SINCE 1995
THE FIRST TRADE SHOW FOR WINDOW DOOR AND FACADE PRODUCTS IN CHINA

Product Launchpad for Top Window Door Brands

EXHIBITORS 700
SQUARE METERS 100,000+
VISITORS 65,000
(2020 FORECAST)

MARCH 5-7, 2020
PWTC & NICEC, GUANGZHOU, CHINA
FIRST CHOICE FOR BRAND BUILDING

Window Door Facade Expo China (Windoor Expo China) is supported by China Real Estate Industry Association and Aluminum Window, Door and Curtain Wall Committee of China Construction Metal Structure Association.

Launched in 1995, Windoor Expo is the first Window Door Facade Expo in China. Partnered with brands whose annual sales now have reach over one billion USD for over 26 years, such as JMA Aluminum, Xinfa Aluminum, Fenglu Aluminum, Windoor Expo is more of a market mover of industry innovation.

**2019**

- **PROFESSIONAL BUYERS**: 65,468
- **VISITS**: 132,935
- **EXHIBITORS**: 634
- **SQUARE METERS EXHIBITION SPACE**: 100,000+
The growth of construction in China was consistently strong throughout 2018, with a gross value of US$ 3.46 trillion. The industry will see growth of approximately 4.5% over the next five years to 2023.

Increasingly flexible policy (i.e. The 5-year government building projects) facilitates window and door segment to rise stably by 7% and the facade segment by 8% from 2017 to 2019, above construction industry expected growth rate.

Policies (i.e. “Go West” campaign) and urban renewal promote the needs of window and door products.

Growing population and improved infrastructure in the Guangdong-Hong Kong-Macau Greater Bay Area encourage the housing needs.

Environmental protections and energy conservation stimulate the industry to make innovative products to meet market needs.

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**THE BOOMING CHINA MARKET**

- Gross value of construction in China Consistently strong throughout 2018, with a gross value of US$ 3.46 trillion. The industry will see growth of approximately 4.5% over the next five years to 2023.


- Floor space of building projects Owing to rapid urbanization in China, the floor space of building projects has grown steadily and reached 141 billion square meters in 2018.
RIGHT TIME
March is the golden season for purchasing, especially for project procurement in China. Exhibiting at WINDOOR EXPO will be the perfect timing to put your products in the hands of these decision-makers.

RIGHT PLACE
Guangzhou, also known as Canton, is the capital city of Guangdong Province. It is home of biggest real estate developers in the country such as Vanke, Poly, Country Garden etc. It’s also one of China’s three largest cities where real estate is one of the highest priced in China.

RIGHT BUYERS
Windoor Expo has been a must-attend industry event for industry experts, real estate developers, distributors, import & export traders, window door and facade engineers, architects, contractors.

TOP BRANDS ATTRACTS TOP DISTRIBUTORS WITH ANNUAL SALES ABOVE US$ 1 MILLION

listed in no particular order
COMPREHENSIVE SHOWCASE OF THE WHOLE INDUSTRY CHAIN

2020 FLOOR PLAN

7 EXHIBIT SECTORS AT 2 VENUES

- WINDOW & DOOR
- ALUMINUM PROFILES & FACADE MATERIALS
- SEALANT & ADHESIVE
- INNOVATION HUB (INNOVATIVE PRODUCTS)
- HARDWARE & FITTINGS
- EQUIPMENT & TOOLS
- SMART HOME

INNOVATION HUB, CENTER-STAGE OF WINDOOR EXPO

- Showcase the innovative products of the year
- 50:1 ratio between buyers and exhibitors
OVER 65,000 BUYERS LOOK FOR YOUR PRODUCTS

First Choice for Project Procurement - Windoor Expo China is the leading trading platform with the most purchasing engineers from real estate developers in China

First Choice for Top Distributors - Windoor Expo China brings top distributors with annual sales above US$ 1 million, specializing in big projects

BUYERS BY INDUSTRIES

- Window and Door Engineering: 17,676
- DISTRIBUTORS & TRADERS: 17,021
- Manufacturers: 11,784
- Engineering Designs: 10,474
- Real Estate Developers: 5,237
- Others (Research Institutes, Associations): 3,273

BUYERS BY ROLES

- DECISION MAKERS: 51%
- Marketing & Sales: 16%
- Project Engineering: 12%
- Procurement: 9%
- Designs: 7%
- Others: 5%

51% are from senior level of their companies and entitled to recommend a purchase.

PART OF PRESENTED REAL ESTATE BUYERS:

listed in no particular order
CONCURRENT EVENTS & ACTIVITIES

CCMSA ANNUAL INDUSTRIAL CONFERENCE
Learn the latest regulations on window, door and facade in China and get the latest industry reports from CCMSA and industry experts.

WINDOOR FACADE TECHNOLOGY CONFERENCE IN PARTNERSHIP WITH THE AIA INTERNATIONAL REGION
In cooperation with AIA (The American Institute of Architects), the AIA China Conference brings together world-renowned local and international architects, designers, and real estate developers.

THE 6TH CHINA WINDOOR FACADE INNOVATION AWARD & INNOVATIVE PRODUCT RELEASE
This annual award is intended to recognize innovations of window, door and facade industries in China of that year.

CHINA WINDOOR TOP 100 AWARD
It’s the first award from the perspective of real estate developers and owners. It is also a grand gathering of China window door distributors.

ACADEMIC SEMINAR: PREFABRICATED CONSTRUCTION WORKSHOP
Experts from the association will shed light on new industry regulations, analyze engineering projects, and highlight trends affecting the future of industry.

ACADEMIC SEMINAR: RENOVATION AND CONSTRUCTION OF CURTAIN WALL FOR EXISTING BUILDING
Experts in the industry will analyze current situation and safety management and construction of curtain wall for existing building.

ACADEMIC SEMINAR: FIRE AND LIFE SAFETY
Industrial experts will interpret the new Fire Protection of Construction Projects and share the latest technologies.

SUMMIT ON NEW SMART SOLUTION FOR WINDOW DOOR AND FACADE
Applications and future development of new smart solution for customized window door, smart lock, smart control system, face recognition technology will be shared and probed into by gurus in the industry.
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