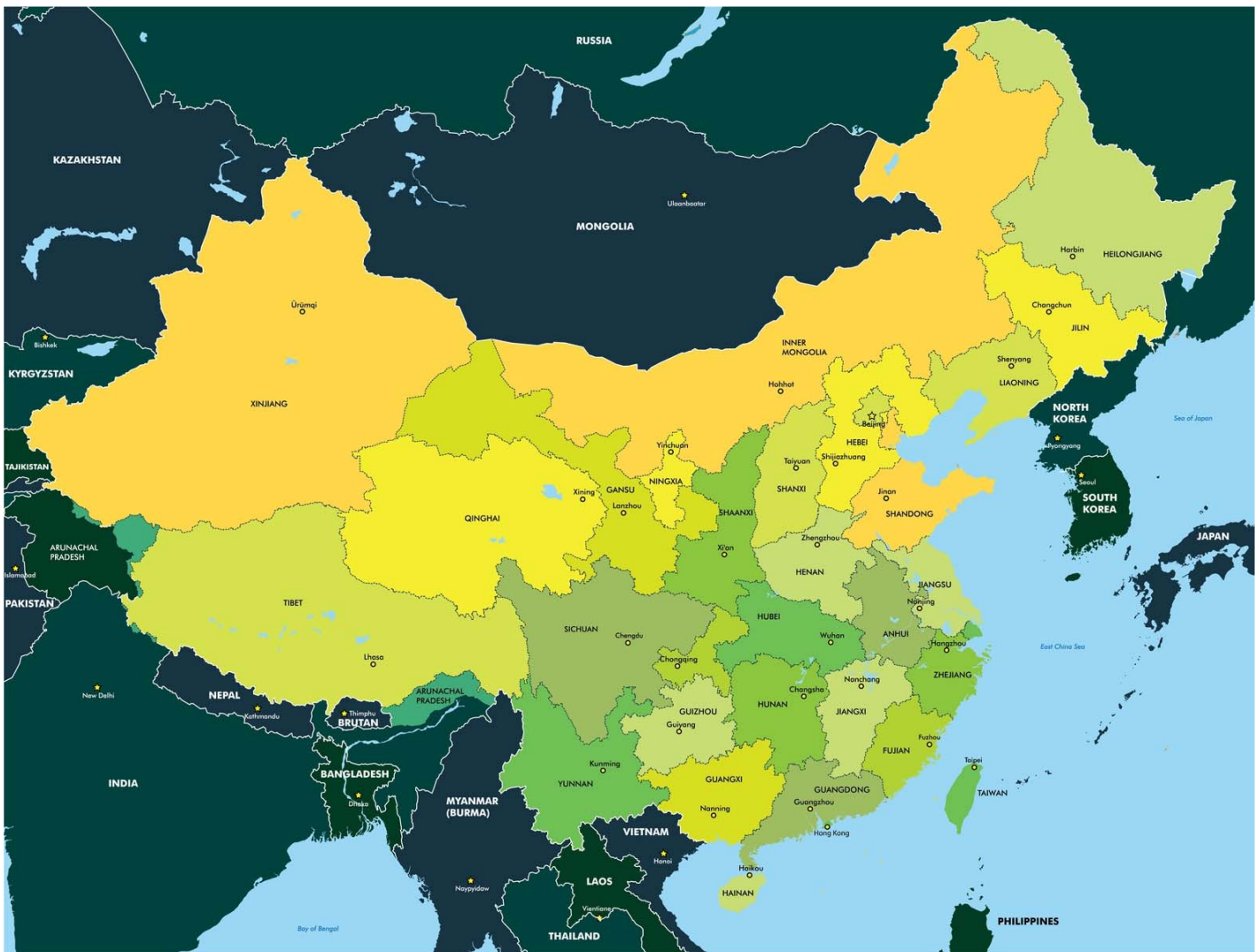


# Success in international markets

## China as a strategic market for the building industry

### Chances for exchange, trading and cooperation



**Important trends**  
**China**

- Chinese domestic market has dynamic growth. Since 2010, China has grown to be the second largest economy, with a growth of 7.7% (2013). Construction sector is driven by **urbanization**.
- Political and social boundary conditions have changed since the Chinese leadership change the development to get more harmful to the environment. Deep-rooted **reforms** should solve the social and ecological problems and drive urban development and expansion of the country with better **quality** and **sustainability**.
- Chinese joining the World Trade Organisation (**WTO**) and the planned investment treaty between the EU and China, the **investment protection**, the **market access** and entry into the market is becoming easier.
- Attractive opportunities for energy efficient, quality and sustainable building products to fulfil the more **stringent energetic requirements** and quality standards of buildings, windows and construction elements.

**Information and**  
**position of BCC**

**Architectural congress** (international VIP speakers) and **Architect Technology Innovation Forum/ATI Forum** (industry speakers) **plus exhibition**.

BAU Congress China is a unique proposition with a focused congress and trade-fair concept, tailored to quality and the special needs of the Chinese construction industry and the Chinese market.

The reputable partners of BAU Congress China establish the connection to the Chinese market, ensure a high-quality program of related events and pave the way for uniquely high-quality trade visitors.

Specializing in superior-quality and innovative solutions corresponds to growing demand for high-quality construction as well as sustainable and environmentally compatible construction solutions in China.

**[www.bauchina.com](http://www.bauchina.com)**

**Organizers +**  
**Venue**

Messe München International and MMI (Shanghai) Co., Ltd.China

National Convention Center and hotel (Olympia area)

No.7 Tianchen East Road, Chaoyang District, Beijing 100105

**[www.cnccchina.com/en/default.aspx](http://www.cnccchina.com/en/default.aspx)**

**Partners**

- **Concept partners:** DGNB, Fraunhofer; ift Rosenheim
- Supporting program partners: Bauverlag,Archi-World;
- Industry partner: Hörmann
- Local Partners: CCPIT Construction Industry Sub-council

**Visitor Target**  
**Groups**

- Project developers and investors
- Planners (architects/engineers)
- Construction + building-materials industry
- Government, trade associations + research institutes

**Special Show**  
**ift Rosenheim**  
Centre of Excellence

**“Quality + Safety – Tested in Germany”**

The special show will focus the affects to the product quality of windows, facades and doors and how testing and surveillance could improve and guarantee the product quality.

Presentation of smart and approved construction principals, products, materials and German test procedures and guidelines.

Meaning and importance of test reports for several characteristics such as energy efficiency, sound, safety of wind and water tightness etc.

Ways and means of establishing quality and surveillance systems

**Co-Exhibitors and exhibits:**

- Zhejiang Dorrenhaus Hardware Industry Co. Ltd.
- Gretsche-Unitas Group – Window with high performed hardware
- Schüco International (Beijing) Co. Ltd. – window, door and curtain wall with high insulation and latest technology
- Unilux GmbH – window wood/aluminium in “passive house” standard.

**ATI Forum**

Beside the architectural congress, the **ATI Forum - Architect Technology Innovation Forum**, an application-oriented program, was another highlight.

Architect  
Technology  
Innovation Forum

Visitors were able to learn about real cases of energy-saving solutions and the application of high-quality material in building design while purchasing quality building materials. The on-site visitor survey showed ATI Forum got highly favorable feedback from the visitors.

**Session**  
**ift Rosenheim**  
Topics and  
speakers

**Quality and safety of building elements**

1. **Proofed German quality and safety**  
Mr. Stefan Ude, Dipl.-Ing. (FH),  
Deputy Head of Product certification, ift Rosenheim
2. **Successful cooperation. Best practice between Chinese manufacture and German testing body.**  
Mr. Ting Wang, Dipl.-Ing. University,  
Director, Zhejiang Dorrenhaus Hardware Industry Co. Ltd.
3. **Introduction of the QS Management System of the G-U Group**  
Mr. Erik Liang, Dipl.-Ing. University,  
Head of Technical Department G-U China
4. **How to ensure the proposed performance and quality of certified aluminium systems.**  
Mr. Peter Stockbrügger Dipl.-Ing. University,  
Technical Director, Schüco International (Beijing) Co. Ltd.

## Application as Co-Exhibitor at

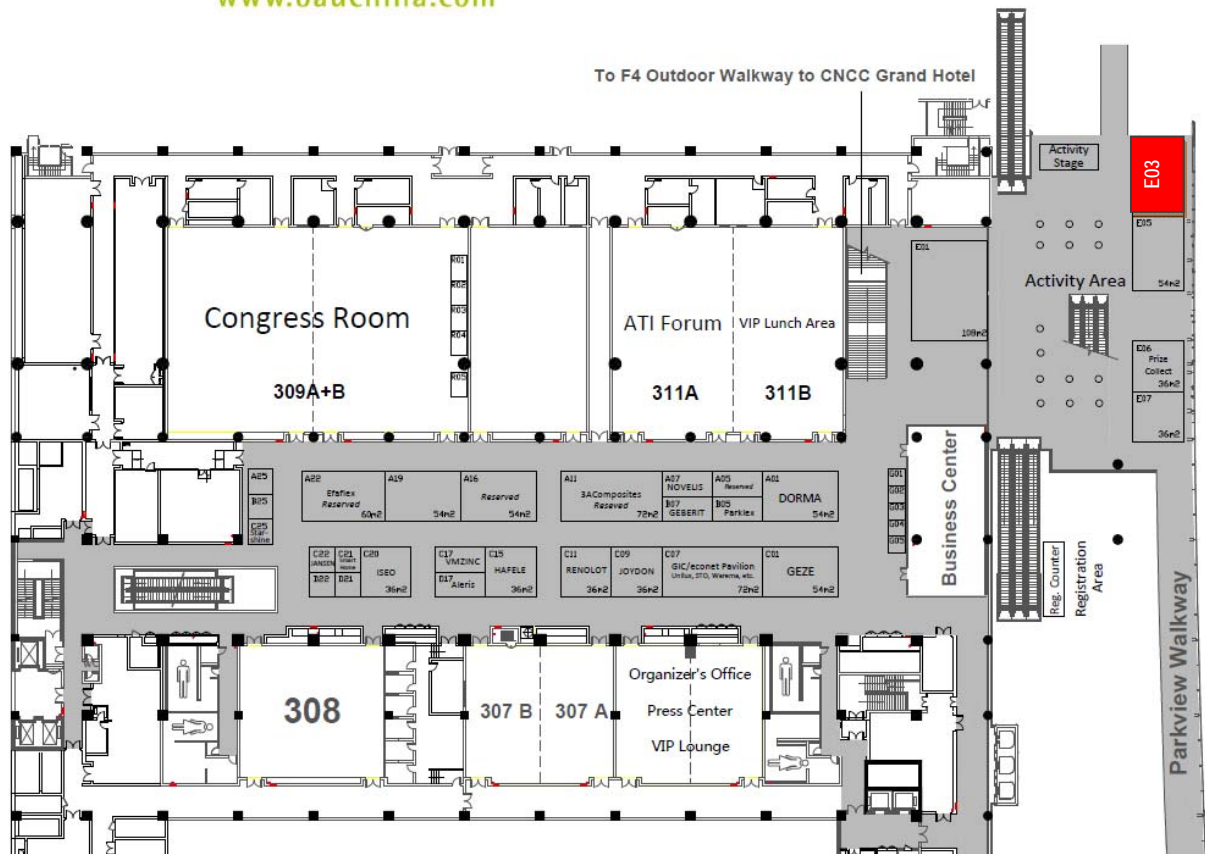
ift Special Show Centre of Excellence  
"Quality + Safety – Tested in Germany"



## Information Venue and location of ift booth (Floor plan)



China National Convention Center, Beijing  
23rd-24th June, 2015



**E03** ift Special Show Centre of Excellence  
"Quality + Safety – Tested in Germany"