

(English Version)

Main Title:

Driving Change, Defining the Future: The 2025 BAU CHINA International Building

Science and Technology Expo Successfully Concludes

The four-day BAU CHINA 2025 Asia-Pacific Building Full Industry Chain Ecology Co-located Exhibition successfully concluded at the Shanghai New International Expo Centre. This grand event was not merely an aggregation of individual exhibitions, but was presented authoritatively as a complete ecosystem. It deeply integrated FBC (Fenestration BAU China Expo), CADE (China Architecture Design Expo), BAU China (International Building Science and Technology Expo), and R&W (China Roofing & Waterproofing Expo), gathering top architects, developers, engineers, and supply chain decision-makers from the Asia-Pacific region to collectively witness the industry's historic shift from the "product era" to the "solution era".

Against the backdrop of profound changes and transformation/upgrading in the Asian construction market, BAU CHINA demonstrated its global influence as an industry hub with strong platform appeal. Although affected by the deep adjustments in China's real estate sector, the exhibition area still reached **70,000 square meters**, gathering **over 500** leading domestic and international enterprises, and attracted over 80,000 professional visitors from **87 countries and regions**. Most notably, the number of overseas visitors and buyers exceeded **6,000**, setting a new historical record and achieving a remarkable doubling compared to the previous edition, with **over 100** international buying delegations present for in-depth negotiations. This series of figures strongly confirms that BAU CHINA has undoubtedly become the **trend-defining platform** and **core ecological hub** for high-end building systems, cutting-edge technologies, and innovative materials in the Asia-Pacific region.

I. Ecological Synergy: Ascending Competition from "Exhibition Aggregation" to "Value Cycle"

Unlike traditional material and product displays, BAU China's hallmark is building a "full-building-lifecycle super ecological matrix" with efficient internal circulation and seamless external connection. It completely closes the loop of the entire value chain from design concepts, technology R&D, construction management to product implementation in the building industry.

Design Leadership: Defining the Language of Future Architecture

The **Expo** started with design, covering multiple themes focusing on future technologies and markets: from "Urban Regeneration (Update Mix)" to "High-rise Building Regeneration", from "AI-Empowered Design (Beyond AI)" to "Zero-Carbon Design", presenting a panoramic view of cutting-edge concepts where architecture responds to social changes and technological progress. The flagship event, the BCC International Building Technology Conference, under the theme "Change as Opportunity", brought together nearly 30 top global architects, including from Foster+Partners and Tongji University, focusing on key issues like zero-carbon buildings, digital design, and public space creation, providing forward-thinking insights for the industry.

Technology Implementation: Systematic Solutions Become Mainstream

Numerous cases exhibited showed that the building industry has moved beyond single-product competition and entered the era of "systematic solutions". One of the major breakthroughs of this Expo was the emergence of several special exhibitions featuring solutions that span the entire industry chain:

The Fifth Elevation Zone: 15 top design masters, 12 world-renowned roofing solution companies, and 3 heavyweight curators integrated energy efficiency, functionality, and architectural aesthetics for the first time.

FacadesLab 20 Zone: 30 globally renowned designers, 21 world-leading facade solution companies, and 2 elite industry curators conducted problem-solving oriented facade technology displays and discussions, promoting collaboration between design, engineering, and materials from the very beginning.

The Wave of New Materials: Material innovation is an indispensable part of the industry's overall transformation.

UPVC materials, due to their outstanding advantages in energy saving and carbon reduction, are poised for new development opportunities; **Polyurethane**, as the "fifth-generation new material", is being widely applied in door and window systems, driving performance breakthroughs; BIPV, as one of the most effective means for energy saving and carbon reduction, is sparking a green wave in the construction industry.

Unicorn Zone: Technological innovation is the only way forward.

The Unicorn Zone at this Expo newly launched 14 highly innovative and commercially viable products, making the Expo not just a showcase for established companies, but also an incubation field for future industry unicorns.

"With the continuous evolution of the information society, the value of exhibition platforms has transformed from a relatively singular trade platform in the past into a huge magnetic field for leading new trends, focusing on new technologies, solving new problems, and finding new opportunities. If organizers fail to recognize this, they will be unable to create platforms that meet customers' future needs in this round of transformation," said Dr. Reinhard Pfeiffer, CEO of Messe München.

II. Trend Resonance: The Industry Future Defined by the Mega Co-located Exhibition

The Expo organized over 30 conferences and forums. Looking at the content structure of this Expo, several profound industry consensuses are forming:

Digitalization and AI Penetrate the Entire Chain

AI has evolved from a design tool into a core productive force covering design, production, construction, and operation/maintenance. Cases of "design-production integration" and practical experiences of AI in managing international complex engineering projects presented in related forums mark the entry of smart construction into the systematic implementation phase.

Systematized Solutions Become the Core of Competition

Construction projects increasingly rely on cross-disciplinary collaboration and systematic delivery. In the future, both large complex projects and renovation projects must rely on deep collaboration between planning, design, construction, solutions, and O&M. Systematic, high-performance integrated solutions are rapidly replacing single-product supply, pushing the industry from "manufacturing" to "smart manufacturing". Breaking convention, this Expo thoroughly broke down industry chain barriers by embedding multiple "battle" sessions across various themed special exhibition zones, allowing equal voice for both upstream and downstream players in the chain.

Green and Low-Carbon Becomes the Cornerstone of the Technology System

The "Dual Carbon" goals have become the core driving force for China's construction industry for the next 30 years and are being implemented as specific technological pathways and product systems. The Expo specially featured innovative zones and activities for low-carbon materials, energy-saving systems, and Building Integrated Photovoltaics (BIPV), which, combined with lifecycle carbon management methods, jointly built the implementation framework for green building.

III. Global Linkage: The Core Hub of the Asia-Pacific Building Ecosystem

Along with the unprecedented internationalization wave of "Made in China", the internationalization level of BAU CHINA 2025 reached a new height. The event not only

welcomed double the number of overseas visitors but also attracted strong buyer delegations from major global markets including India, Russia, Brazil, South Korea, Thailand, Japan, Malaysia, Australia, the United States, and Indonesia.

"BAU CHINA has become an annual must-visit procurement and technology exchange platform for us," said a Middle Eastern buyer on-site. "Here, we can not only find high-quality suppliers but also get a one-stop understanding of the latest technology trends and design philosophies in the Chinese and even Asian building industry."

Furthermore, the deep participation of the Hong Kong Institute of Architects, the cutting-edge sharing by international architectural masters at the BCC conference, and the in-depth discussions on international standards and compliance in the "Navigation Plan" all highlighted BAU CHINA's strong magnetism as a "Shanghai gathering place" for global building elites, promoting the deep integration of Chinese wisdom and global innovation.

IV. Conclusion and Prelude: Building the Next Future Together

The 2025 BAU CHINA has successfully concluded, but the industry transformation and ecological synergy it sparked will continue to resonate. This "mega co-located exhibition", built upon design, technology, and products, has provided a clear path and a powerful engine for the high-quality development of the Asia-Pacific building industry.

In 2026, the BAU China mega co-located exhibition will return to Beijing after 6 years. Let's meet on October 28-30, 2026, at the China International Exhibition Center (Shunyi Pavilion), Beijing, to gather strength for renewal and build the future together!