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Munich, November 05, 2018

## Press Release

### Final Report

## FENESTRATION BAU China expands its position as the leading event for the construction industry in Asia

- More exhibitors, more floor space, more visits
- New segments fill one-half of a trade fair hall in first try
- Trend topics in construction: Sustainability, green building, energy efficiency

**Asia's construction industry is changing: Demand for high-quality products and materials is steeply rising. This was also evident at FENESTRATION BAU China (FBC), the leading trade fair for building systems solutions, high-end technologies and materials. With the help of exhibitors' displays and the wide-ranging accompanying program, the trade fair highlighted the trends that will shape the industry today and tomorrow. In the process, it underscored its position as the leading trade fair for the construction industry in the Asia-Pacific region.**

“FENESTRATION BAU China reflects the dynamic development of the Asian building market: 656 national and international companies exhibited at the show. Exhibition space grows to 51,034 net square meters, an increase of five percent,” said Dr. Reinhard Pfeiffer, Deputy CEO of Messe München. Around 100,000 visits were recorded at the FBC in the New China International Exhibition Center (NCIEC) in Beijing, an increase of six percent. These included many government representatives and delegations from countries such as Germany, India, Indonesia, Korea, Austria and Vietnam. For Pfeiffer, this was a strong signal to “continue developing the Asian construction industry, make it strong for the future and internationalize it.”

It was a sentiment shared by Gunther Adler, state secretary in the German Ministry of the Interior, Building and Community: “FENESTRATION BAU China makes an important contribution to Asia's construction industry by providing product innovations with a showcase for the Asian market and by fostering professional discussions. In the process, it does much to advance solutions that are designed to meet the challenges faced by the industry, including scarcity of resources and energy efficiency.”

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### **Smart, sustainable, energy efficient: Industry discusses leading construction issues**

At the Prefabrication Materials & Green Building Forum and the Smart Building Showroom in the Future Building Hall or at the BAU Congress China, the industry discussed intensively how building in the future can solve the challenges associated with sustainability, energy efficiency and smart solutions. As Cathy Peng, Board Chairman of FENESTRATION BAU China (MMU) emphasized: “As a trade fair, we offer the ideal platform for the industry to share ideas about topics such as these, to learn from each other and to develop solutions together.” By integrating the new exhibition areas *Green Building & Energy Efficiency*, *Smart Solutions/Digitalization/BIM* and *Facades & Roofing* in the Future Building Hall, FBC was responding to current developments in the Asian construction sector. The new segments filled one-half of a hall with 4,500 square meters of exhibition space the very first time they were offered. It was a clear sign of the concept’s viability. As a result, FBC is positioning itself as a driving force in Asia.

### **Premiere at FBC: The China Architecture and Design Expo**

In September, Messe München and MMU BAU Fenestration Co. Ltd. signed a cooperation agreement with the Architectural Society of China (ASC). Within the scope of this cooperation, the China Architecture and Design Expo (CADE) was held at FBC for the first time. The theme of “Inheritance, Integration, and Renaissance” provided a fascinating insight into the milestones of the Chinese construction industry and also created a connection to the here and now. It showed progressive design concepts and application trends for a large number of construction materials and technologies. Zhong Jishou, Secretary General of the ASC, was pleased with the successful debut and the cooperation: “I am certain that we will be able to generate new and exciting momentum with the exhibition and in future collaborative activities. Our shared goal is to enhance the Chinese construction industry and put it in a strong position to face the future.”

### **Eyes firmly on the future with the BAU Congress China**

With the key topic of the BAU Congress China being “The Future of Building in China,” the presentations of the 19 speakers reflected the discussions at the trade fair. How will our cities become “smart”? What developments in building technology will help face the challenges of energy and resource shortages? Architects and planners presented their solutions for these and other topics at the BAU Congress China. The concept of presenting Chinese as well as international approaches offers particular added value for the participants. It allows the congress to act as an interface to promote dialog between international and national architects and planners.

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### **FENESTRATION BAU China in figures**

Around 100,000 visits from 68 countries (2017: 95,000 / 62) were recorded at FENESTRATION BAU China, a six percent increase over the premiere in 2017. The main visitor countries besides China were: Korea, India and Vietnam. The 656 exhibitors (2017: 625) came from 20 countries. Besides China, the main exhibitor countries were: Germany, Italy and USA

The next FENESTRATION BAU China takes place in Shanghai from November 5 to 8, 2019.

For more information on FENESTRATION BAU China go to [www.bauchina.com](http://www.bauchina.com) and [Facebook](#).

### **FENESTRATION BAU China**

FENESTRATION BAU China (FBC) is the leading platform for 'Building Systems Solutions, High-End Technologies and Materials' in the Asia-Pacific region. The trade fair emerged from Fenestration China, in which Messe München acquired a majority stake. In 2017, the event was held under its new name for the first time. The established BAU Congress China was integrated into FBC. 2018 656 national and international exhibitors presented their offerings from the areas of building materials, construction IT, facades, windows, building automation, building technologies and doors. The exhibition attracted around 100,000 visits. The next exhibition will take place from November 5 to 8, 2019, in Shanghai.

### **Messe München**

With more than 50 self-organized exhibitions for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. Every year, more than 50,000 exhibitors and about three million visitors participate in more than 200 events at the exhibition grounds in Munich, at the ICM – Internationales Congress Center München, at the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiaries, Messe München organizes exhibitions in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With its network of associated companies in Europe, Asia, Africa and South America as well as about 70 foreign agencies for more than 100 countries, Messe München is represented throughout the world.