

Munich, July 1, 2015

## Press Release

# Participants' Testimonials

Benjamin Büttner  
Tel. +49 89 949-21484  
Fax +49 89 949-9721484  
[benjamin.buettner@messe-muenchen.de](mailto:benjamin.buettner@messe-muenchen.de)

**Dr. Tarek Haddad, CEO Architecture & Display Asia, 3A Composites Middle East (Branch):** “We are very happy with our position at BAU Congress China 2015. There are a lot of high quality customers visiting us, we were able to show them the latest innovations and products. The result is fulfilling our expectations. We hope BAU Congress China will be just as successful as BAU in Munich.”

**Alexander Rudolphi, German Sustainable Building Council – DGNB e.V.:** “We were here for BAU Congress China 2014. For us it is a successful way of bringing engineers from China and Germany together. This year we will set up the DGNB China Community, which I hope will help with the development of sustainability for China. We are sure to be for the next BAU Congress China. See you in 2016!”

**Francis Leung, Regional Director China, Asia-Pacific, Australia, DORMA Door Controls Limited:** “This is the second time we participated in BAU Congress China. We are very satisfied with the visitor flow. Most of the visitors are our targeted clients and we get very positive feedback from them. We invested more and our booth is bigger than last year because we think BAU Congress China is more than an exhibition. It is a seminar where many of our target customers assemble. So, I am definitely sure we will participate in the next edition of BAU Congress China.”

**Carina Grebe, Int. Business Development Manager ETICS, EJOT Baubefestigungen GmbH:** “We are very satisfied with the show, especially meeting with so many high level visitors such as architects. As you know the exhibition BAU is well-known in the world and we believe it was important to establish a show with a similar concept in China as well. This year energy saving was our highlight, we definitely will participate again in 2016.”

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



Press Release | July 1, 2015 | 2/2

**Dr.-Ing. Hartwig M. Künzel, Head of Department Hygrothermics, Fraunhofer Institute for Building Physics IBP:** “I like the congress very much. It is very interesting to learn about new projects and challenges in China. I chose energy-efficiency as the topic of my talk, and emphasized the need for both durability and comfort. I am looking forward to everybody coming back to this conference next time, because there will be new exciting topics next year—see you in 2016!”

**Jan Peter Hinrichs, Marketing Director, Fraunhofer Building Innovation Alliance:** “We are very satisfied with this year. We had a lot of visitors and companies with a high quality at our booth. A special highlight of this year’s show was the visit of the German State Secretary Gunther Adler at our booth. In China BCC is outstanding because you can’t find such a quality of booths at other Chinese trade shows for the building sector. We definitely will join the show in 2016.”

**Stephan Schütz, Partner of gmp Architekten von Gerkan, Marg and Partners, Germany, China:** “I think this conference is very important. BAU Congress China is a great opportunity to provide information on our projects in China and worldwide, but also to learn more about Chinese culture. The congress and exhibition are very well attended, much interest was shown in our talk.”

**Mint Xiao, Marketing Communication Manager, Gerflor China:** “BAU is well known in the world. We successfully released a lot of new products at the exhibition and the result was satisfying. We choose BAU Congress China because of its influence and the concept of combining exhibition and congress which convinced us. We believe that BAU Congress China will become a high caliber event in China and it will guide the construction industry to a brighter future.”

**Robert Siegmund, Regional Sales Director/Sales International, GEZE GmbH:** “So far, after the first day, we are quite happy to see so many people participating. The quality of the visitors we found here is very high. We have a good feeling we can reach many people interested in our products. We think it is only first day and it is a very good result. We will participate again.”

**Martin Hörmann, Deputy Chairman of the Advisory Board of BAU, personally liable partner, Hoermann KG:** “Once again we are very pleased with the show. There was a great atmosphere at our stand, everybody was enthusiastic. The visitor footfall was even higher than last year. We presented new products especially for the Chinese market and generated a lot of interest. The BAU Congress China is a solid part in our calendar.”

Press Release | July 1, 2015 | 3/3

**Stefan Ude, Deputy Head of Product Certification, ift Rosenheim GmbH:**

“We are very satisfied with the result of the trade fair, we met with lots of professionals from the sector. I appreciate very much to have this opportunity to introduce our passive house window solutions and technology. We are very convinced by the concept of BAU Congress China. We are looking forward to participating again.”

**Andy Wang, General Manager, Jansen Shanghai Representative Office:**

“I would like to thank BAU Congress China for providing such an excellent platform. It’s our second participation, we are satisfied with the high quality of the show. We have exhibited new products and met a lot of important potential clients. The value of BAU Congress China is to offer more advantages than other events in China. We will definitely participate again.”

**Ping Wang, General Manager, Liaoning Joydon Aluminum Construction System Co., Ltd:**

“We are very satisfied with BAU Congress China. Compared to other exhibitions in China, the show mainly attracted many experts such as developers, architects and planners. The conference is again of high quality, and the side-events are quite professional. The combination of exhibition and conference works well. I truly hope BAU Congress China will maintain its unique advantages. Next year we will definitely participate again—see you in 2016!”

**Casper Østergaard Christensen, MAA of 3XN / GXN, Denmark:**

“The visitors, and I myself, were very interested in the tactical solutions and high quality products on show in the exhibition. BAU Congress China is an excellent networking opportunity and a place to engage with potential clients. The audience was very interested in our talk, in which we explained how GXN builds in a passive, social and intelligent way. Hope to see you in 2016!”

**Junqing Ma, Chairman of Directors, Beijing Milan Window Energy Saving Building Materials Co., Ltd.:**

“We were very impressed with BAU Congress China. The exhibition is bigger than expected. The congress and ATI forum are completely full. There are plenty visitors coming to our booth to see our products. The cutting-edge technology is the most important advantage. The two conferences are focused on the forefront of architecture designing, doors and window technology. We will take part again in BAU Congress China 2016.”

Press Release | July 1, 2015 | 4/4

**Sabrina Laschinger, Marketing and Sales, Starshine GmbH&Co, KG:** “We are very satisfied with the results of the trade fair. As it was our first time in China, we are very happy to see visitors who are interested in our products. We have met with lots of target groups, like architects, planners and experts from the construction industry. You can find all target potential clients at BAU Congress China and that is a distinguishing benefit. We would like to attend BAU Congress China next year, because it is quite important for our company to get in touch with the Chinese market.”

**Pei Zhu, Founder and Principal of Studio Pei-Zhu:** “At BAU Congress China you can meet a lot of important professionals. All the speakers are famous scholars or architects in the industry. I see that all the participants benefit a lot from the Congress. I really enjoy the atmosphere here.”

**Gong Dong, Founder of Vector Architects:** “This event has attracted a large audience. I think diversity is the unique feature of BAU Congress China. One theme can be looked at in so many different ways and that is very meaningful and interesting. You can find advanced digital technology here, and also explore different approaches to project implementation and design acquisition.”

**Your contact person for press work concerning BAU Congress China:**

Benjamin Büttner

Tel. (+49 89) 949-21484, Fax (+49 89) 949-9721484

E-mail: [Benjamin.Buettner@messe-muenchen.de](mailto:Benjamin.Buettner@messe-muenchen.de)

**About BAU Congress China**

BAU Congress China is held annually with an accompanying exhibition. The focus is on high-quality solutions, tailored to the Chinese construction market and dealing with all aspects of planning and building. The organizers are Messe München International (MMI) and its subsidiary MMI Shanghai. Supporting partners are Bauverlag, the Fraunhofer Building Innovation Alliance, the German Sustainable Building Council, ift Rosenheim and the Archi-Europe Group.

BAU Congress China celebrated its premiere at the China National Convention Center in Beijing in July 2014. A total of 42 companies from 10 countries took part in the first event took on 1,500 square meters of exhibition space. The Congress part focused on sustainable urban development as well as integrated planning and execution. A total of 3,094 trade visitors were recorded on the two days.

The next BAU Congress China will again be held in Beijing on June 23-24, 2015