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## Press Release

### **More exhibition space, more exhibitors and again more than 3,000 visitors**

### **BAU Congress China—the success story continues**

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BAU Congress China, which took place on June 23 and 24, 2015 in the China National Convention Centre (CNCC) in Beijing, has continued its story of success. The exhibition space available at the CNCC for BAU Congress China has been fully booked. 1200sqm cross have been covered by 53 exhibitors from China and Europe. Including world leading companies like Dorma, GEZE, Hörmann, Jansen, Schüco and others. On the visitor side the BAU Congress China could attract 3,023 trade visitors. That's again more than 3,000 visitors (2014: 3,094 visitors). The two-day congress with highly reputed international speakers was fully booked.

Georg Moller, Director of Business Unit GB4, was delighted: "This growth across the board at BAU Congress China reflects the perspectives for the construction sector in China. Many new projects are under way in the country and demand is high for new ideas, new technologies and products. BAU Congress China is the ideal platform for this. At this event experts, exhibitors and visitors are all engaged in an exchange of information that will help drive the development of high-quality, sustainable solutions targeted to meet the demands of the Chinese construction sector."

BAU Congress China has attracted a high interest from visitor side this time: More than 3,000 visitors came from 10 countries. An analysis of the registrations shows that the majority of this audience is made up of architects, engineers, urban planners, property experts and students. "The very first event, one year ago, was a resounding success," explained Ryan Loh, Managing Director of MMI Shanghai. "The high interest and the quality of the visitors, confirms to us that we are on the right road with the content of this congress," he added. Most of the

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trade visitors came from China, as was expected, but experts from Denmark, Germany, India, UK and US were also present. Almost all the visitors expressed great satisfaction with the high quality of the event. Yige JIAO, Project Architect, Zhubang Architecture Design said: "I'm mainly focused on the innovative solutions for sustainable buildings raised at BAU Congress China, which shows energy efficiency and the latest technology. At the congress, experts especially architects from all over the world shared their best projects. At the exhibition you can find specialists from different fields you can talk too. Moreover, this year the exhibition is bigger, still more exciting and satisfies every visitor."

Stephen Lu, Group Director of BAU Congress China, summed up his impressions of the two events as follows: "In all parts of the exhibition there were crowds of people, and the same was true of the congress. Together with the BAU team in Munich, we have succeeded in attracting even more high-quality exhibitors and visitors for this second edition of the event."

All the lectures in the congress were well attended and mostly fully booked with a maximum capacity of 500 pax. BAU Congress China was divided into two parts, each with a different focus: The first day's lectures took the theme of 'Smart architecture and construction for China', and on the second day the focus was on 'Smart building technology'. The aim in both these sessions was to set out intelligently integrated systems solutions that meet the challenges being faced in China's metropolises.

The speakers at BCC were internationally well known planners and architects, as well as politicians (for example: State Secretary, Gunther Adler and QUI Baoxing, Counsellor at the State Council of China) and authors. Using best-practice examples they set out their ideas for the Chinese city of the future. Among the speakers from abroad were Stefano Boeri, Stephan Schütz, Martin Haas and Doug Sanders; on the Chinese side were Gong Dong, Pei Xhu and Yanghe Zhang. "It was an international exchange of ideas and experience at the very highest level, concentrating on the particular needs of the Chinese market in the area of planning and construction," commented Mirko Arend, Deputy

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Business Unit Director at Messe München and Exhibition Director of BAU in Munich.

As last year, all seats in the lecture hall were taken. Judging by the questions asked by the attendees, many of whom were young people, it was clear that there were experts in the audience as well as on stage. On behalf of our speakers Casper Østergaard Christensen from MAA of 3GXN reflected: I want to highlight that there are many interesting topics about sustainable buildings what is very important for us to think about. The audience is very great and our studio is very interested in China's eco building market to offer our green solutions." Also Pei Zhu from Studio Pei Zhu was impressed by the BAU Congress China: "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 all the participants benefit a lot from the Congress. I really like the atmosphere here."

In the exhibition, 53 companies from 8 countries—27 of them from Germany—put on their presentations. Among them were many exhibitors from BAU, for example the door and gate manufacturer Hörmann, who was the official industry partner of BAU Congress China. In view of the high attendance figures and the professionalism and targeted interest shown by the visitors, the exhibitors, too, were very satisfied with the event: "Once again we are very pleased with the show. There was a great atmosphere at our booth, 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", professed Martin Hörmann, Deputy Chairman of the Advisory Board of BAU, personally reliable partner of Hörmann KG. Also Andy Wang, General Manager at Jansen Shanghai was very satisfied with the 2015 edition of BAU Congress China:"We would like to thank BAU Congress China to provide such an excellent platform. It's our second participation and we are very satisfied with the high quality of the show. We have exhibited new products and met a lot of potential clients. The value of BAU

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Congress China is to offer more advantages than other events in China. We will definitely participate again in 2016.”

BAU Congress China, which was again held in the China National Convention Centre, was organized by MMI Shanghai, a subsidiary of Messe München International. They were supported in this by the team of BAU, the 'World's Leading Trade Fair for Architecture, Materials and Systems'. And, taking part again in BAU Congress China were the long-term partners of BAU in Munich: the German Sustainable Building Council, the Fraunhofer Building Innovation Alliance, and, for the first time at BCC, ift Rosenheim. Other partners in this event were publishers Bauverlag and the Archi-Europe Group, with whom BAU has also been working closely for many years.

#### **Testimonials from exhibitors at BAU Congress China:**

**Peter Stockbruegger, Technical Director, Schueco International (Beijing) Co., Ltd.:** “As you know we are not a small exhibitor at BAU in Munich but it was the first time for Schüco at BAU Congress China. We've been here together with the ift Rosenheim and we are very surprised about the quality of the show and the visitors. We also had the opportunity to give a lecture at the ATI-Forum which was very helpful to inform the attendees about our products and what we do. It was a good start for us in China and I think we will be a participant 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.”

**Mint Xiao, Marketing Communication Manager, Gerflor China:** “BAU is well known in the world. We successfully released a lot of new products at the

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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.”

**Further testimonials from participants in BAU Congress China can be found in the press release on "Participants' Testimonials".**

**The next BAU Congress China takes place from July 4 to 6, 2016.**

For further information on BAU Congress China go to: [www.bauchina.com](http://www.bauchina.com) and [www.facebook.com/bau-muenchen](https://www.facebook.com/bau-muenchen)

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**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. The last BAU Congress China was held at the China National Convention Centre in Beijing in June 2015. A total of 53 companies from XX countries took part in this event. With 1,200 square meters cross the exhibition space was fully booked. The Congress part was focused on “Smart architecture and construction for China” as well as “Smart building technology”. A total of 3,023 trade visitors were recorded on the two days. The next BAU Congress China will again be held in Beijing on July 4-6, 2016.