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Final report

FENESTRATION BAU China celebrates successful premiere

- **Significant net exhibition growth of 10 percent**
- **625 exhibitors – of which 20 Percent are international**
- **About 95,000 visits – including many national and international architects from leading offices**

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The inaugural FENESTRATION BAU China (FBC) celebrated a successful premiere. 625 national and international exhibitors (2016: 580) presented their latest technologies and solutions for the Chinese construction market on an exhibition area of over 48,500 square meters net space (2016: 44,000 square meters net). As with BAU in Munich, Germany, the integration of new segments considerably increased the already high quality of the event. This was also acknowledged by the many trade visitors to the fair. The event experience was rounded off with BAU Congress China and a diverse, informative supporting program.

“The most important meeting point for the future of the construction industry in China”

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, offered a very positive summary of the successful inaugural event: “The new joint venture FENESTRATION BAU CHINA proved to be a complete success in its first year. The event showed that demand for customized, high quality materials and solutions for planning and building in China is growing continuously. The expertise acquired from BAU helped develop the trade fair and underlines its role as the most important meeting point for architects and planners in China.” New products, smart technologies, and precise solution proposals can be assessed and used directly in current projects. In the coming years, FENESTRATION BAU China will be expanded consistently with more future-oriented segments and will

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be a complete industry platform for the Chinese market within a few years – like BAU in Munich, Germany.

“Ideal opportunity for communication and research”

Cathy Peng, Board Chairman of FBC (MMU) adds: “The event offered participants the ideal opportunity for communication in the industry and to research new products, market trends, and potential solutions. High quality, sustainable building plays an increasingly important role in China – this can also be seen in the growing number of initiatives from the government.”

“Expectations met entirely”

Dirk Fell, Managing Director Asia Pacific of the Hörmann Group, also had nothing but positive feedback after four days at the trade fair: “FENESTRATION BAU China entirely met our expectations. FBC has developed very well as a result of the commitment of BAU. This was noticeable by the quality of the visitors to our booth. This year, we had many decision-makers and, especially, architects visit us and we were able to show our new products, which are customized for the Chinese market, directly to the people who matter.”

Bai Baoping, Vice President of Guangdong Kinlong Hardware Products Co., Ltd. was also impressed: “We are very happy with the outcome of FENESTRATION BAU China. We exhibited new products and were able to meet many potential customers. As a long-term exhibitor at Fenestration China, we can say that the event took a step forward this year. We can’t wait to see how it develops and will definitely be at FENESTRATION BAU China 2018.”

Higher quality and more international participants

95,000 visits (2016: 80,000) were able to discover the latest solutions and technologies for the construction materials industry in China on over 48,500 square meters net space. New segments from BAU Munich, such as BAU IT, building automation, building technology and tools, extended the product groups of FBC. As a result, FBC has established itself as a technology platform and initiator for the Chinese construction market. “Our goal is to successively expand

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the segments and extend the conference program to make FENESTRATION BAU China the most important platform for the entire construction industry in the Asian region,” explains Matthias Strauss, Project Director of FBC. The international reputation of BAU Munich, high quality materials, and an exceptional supporting program all made FBC appealing to trade visitors. More architects, planners, and engineers attended. “The quality claim of BAU in Munich is our orientation,” says Mirko Arend, responsible for the BAU Cluster and also Project Director of BAU Munich. “Having the knowledge of BAU, the BAU Congress China, and Fenestration China under one roof offers added value to our trade visitors that is not present at many other events,” adds Arend.

As expected, most exhibitors were from China. The number of international exhibitors increased again in 2017. After China, the countries from which most exhibitors came were (in this order): Germany, Italy, the USA, and Belgium. Also surrounding countries like Japan or Korea exhibited at FBC 2017.

XiaoHu Li, General Manager, Shandong Viemac Window And Curtainwall Co., Ltd, emphasized: “FBC is now a fixed item on our calendar. Here, we have all the target groups that are relevant for us in one place. The organization of the fair was also outstanding.”

Other exhibitors also stated that the event was first class and especially praised the high degree of professionalism of the visitors. Donald Lee, President of TECHNOFORM BAUTEC confirmed: “FBC has developed very well. The halls were very busy. The number and quality of the visitors to our booth were very convincing and demonstrate how important FBC is for the Asia-Pacific region.” An opinion also shared by Stefan Ude, Deputy Head of Product-certification at ift Rosenheim: “It is the high quality of the visitors that distinguishes FBC from other industry events in China and Asia.”

“Important information and networking platform”

The requirements of the Chinese construction industry were also a key component of BAU Congress China, which was integrated into the event. Over three days, visitors, exhibitors, and experts discussed solutions for the key topics “Tomorrow’s Urban Design”, “Future Building Technology”, and “Projects for

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China.” This is the fourth time this high-quality platform has been organized, and once again there were some very distinguished speakers, including Wolf D. Prix, Prof. Kees Christiaanse, Kai-Uwe Bergmann, Satoshi Ohashi, Prof. Zhang Li, and Andy Wen. Boris Schade-Bünsow, Chief Editor of Bauwelt and organizer of the congress, explains: “As an information and networking platform, BAU Congress China is the ideal supplement to FENESTRATION BAU China. Current problems in the Chinese construction market are presented and tailored, high-quality solutions can then be assessed at the fair.”

The congress program was also very popular in 2017 and was fully booked on all three days. The speakers were also enthusiastic. Speaking for the others, Kai-Uwe Bergmann, BIG NYC, says: “The BCC was a very lively congress. The high level of interest shown by the trade public showed that the concept of presenting European and Chinese solution approaches for the different developments in the Chinese construction market was very well received. BCC is the interface to promote and develop the dialog between international and Chinese architects.”

In addition to the trade fair and the congress, participants were given insights into the developments and requirements of the market in the supporting program, which is unique for the Chinese market. At “Talks to Architects”, interested parties could ask the responsible architects about current construction projects. There were also discussion forums about the topic of buildings. At “Talks to Distributors”, trade dealers provided information about current operating models. The familiar, exclusive presentation platform ATI Forum was also staged in 2017. As in past years, construction solutions were presented that could fit in with the concepts and ideas of FENESTRATION BAU China from an application aspect. Ift Rosenheim was a prominent mentor for the quality of the event. The inaugural Prefabricated Building and Real Estate Development Forum also took place at FENESTRATION BAU China. In addition to current standards, the latest trends in prefabricated building were also discussed at this newly created platform. Fenestration Days China was held in the run-up to the

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trade fair. The latest technologies and trends in the area of windows and doors were presented here.

The next FENESTRATION BAU China will take place from October 31 to November 3, 2018 at the New China International Exhibition Center (NCIEC) in Beijing.

Additional information you will find at www.bauchina.com

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