

**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**

APPROVED BY



ALUMINIUM WINDOW, DOOR AND CURTAIN WALL COMMITTEE  
OF CHINA CONSTRUCTION METAL STRUCTURE ASSOCIATION

SUPPORTED BY



CHINA REAL ESTATE  
INDUSTRY ASSOCIATION

ORGANIZED BY

城•建•展 伙伴天下  
**citiexpo**  
being your partner +

informamarkets

**WWW.WINDOOREXPO.COM | +86 20 2231 5830**



# WINDOOR

WINDOW • DOOR • FACADE

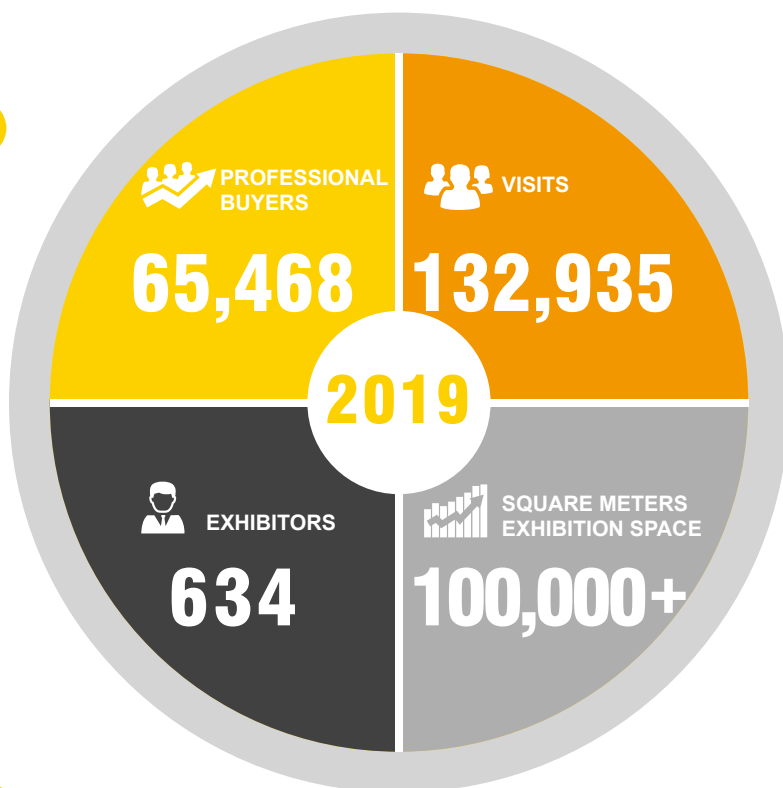
## EXPO CHINA

— SINCE 1995 —

### 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, Xinfu Aluminum, Fenglu Aluminum, Windoor Expo is more of a market mover of industry innovation.



# CHINA YOUR NEXT DESTINATION

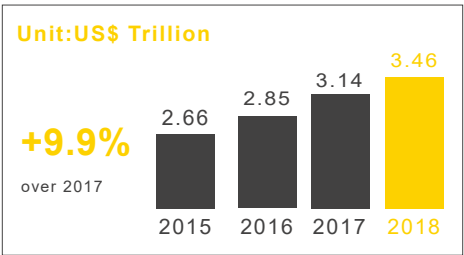
## A GROWING INDUSTRY

- 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-Macao Greater Bay Area encourage the housing needs.
- Environmental protections and energy conservation stimulate the industry to make innovative products to meet market needs.

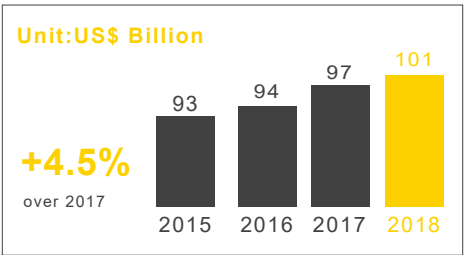


## THE BOOMING CHINA MARKET

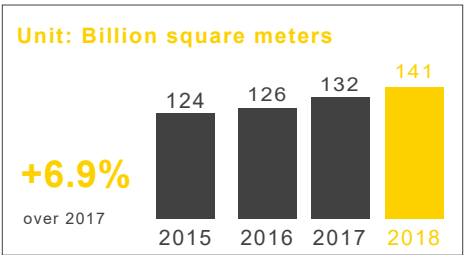
- Gross value of construction in China  
The growth of construction in China was consistently strong throughout 2018, with a gross value of US\$ 3.46 trillion. The industry will see growth of approximately 4.5% over the next five years to 2023.



- China Window Door Market Outlook  
Window door market size reached US\$ 101 billion in China in 2018. With an expected CAGR of 4.5%, the market size in 2019 is estimated to reach US\$ 106 billion.



- 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.



Source: National Bureau of Statistics of China

# THE BEST PLATFORM TO ENTER THE CHINA MARKET

## WINDOOR EXPO

### 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.

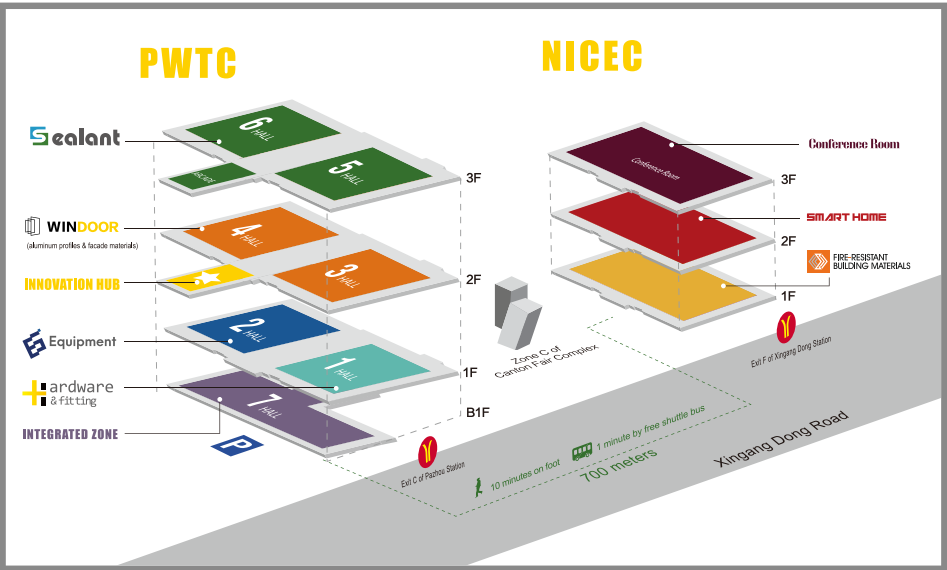
## TOP BRANDS ATTRACTS TOP DISTRIBUTORS WITH ANNUAL SALES ABOVE US\$ 1 MILLION



listed in no particular order

# COMPREHENSIVE SHOWCASE OF THE WHOLE INDUSTRY CHAIN

## 2020 FLOOR PLAN

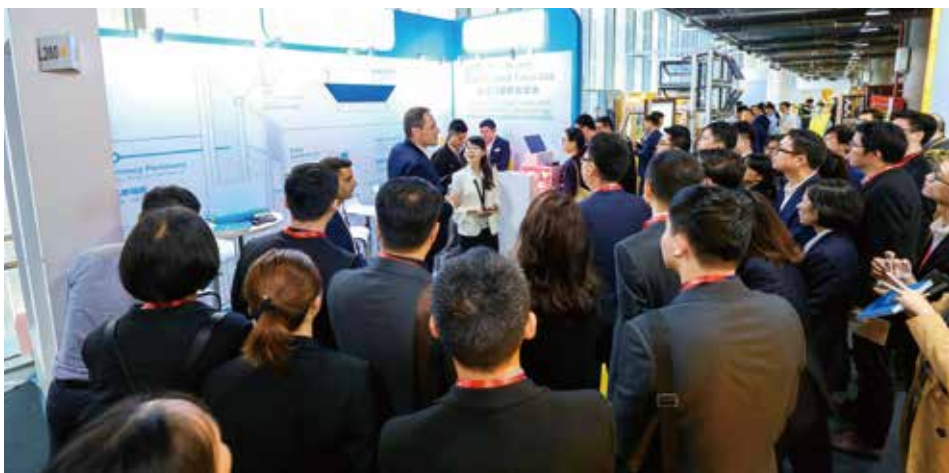


### 7 EXHIBIT SECTORS AT 2 VENUES

- 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

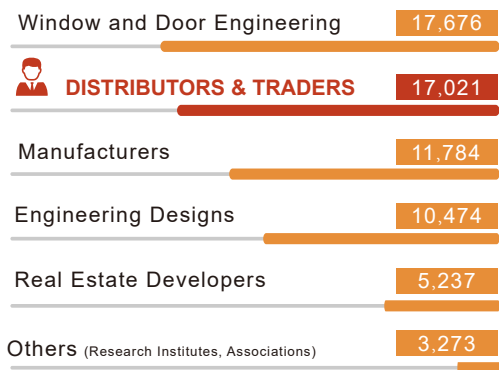


# OVER 65,000 BUYERS LOOK FOR YOUR PRODUCTS

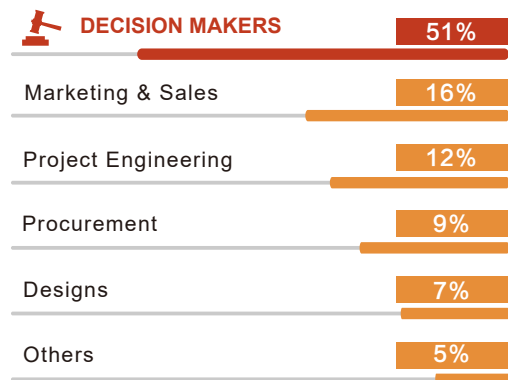
First Choice for Project Procurement - Windoor Expo China is the leading trading platform with the most purchasing engineers from real estate developers in China

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



## BUYERS BY ROLES



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.

# WINDOOR EXPO

APPROVED BY



ALUMINIUM WINDOW, DOOR AND CURTAIN WALL COMMITTEE  
OF CHINA CONSTRUCTION METAL STRUCTURE ASSOCIATION

SUPPORTED BY



CHINA REAL ESTATE  
INDUSTRY ASSOCIATION

ORGANIZED BY

城+事展贸 伙伴天下  
**citiexpo**  
being your partner



informa markets



## CONTACT US

Tel: +86 20 2231 5830

Email: [wdos@informa.com](mailto:wdos@informa.com)

Website: [www.windoorexpo.com](http://www.windoorexpo.com)

Address: Rm 902, Block G, Poly World Trade Center, No. 996 Xingang Dong Road,  
Haizhu District, Guangzhou, China 510335