

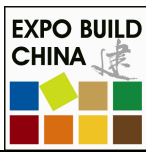
31st March – 3rd April 2009

Shanghai New Int'l Expo Center

Post Show Report 2009

Expo Build China

Concurrently with
Hotelex Shanghai 2009 | China Clean Expo 2009 | China Int'l Building & Interior Design Festival 2009



ABOUT THE ORGANIZER



Shanghai UBM Sinoexpo International Exhibition Co., Ltd. organises 8 shows annually cover the industry of Furniture, Boat, Pharmaceuticals, Building Materials, Hotel, Food ingredients and Clean involving all together 34 international exhibitions in China. The total exhibiting area exceeds 480,000 Sqm.



BolognaFiere Spa is the organizer of one of the most important Building Exhibitions in Europe. Every year Bologna Fiere Exhibition Centre hosts a set of specialized exhibitions dedicated to the building and constructions sector, CERSAIE and SAIE.



Shanghai Expo build International Exhibition Co. Ltd., is a joint venture company between Shanghai UBM Sinoexpo International Exhibition Co., Ltd. and Bologna Fiere.

EXPO BUILD 2009 – SUCCESSFUL ENDING & PROSPECTS FOR A BRIGHT FUTURE

- **450 Exhibitors: No signs of crisis – excellent visitor quality – TOP brands were back**
- **30,000 buyers: 110 countries visited EXPO BUILD more than the year before**
- **Visitor Quality improved – more contractors & real estate developers joint the show**
- **Top Conference Themes: Ideal Bathroom proofed to be a big success, Better Design & Better Life**
- **New Concept for 2010**

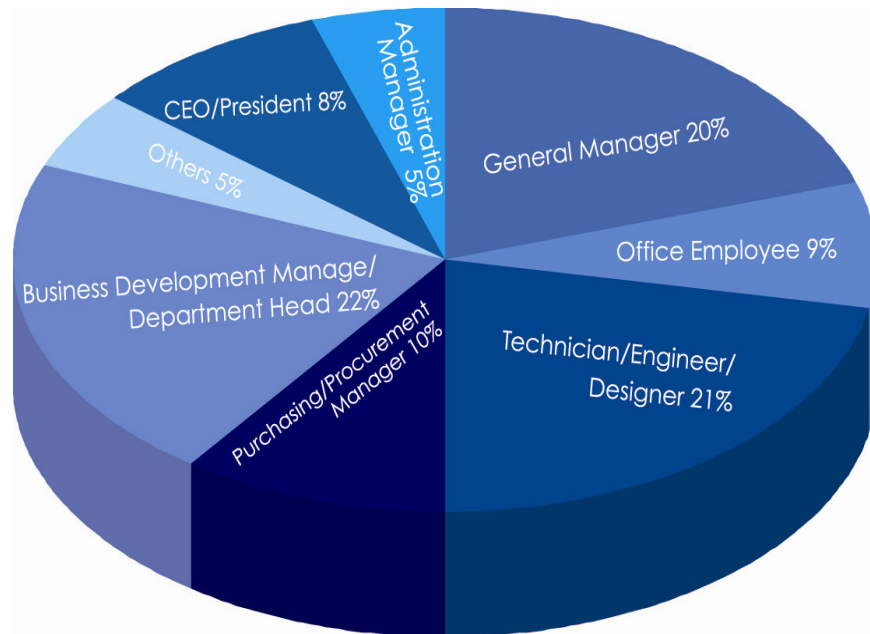
Leading ceramics, stone & building brands such as: Inalco, Azulev, Graniti Fiandre, Sannini, Sicis, Marca Corona, Panaria, Elios, NovaBell, Serenissimacir, Capri, Cerasarda, Cercom, Cir, Wintop, Hunter Douglas, Nabel, Champion, TOTO, FAAC, Winspia, Aertecnica, Kolbe, Nichiha, Leica, Caparol, Fluegger, Orica.....but also leading designer houses from USA such as Ryan Young or the German Architect MUDI as well as Taiwan architect WeiMin Li joint Expo Build for the first time.



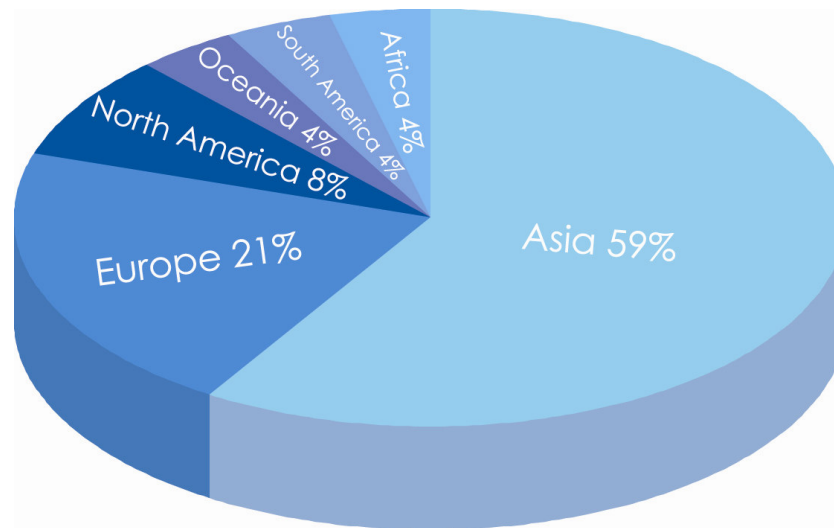
VISITORS

Expo Build established itself as the only exposition in East Asia for Premium Design & Solutions for the Building & Ceramics Industry. Oversea visitors of Expo Build reached 10% of the total 27992 visitors.

Visitor by Job Position



International Visitors Breakdown by Continents



What Visitors Said

“What is interesting in this exhibition is you have everything. It’s like one stop shopping, so you have ceramics, fabrics, hotel designers, furniture, that is the good part of. It makes people meet together and complementary people can meet together. ”

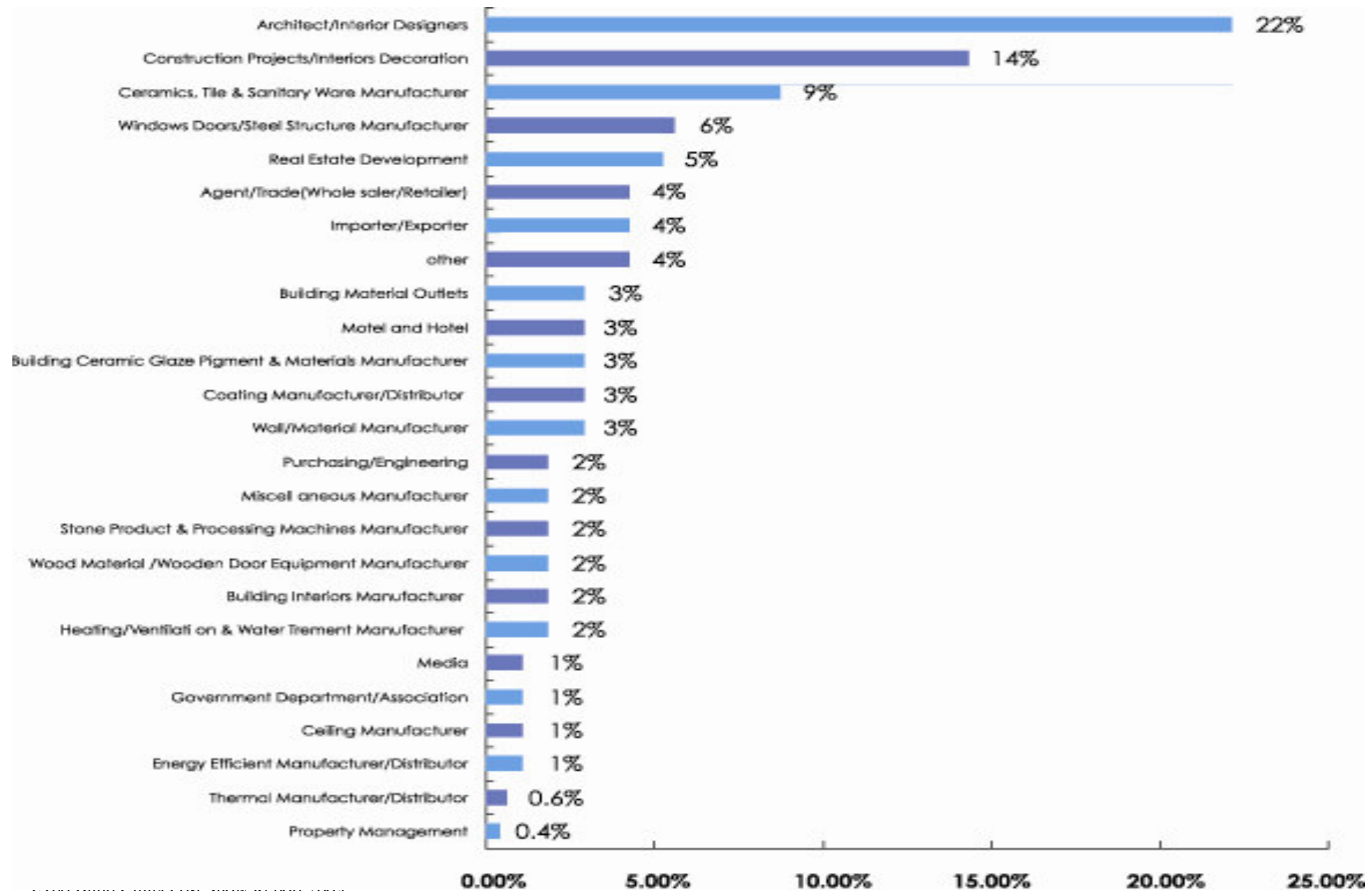
Mr. Olivier Renoud-Lias CETEC (Asia)

“ The top building show I have ever visited in Asia.”

Franklin Collins (USA)

All statistics sourced from completed surveys: Exhibition Survey(450)/ Visitor Survey (600) / Visitor Registration Form(28000)/ Conference Registration Form(3717)

Visitors by Business Scopes



EXHIBITORS

431 Exhibiting Companies

A total number of 431 companies, including 105 international companies and brands holders participated at Expobuild. Leading manufacturers and suppliers displayed their newest products for the building industry from USA, Norway, Germany, Italy, UAE, The Netherlands, France, Spain, Japan, Korea, Singapore, Malaysia, Taiwan and mainland China.

A survey conducted amongst exhibitors showed following results

- 89.1% participants stated that they had achieved their business purposes.
- 85.6% exhibitors found potential partners during the exhibition
- 61.5% exhibitors reserved space on site for 2010.

Overall show level:

- 88% exhibitors evaluated the show as one of the most influential and qualified building materials exhibition in China.

Quality of attendees:

- 87.2% exhibitors expressed satisfaction over the high quality of the attendees.

On-site service:

- 81.4% exhibitors were satisfied with the service.

Exhibitors Feedback

“I was quite worrying about this year’s show because of the global economic crisis. However, right now, I don't have this feeling at all. There are pretty many visitors come to our booth and ask more product details.”

Liu Jin Cheng, Marketing Director, Mingcheng Intelligent Sun Technology Co., Ltd.

“It is absolutely special, efficient, good-quality show that distribute our products to the targeted Chinese market. I am quite surprised to see huge numbers of visitors, such as, designers from locals and overseas, different kinds of engineering representatives.”

Mr. Gustavo ALONSO, General Manager INALCO

“It is special that I have never attended this kind of show before. Particularly, organizer strictly controlled the visitor volume and only opened to targeted audience. It leads us to meet up with more high quality visitors and really happy to see that organizer is such professional to arrange all of these.”

Bi Fengying, Marketing manager Caparol(Shanghai) Co., Ltd.

“It is a good platform for us to learn more and communicate more.”

Ma Fu Bin, Planning manager Elegant Living Flooring (Zhongshan) Co., Ltd.

EVENTS : 2009 CHINA INT'L BUILDING & INTERIOR DESIGN FESTIVAL

With crowded forums and conference rooms the organizer has been overwhelmed by the welcome of the visitors to the new conference and event programme structure. The premier of the Ideal Bathroom introducing the TOP Italian interior designers jointly presented by ABITARE Magazine was a huge success with people need to wait outside the 400 seating forum at hall W3. Other conferences, seminars and events proofed to be highly beneficial for the quality visitors which come from the contractors, real estate, architects and design background.

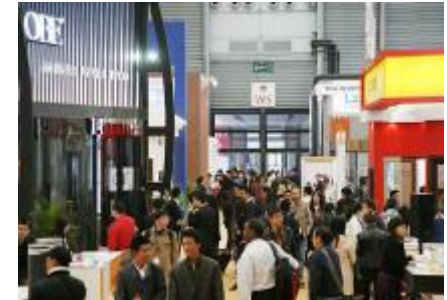
Item	Event	Organizer	Topic	Attendance Number
1	Hotel Forum	Shanghai Tourism Bureau, Shanghai Tourism& Hotel Association	How to face the global economic crisis, control the China hotel market, and avoid the threats and problems in such bad economy trend.	365
2	2009 Global Flooring Fashion Trend Release	CHINAWOOD ELEGANTLIVING	First launched in China , featured with the concept of "flooring is our life necessity."	341
3	"the Ideal Bathroom" Italy Designers' Forum	BolognaFiere S.P.A, Shanghai CMP Sinoexpo ABITARE magazine	It's always the big China's designers' needs for the top branding designing materials' information	405
4	Decoration and Artificial Ceramics Professional Committee	China Building Ceramics& Sanitary Ware Association	To stimulate traditional ceramics' culture, and make it more modern, artificial, creative, industrial and international.	319
5	Green-hotel Build& Design Forum	Shanghai Tourism& Hotel Association Zhejiang Tourism& Hotel Association	Talking about building and designing the green hotel, how to use green building materials to have "reduce, reuse, and recycle" hotel management.	437
6	Ceramics and Designers Dialogue, the Ideal Bathroom Designers and Ceramics Exhibitors Dialogue	BolognaFiere S.P.A, ABITARE magazine	4 Italy sanitary ware designers, C.O.C.A attendance, and ceramics exhibitors offered a deep discussion to improve ceramics and sanitary ware locally.	129

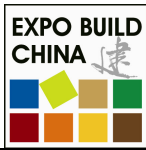
7	Real Estate Forum: Reform under the global crisis-"Product Position"	China Real Estate Business	Disucssing about how to match the real estate market with the building products.	136
8	Space Design Fashion Trend Release		The most influencial release in this area.	327
9	The C.O.C.A Awarding Ceremony	China Building Ceramics & Sanitary Ware Association, Architectural Society of China, America and Italy ceramics magazine.	To improve the ability of China's ceramics creative design and develop China's top branding to the international, C.O.C.A ceremony was launched for the first time.	367
10	Golden Bund Interior Design Awarding Ceremony		As the "OSCAR" in the real designing industry, 2009 Golden Bund had a really sharp competition that received more than 900 design works.	367
11	Top Designers' Forum		How 2009 awaken people from the design pursuit related to the visual luxury and top fashion? Right now, design originates from the life, also returns to the life.	409
12	Dialogue between "Golden Bund" winners&architect, building suppliers		Golden Bund winners talked about the designers' buying purpose or requirements when they start to get the new idea for designing.Opened only to building suppliers and material offers.	115
13	"The Ideal Bathroom" Display Area	BolognaFiere S.P.A, Shanghai CMP Sinoexpo ABITARE magazine	<ul style="list-style-type: none"> ● To Shanghai's Silent Space by Ludovica+Roberto Palomba ● SPA Home by Giovanna Talocci ● Home Life Between Public and Private by Diego Grandi Limitless and Unbounded Home by Paola Navone	5000 plus
14	C.O.C.A & Golden Bund Display Area	China Building Ceramics & Sanitary Ware Association, Architectural Society of China, America and Italy ceramics magazine	To strength the value of China ceramics industry, C.O.C.A awards was first held. 19 judgment, 108 competing works from relative enterprises, designers and six design universities and only three participators won the C.O.C.A awards. This display is to illustrate the creative element about the ceramics, pay more attention to ceramics modern characters.	1000 plus

Expo Build in the Media

Coverage	Total	Trade Magazine	Daily Newspaper	Online	TV & Radio
Editorial/ Interviews	242	71	82	75	14
Advertisements	265	85	42	114	24
Total	507	156	124	189	38



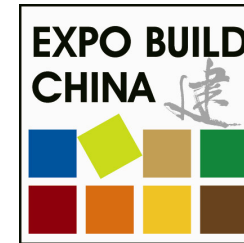




EXPO BUILD 2010 PREVIEW

- PREMIUM SOLUTIONS FOR CERAMICS, BUILDING & DESIGN

29 March – 1 Apr, 2010 Shanghai New Int'l Expo Center



To celebrate the 18th edition of Build Expo, the organiser will modernise the entire exhibition by adding more future building-related topics and combining these new topics with an entirely new structure of the exhibition.

Expo Build will extend its existing services for architects and designers by adding more product and service categories for exhibitors, such as designer software, CAD systems and other software solutions. The widely at Expo Deco at hall W3 and the Home Fashion & Design Shanghai Show will also be extended in scale. Expo Build will thus become the largest and most important meeting place for architects, and interior and product designers in East Asia.

Expo Build and the co-located Ceramics China, will address the growing demand in China and other Asian countries for premium supplies and become the only premium event in China for building materials.

CONTACTS

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Updated information on Expo Build China 2010 is available also at www.expobuild.com

