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Messe München

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Press release

Leading industry meeting point in Asia BAU China impresses and increases its status in the construction and architecture industry

- 636 exhibitors and 48.000 visitors
- New event RealTech Expo celebrates premiere
- The future of the industry in Asia: digital, sustainable, energy-efficient

The leading trade fair in the Asia-Pacific region for "Building Systems Solutions, High-End Technologies and Materials" was held from October 29 to November 1, 2020. Since its premiere in 2017 as FENESTRATION BAU China, exhibition segments have been integrated, similar to BAU in Munich. With the newly created RealTech Expo, the Real Estate segment is to be further expanded in the future.

"Despite the effects of the Covid-19 pandemic and the associated international travel restrictions, we are very satisfied with the results of BAU China," reports Dr. Reinhard Pfeiffer, Vice Chairman of the Board of Management of Messe München. "With an exhibition area of 39,000 net-square meters (95,000sqm gross) and over 48,000 visitors (90,000 visits), the result is below the previous year's figure, but exhibitors are highly recognised the result of BAU CHINA. They said: "BAU CHINA attracted so many professional visitors, it is the most successful exhibition in Asia market this year." it also shows that BAU China is becoming increasingly important for the construction and architecture industry. BAU China is the market place for the future and innovation.

The importance of the event is also underlined by Hubert Aiwanger, Deputy Bavarian Minister-President and Minister of Economic Affairs, who personally opened the fair a year ago and who this year sent his greetings by video message: "Especially in Corona times, we see how important it is that construction improves, that we have the best properties and that we increase energy efficiency. People are once again concentrating more on their individual living environment, and this trade fair fits in perfectly here."

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Impulses for the building of tomorrow

Once again, the China Architecture Design Expo (CADE) was very well attended. The visitors of CADE break the record. Architects are playing a more and more important role in architecture industry in China. As a show which is focusing on the communication between architects and solution providers, CADE is significantly unique platform in this industry. CADE is a segment of BAU China, which was organized for the third time in cooperation with the Architectural Society of China. The central theme of the exhibition this year was "People, Architecture and Technology". CADE provided insights into approaches to solutions, how new technologies and modern architecture interact. The trend topics in the industry continue to be sustainability, energy efficiency and the implementation of digital solutions in construction. With the central theme "The Future of Building in China", the BAU Congress China, an integral part of the trade fair, picked up on the trend themes of the industry. With its nationally and internationally renowned speakers, the BCC was a magnet for visitors. The International Urban Project Award (IUPA), which was awarded for the second time at the BCC, also dealt with the future of building. 5 projects were awarded this year.

Although international enterprises adjusted their marketing strategy because of the Covid-19, Some high quality international brands like Hoermann, CMECH, Nabco still were present at FBC 2020 "International Selected Area" because of the increasing importance of China market. Meanwhile, in the Window Demonstration Area, as in 2019, window manufacturers were also able to have the installation of their innovative windows on various surfaces presented live and certified.

New event: RealTech Asia Summit

Together with the China Real Estate Chamber of Commerce, RealTech Asia Summit was established for the first time this year with the aim of bringing together project developers, investors, politicians, planning offices and solution providers in the real estate industry and providing them with a suitable platform for exchange. As the debut of RealTech Expo, the summit invited 161 offline guest visitors and get attention from 1.2 million online audiences under the special COVID period.

New cooperation with the Roofing and Waterproofing Association of China

Since the event's premiere as FENESTRATION BAU China, segments have been consistently integrated in a similar way to BAU in Munich. This further development and the new variety of topics is illustrated by the renaming of the event to BAU China - FENESTRATION BAU China has been integrated as an exhibition area. The new

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segments now cover more than 5,000 square meters, including Architecture Solutions/CADE, Digitalization & Building Automation, Flooring, Roofing and Waterproofing. A further step in the expansion of this segment is the new cooperation with the Roofing and Water-proofing Association of China. Randy Wang (CEO of MMU BAU Fenestration) and Emily Zhang (COO), who are responsible for the exhibition, explain: "We are pleased to be able to offer our visitors further added value with this cooperation - from 2021, the China Roofing & Waterproofing Expo will be held in co-location with BAU China at SNIEC."

BAU China in figures

More than 48000 visitors (more than 90,000 visits) from 25 countries attended BAU China. 636 exhibitors (2019: 778) came from 8 countries. Top exhibiting countries besides China were (in this order): Germany, Italy and Japan. The next BAU China will take place from 02 to 05 November 2021 in Shanghai.