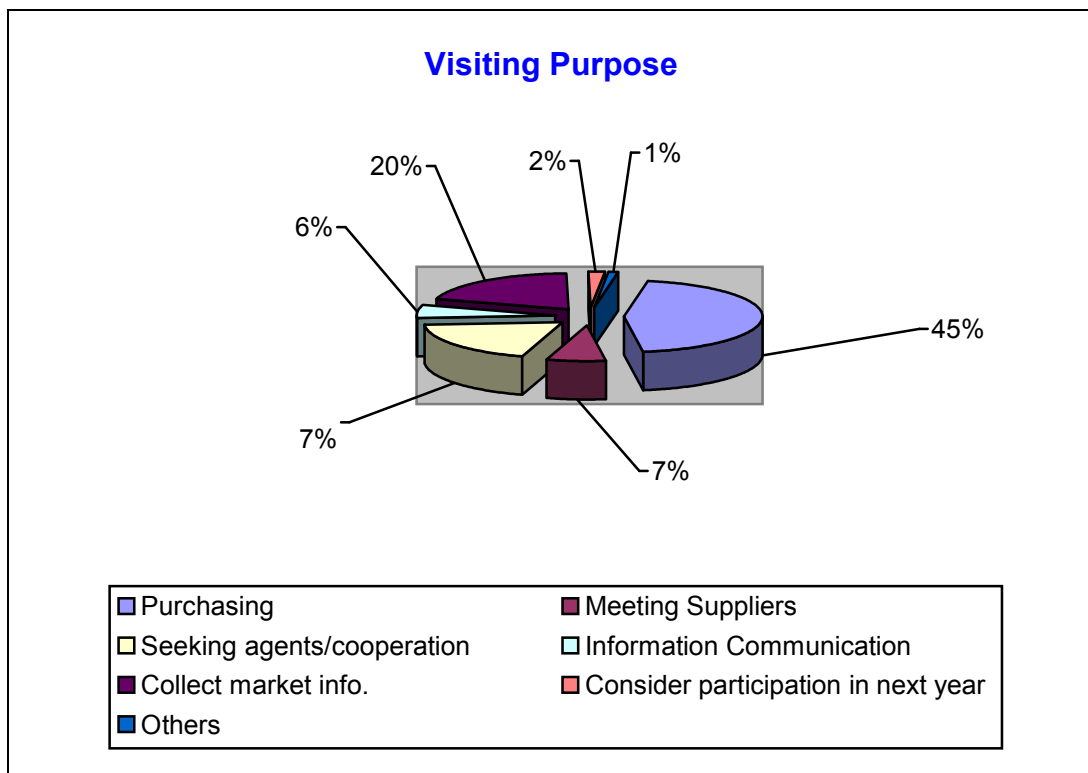
- Japan
- Europe
- Oceania
- Korea
- Middle East
- H.K. Macao Taiwan
- Russia
- Africa
- Overseas Companies China Office
- North America
- Southeast Asia



Visitor Breakdown --by Trade



- Manufacturer 18.16%
- Distributor/ Agent/Retailer 25.52%
- Wholesalers 6.01%
- Contractor 10.17%
- Interior /Outdoor Finishing and Decoration Co./ Design Institute 19.44%
- Hotel Big project Builders 4.22%
- Chain-Store 6.20%
- Architects/ Engineering 2.58%
- Government Bodies 1.03%
- Import & Export Companies 6.02%
- Industrial Association 1%



The 15th China Int'l Construction & Decoration Materials (Articles) Exhibition

April 9-12, 2010

Dalian Star-Sea Convention & Exhibition Center, China