



**WINDOOR**

WINDOW • DOOR • FACADE

**EXPO CHINA**

The 25<sup>th</sup> Windoor Expo 2019

**POST SHOW REPORT**



*For Better Building,  
For Better Life!*

**4 to 6 March**

PWTC and NICEC, Guangzhou, China

[www.windoorexpo.com](http://www.windoorexpo.com) | 86-20-2231 5830

APPROVED BY



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

HOSTED BY

城市·建筑·生活  
**citiexpo**  
being your partner +

informa markets

# 2019

## DATA



65,468  
PROFESSIONAL BUYERS



634  
EXHIBITORS



132,935  
VISITS



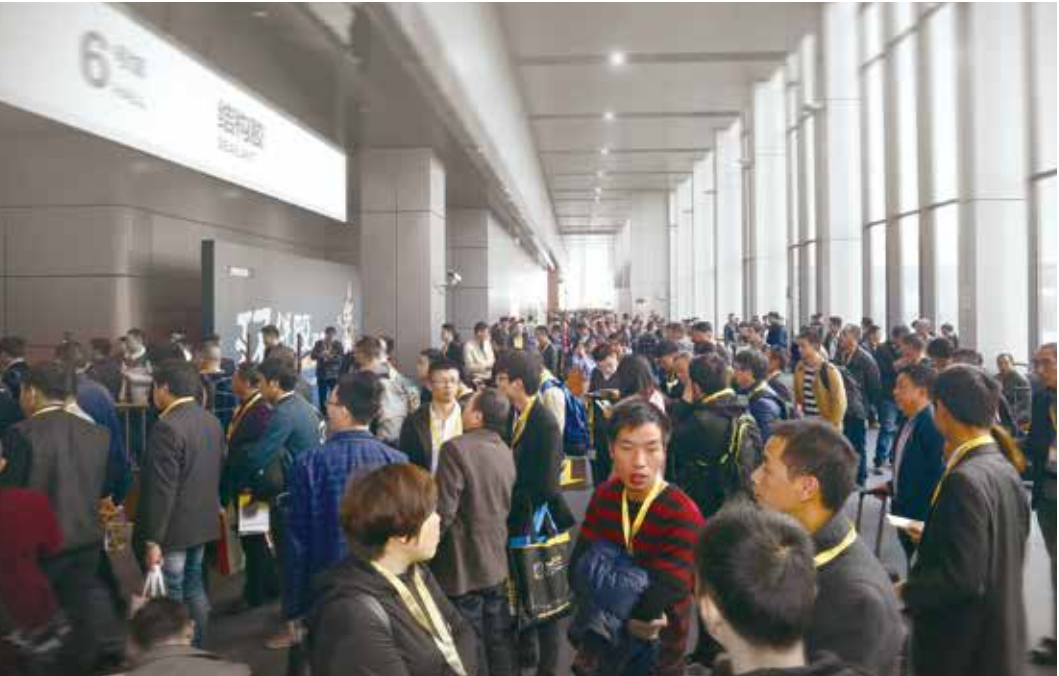
23,000+  
NEW PRODUCTS



86  
COUNTRIES/REGIONS



100,000+  
SQUARE METERS  
EXHIBITION SPACE

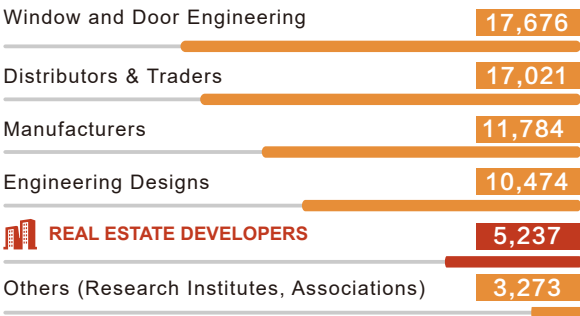


2019  
BUYERS



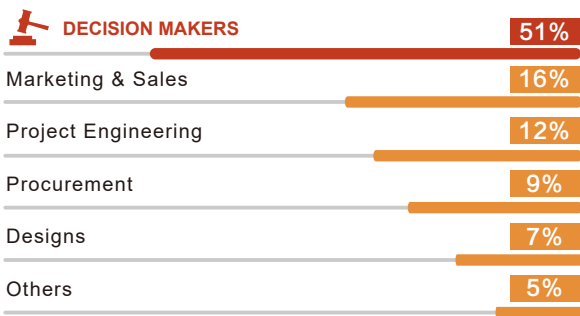
BUYERS DATA

Quantity of Buyers      Quality of Buyers



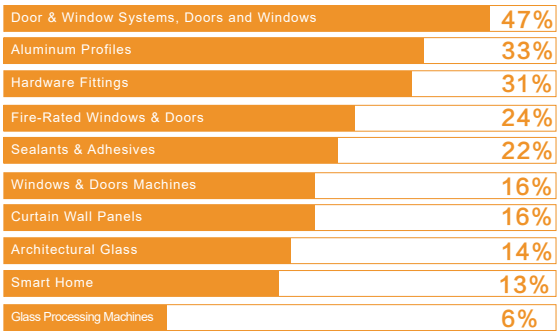
By Industries

- 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



Products Buyers  
Most Interested In

Doors & Windows, Profiles,  
Hardware and Sealants

# 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)



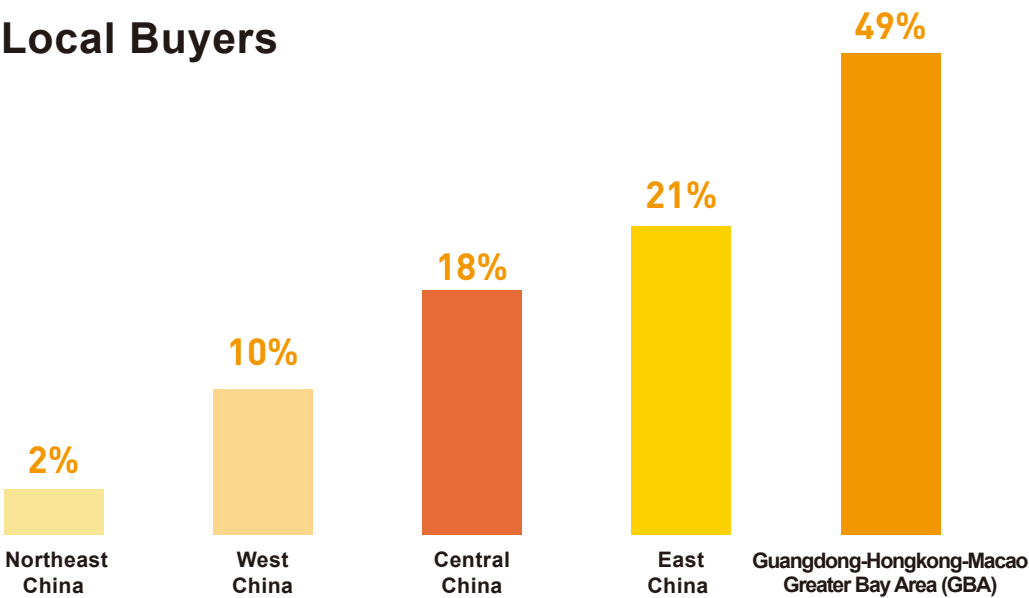
### Part of Presented Real Estate Buyers:



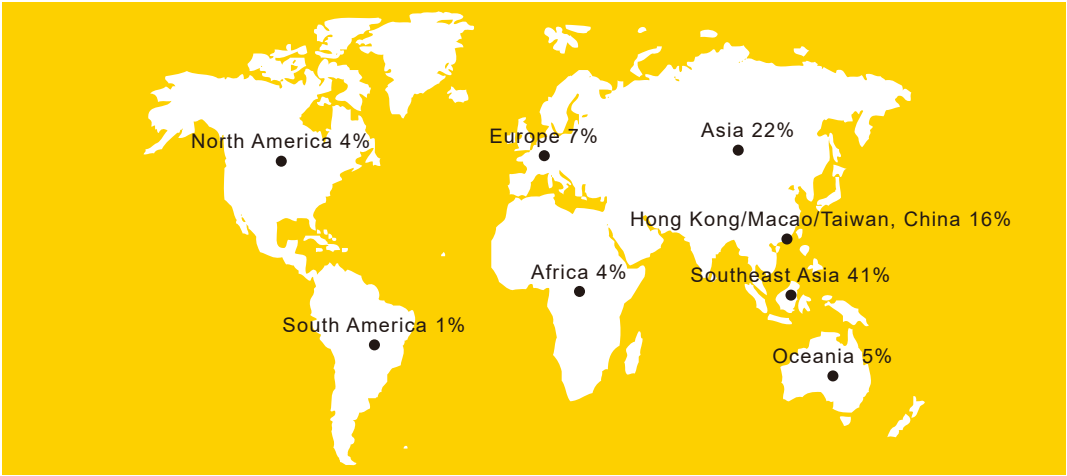
listed in no particular order

# BUYER REGIONS

## Local Buyers



## Overseas Buyers

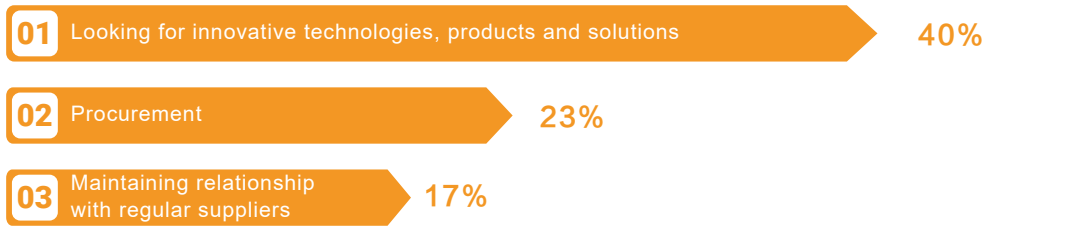


### Top 10 Countries & Regions

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

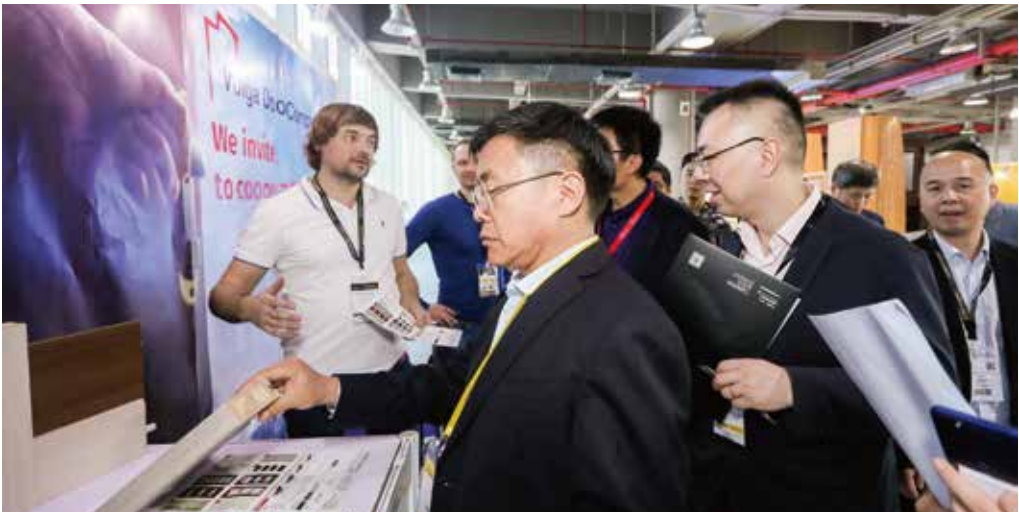


98%

Buyers were very satisfied, and would visit next time

93%

Buyers reached their goals





# 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.



2,039

ATTENDEES

INDUSTRY REPORT, ECONOMIC GURU

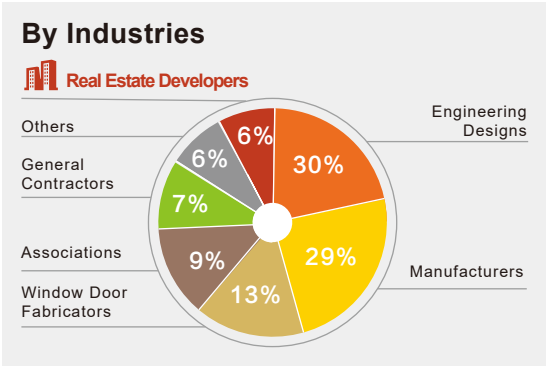
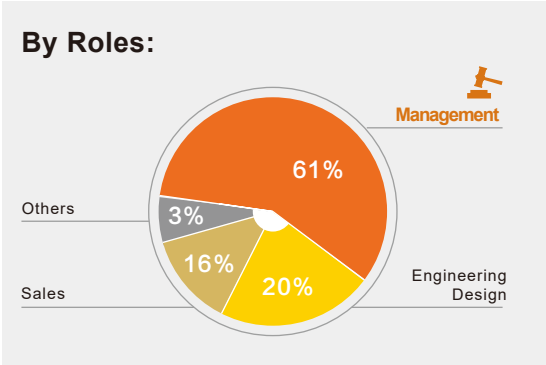
Co-Organizers:  时间  伟业铝材  中建臻刻装饰有限公司

Supporters:  伟昌铝材·门窗

Sponsors:  金隆五金  KIN LONG 道康

Party Sponsor:  兴三五金

## ATTENDEES



# AIA CHINA CONFERENCE

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

HELLO  
AIA

1,362

ATTENDEES



AIA  
International Region

Sponsors:



KIN LONG 坚朗  
Construction Hardware Expert  
建筑五金专家

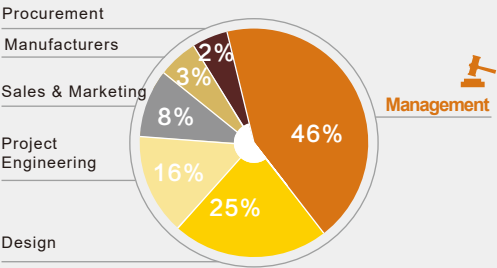
CIVRO  
系统门窗

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

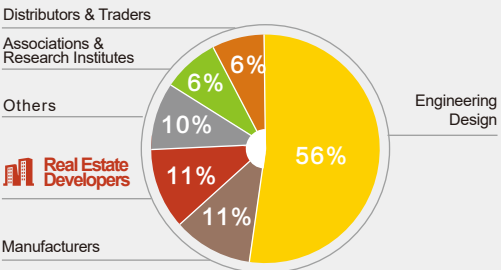


## REPRESENTATIVES:

### By Roles



### By Industries





ACADEMIC  
SEMINAR

2019

ACADEMIC SEMINAR

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

953

ATTENDEES

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

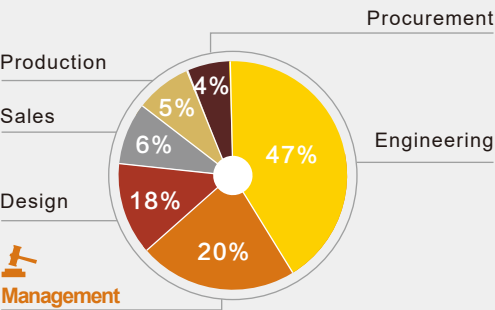
Supported Brand: AUI 奥美

Supported Institute: 中国建筑节能协会

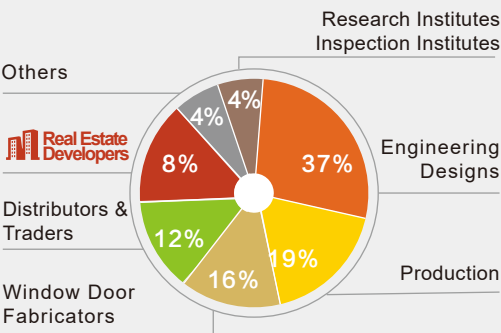


ATTENDEES

By Roles



By Industries



2019  
EVENTS

THE 5TH  
WINDOOR FACADE  
INNOVATION AWARD  
2019

THE 5TH WINDOOR FACADE INNOVATION AWARD










63%

Exhibitors brought new products, 44 of them won innovation awards and showed at the innovation hub with most traffic

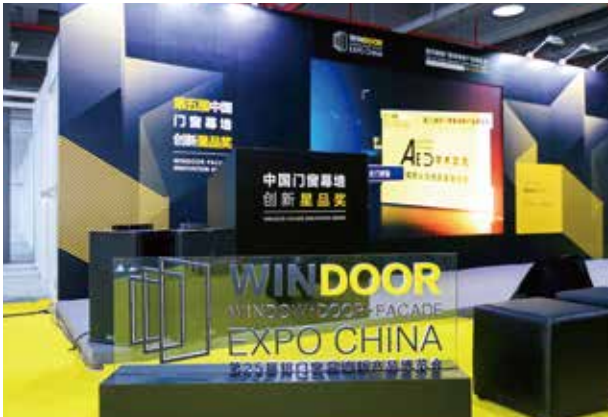
98%

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

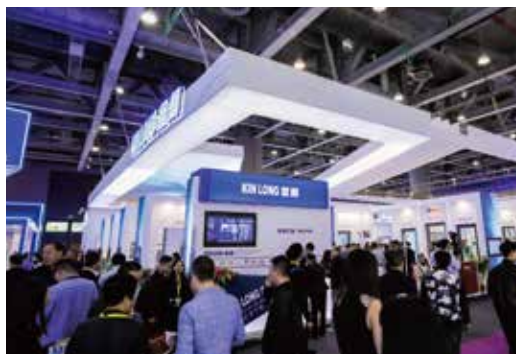
2019 WINDOOR FACADE INNOVATION AWARD WINNERS

	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



2019  
EXHIBITORS



EXHIBITOR DATA

634  
EXHIBITORS

99%

Exhibitors were satisfied  
with Windoor Expo 2019

92%

Exhibitors tended to book  
space at Windoor Expo 2020

EXHIBITS RANGE

Doors & Windows / Aluminum Profiles	30%
Hardware Fitting	25%
Sealants & Adhesives	25%
Equipment & Tools	13%
Curtain Wall / Glass	6%
Others	2%

# 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

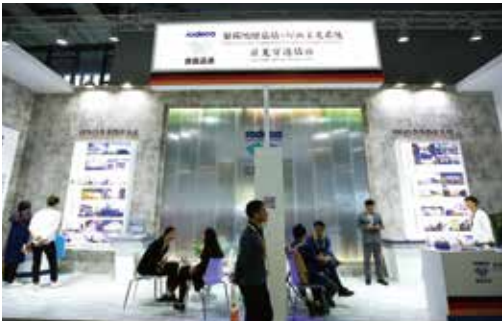


We've participated Windoor Expo for years, and it is highly professional to bring us much more attentions from potential clients. We will continue our participation to promote our brand on this unique platform.

Wei Gao  
Marketing Manager of North Asia AKZONOBEL

Every year we could meet many new freinds here, inclunding 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.

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



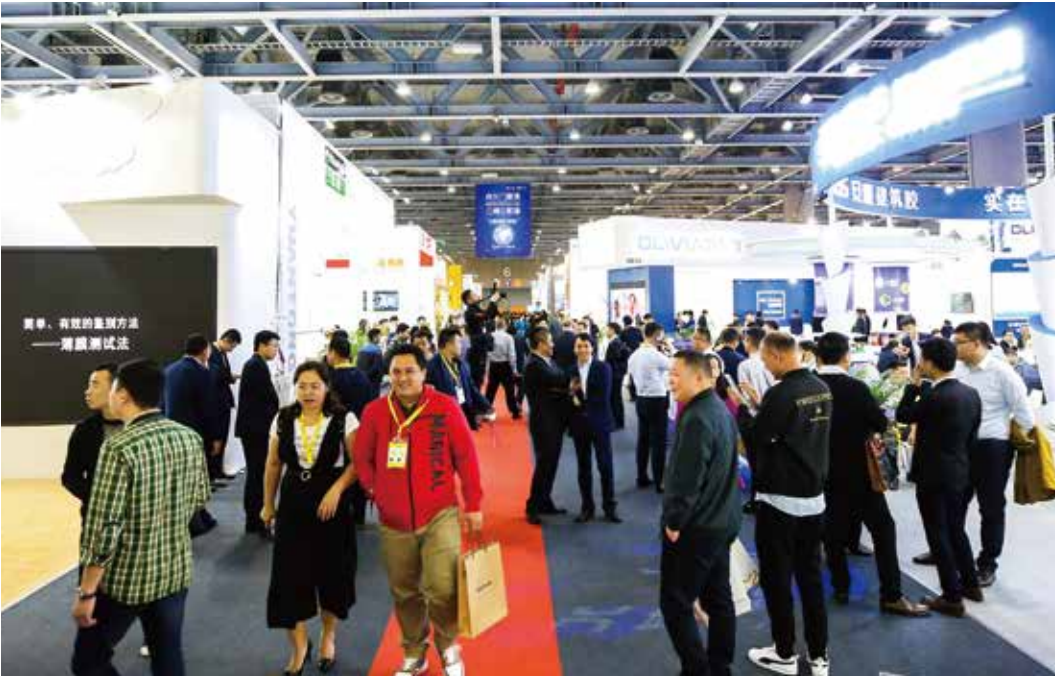
Windoor Expo is very professional, either exhibitors or visitors. Visitors came not only from South China, but from the whole domestic China, even from Taiwan, Hong Kong, Macau, and Southeast Asia. Among them there were our regular clients, who got deeper understanding of our products; and there were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

Lingang Si  
Product Manager, SIKAL

# PERSPECTIVES ON INDUSTRY DEVELOPMENT

Exhibitors	Decline 1%	Low Growth 19%	Medium Growth 55%	High Growth 25%
Buyers	Decline 1%	Low Growth 9%	Medium Growth 60%	High Growth 30%

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

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OF CHINA CONSTRUCTION METAL STRUCTURE ASSOCIATION

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