WINDOOR
WINDOW•DOOR•FACADE
EXPO CHINA
The 25th Windoor Expo 2019
POST SHOW REPORT

4 to 6 March
PWTC and NICEC, Guangzhou, China
www.windoorexpo.com | 86-20-2231 5830
2019 DATA

- 65,468 Professional Buyers
- 634 Exhibitors
- 132,935 Visits
- 23,000+ New Products
- 86 Countries/Regions
- 100,000+ Square Meters Exhibition Space
## 2019 BUYERS

### BUYERS DATA

**Quantity of Buyers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window and Door Engineering</td>
<td>17,676</td>
</tr>
<tr>
<td>Distributors &amp; Traders</td>
<td>17,021</td>
</tr>
<tr>
<td>Manufacturers</td>
<td>11,784</td>
</tr>
<tr>
<td>Engineering Designs</td>
<td>10,474</td>
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<tr>
<td>REAL ESTATE DEVELOPERS</td>
<td>5,237</td>
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**Quality of Buyers**

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### By Industries

- Gathering top distributors with 1,000,000+ USD annual sales, specializing in projects
- South China: biggest proportion of window, door and facade manufacturing companies located in China
- To most real estate developers in South China, Windoor Expo is their first choice for project procurement.

### By Roles

- 51% are decision makers in procurement

### DECISION MAKERS

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Sales</td>
<td>16%</td>
</tr>
<tr>
<td>Project Engineering</td>
<td>12%</td>
</tr>
<tr>
<td>Procurement</td>
<td>9%</td>
</tr>
<tr>
<td>Designs</td>
<td>7%</td>
</tr>
<tr>
<td>Others</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Products Buyers Most Interested In

- Doors & Windows, Profiles, Hardware and Sealants

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Door &amp; Window Systems, Doors and Windows</td>
<td>47%</td>
</tr>
<tr>
<td>Aluminum Profiles</td>
<td>33%</td>
</tr>
<tr>
<td>Hardware Fittings</td>
<td>31%</td>
</tr>
<tr>
<td>Fire-Rated Windows &amp; Doors</td>
<td>24%</td>
</tr>
<tr>
<td>Sealants &amp; Adhesives</td>
<td>22%</td>
</tr>
<tr>
<td>Windows &amp; Doors Machines</td>
<td>16%</td>
</tr>
<tr>
<td>Curtain Wall Panels</td>
<td>16%</td>
</tr>
<tr>
<td>Architectural Glass</td>
<td>14%</td>
</tr>
<tr>
<td>Smart Home</td>
<td>13%</td>
</tr>
<tr>
<td>Glass Processing Machines</td>
<td>6%</td>
</tr>
</tbody>
</table>
PROFESSIONAL BUYERS

Comments From VIP Real Estate Buyers

Every year in March, as the most professional engineering procurement platform, Windoor Expo not only provides a procurement platform, but also a hub for the launch of innovative products and new technologies. We can find the latest achievements of product R&D from big brands and trends of future architecture. We are looking forward to seeing the exciting new trends at Windoor Expo 2020.

--General Manager of Cost, Times Prosperity (China Top 100 Developer)

It was enjoyable to visit Windoor Expo 2019. We got thoroughly ideas about new products and technologies here, which will offer guides for materials selection in the future. Besides, we found more specific classifications for new areas, such as fire-rated doors & windows, smart home forums etc. This will also give reference for future engineering industry.

--Deputy General Manager of Procurement, R & F Group (China Top 10 Developer)

Part of Presented Real Estate Buyers:

listed in no particular order
BUYER REGIONS

Local Buyers

- Northeast China: 2%
- West China: 10%
- Central China: 18%
- East China: 21%
- Guangdong-Hongkong-Macao Greater Bay Area (GBA): 49%

Overseas Buyers

- North America: 4%
- Europe: 7%
- Asia: 22%
- Hong Kong/Macao/Taiwan, China: 16%
- Southeast Asia: 41%
- Oceania: 5%
- South America: 1%
- Africa: 4%

Top 10 Countries & Regions

- Malaysia: 12%
- Thailand: 9%
- India: 8%
- Hong Kong, China: 7%
- Korea: 3%
- Australia: 3%
- Vietnam: 3%
- Taiwan, China: 2%
- Brunei: 2%
- Singapore: 2%
BUYERS SATISFACTION

Main Purposes of Buyers

01 Looking for innovative technologies, products and solutions 40%
02 Procurement 23%
03 Maintaining relationship with regular suppliers 17%

Buyers were very satisfied, and would visit next time

98%

Buyers reached their goals

93%
CHINA REAL ESTATE FEDERATION CONFERENCE

A must-attend industry gathering for industry managements, experts and gurus to probe into the future trends with economic specialist.

ATTENDEES

2,039

ATTENDEES

INDUSTRY REPORT, ECONOMIC GURU

By Roles:

- Management: 61%
- Engineering Design: 20%
- Sales: 16%
- Others: 3%

By Industries:

- Real Estate Developers: 30%
- Manufacturers: 29%
- Window Door Fabricators: 13%
- Associations: 9%
- General Contractors: 7%
- Engineering Designs: 6%
- Others: 6%

Co-Organizers: [List of logos]
Supporters: [List of logos]
Sponsors: [List of logos]
Party Sponsor: [List of logos]
AIA CHINA CONFERENCE

The Impact of Architectural Skin Design and Technological Innovation
AIA Conference First Launch in South China

A high-end conference for real estate developers, engineering designs to learn curtain wall solutions from renowned international architects.

1,362 ATTENDEES

By Roles
- Procurement: 2%
- Manufacturers: 46%
- Sales & Marketing: 16%
- Project Engineering: 25%
- Design: 8%

By Industries
- Real Estate Developers: 56%
- Manufacturers: 11%
- Associations & Research Institutes: 11%
- Distributors & Traders: 6%
- Others: 6%

Representatives:

Sponsors:

WWW.WINDOOREXPO.COM 07
Latest technologies, materials, products gathered here. 65% attendees joined and learned industry trends every year.

ATTENDEES

953

Hot Topics: Fire-Rated, Curtain Wall for High-Rise Building and Renovation Of Existing Curtain Wall

By Roles

Engineering 47%
Design 18%
Management 20%
Sales 6%
Production 5%
Procurement 4%

By Industries

Engineering Designs 37%
Distributors & Traders 12%
Window Door Fabricators 16%
Real Estate Developers 4%
Research Institutes 4%
Inspection Institutes 8%
Others 16%

Supported Brand: 
Supported Institute:
Exhibitors brought new products, 44 of them won innovation awards and showed at the innovation hub with most traffic.

Visitors were satisfied with the Innovation Hub and reached their main visiting purposes.

63%

2019 WINDOOR FACADE INNOVATION AWARD WINNERS

- CIVRO Building Technology (Guangdong) Co., Ltd.
  Awarded Product: CVW025

- Fischer (Taicang) Fixings Co., Ltd.
  Awarded Product: Fischer Bracket Hanging System

- Cmech (Guangzhou) Industrial Ltd.
  Awarded Product: Metro Handle

- Technoform Group
  Awarded Product: Edge Cover

- AKZONOBEL (China) Investment Co., Ltd.
  Awarded Product: Interpon D3020 Brilliance

- ASSA ABLOY Guoqiang (Shandong) Hardware Technology Co., Ltd.
  Awarded Product: Yale Intelligent Window Opening System

- Kristal Creation Technology Co., Ltd.
  Awarded Product: Kristal Creation Nano-Coating

- Dongguan Qunan Plastic Industrial Co., Ltd.
  Awarded Product: Supersafeglas Ionic Interlayer

- Gauzy Ltd.
  Awarded Product: LCG

- Changsha Firm Engineering & Technology Co., Ltd.
  Awarded Product: Groove Type Stone Curtain Wall Assembly System

listed in no particular order
EXHIBITOR DATA

- 634 EXHIBITORS

- 99% Exhibitors were satisfied with Windoor Expo 2019

- 92% Exhibitors tended to book space at Windoor Expo 2020

EXHIBITS RANGE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
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<tr>
<td>Doors &amp; Windows / Aluminum Profiles</td>
<td>30%</td>
</tr>
<tr>
<td>Hardware Fitting</td>
<td>25%</td>
</tr>
<tr>
<td>Sealants &amp; Adhesives</td>
<td>25%</td>
</tr>
<tr>
<td>Equipment &amp; Tools</td>
<td>13%</td>
</tr>
<tr>
<td>Curtain Wall / Glass</td>
<td>6%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
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EXHIBITORS SATISFACTION

MAIN PURPOSES OF EXHIBITING

01 Increasing reputation of the company or brand
02 Meeting potential customers
03 Maintaining existing customer relationships
04 Promoting new products, services, technologies

98%
Exhibitors were satisfied with the quantity and quality of visitors

COMMENTS FROM EXHIBITORS

Wei Gao
Marketing Manager of North Asia AKZONOBEL

We've participated Windoor Expo for years, and it is highly professional to bring us much more attentions from potential clients. We will continue our participation to promote our brand on this unique platform.

Lingang Si
Product Manager, SIKA

Windoor Expo is very professional, either exhibitors or visitors. Visitors came not only from South China, but from the whole domestic China, even from Taiwan, Hong Kong, Macau, and Southeast Asia. Among them there were our regular clients, who got deeper understanding of our products; and there were also a large number of potential clients we could get in touch. Windoor Expo helped us a great deal expand our market.

Zhengyu Wu,
General Manager, HUILI-TUVGAL SHEETS (Brand: RODECA · HUILI)

Every year we could meet many new freinds here, including designers, contractors, owners etc. Windoor Expo is the biggest and most professional window door event in China. We’ve participated Windoor Expo year by year, and this platform had offered us the biggest promotion for our new products and new materials.
PERSPECTIVES ON INDUSTRY DEVELOPMENT

Majority of exhibitors and buyers thought the industry would have a medium growth, and even high growth, believing in a bright future of window door and curtain wall industry.
CHINA ANNUAL PROJECT PROCUREMENT PLATFORM

FOR WINDOW DOOR AND FACADE PRODUCTS

MEET YOU ON MARCH 5-7, 2020

Guangzhou Poly World Trade Center Expo &
Nan Fung International Convention & Exhibition Center