

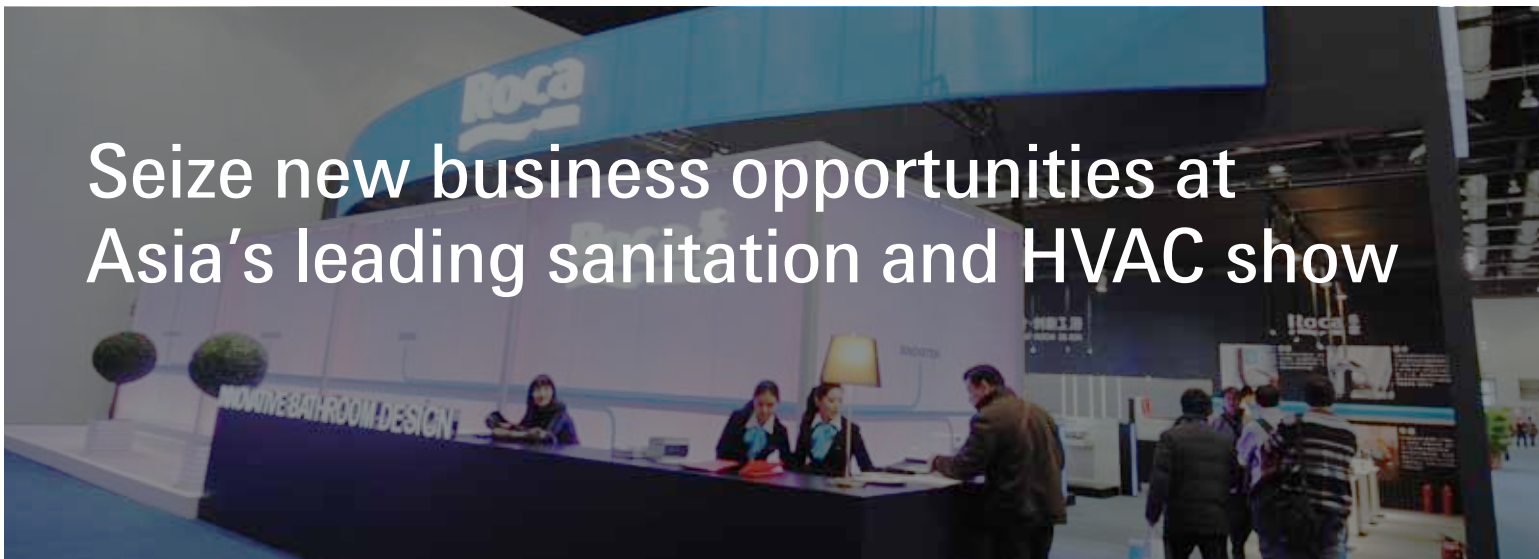
2 – 4 April 2012

New China International Exhibition Center, Beijing, China

## Focus on Sanitation



# Seize new business opportunities at Asia's leading sanitation and HVAC show



## Welcome to the world's largest sanitation market!

Following the success of the first ever *ISH China & CIHE - China International Trade Fair for Heating, Sanitation and Air-Conditioning* in March 2011, this unique joint platform of sanitation and HVAC exhibitors in China follows the format of the world leading ISH trade fair in Frankfurt. It offers ISH China & CIHE exhibitors access to the key end-user groups such as real estate developers, interior designers and those involved with decision making for government projects. This platform is essential for developing business in China's northern market and exporting products to overseas countries. In addition, exhibitors can benefit from Messe Frankfurt's global promotion through its worldwide network.



China is now the world's number one manufacturer and consumer for sanitary ware, accounting globally for a 30% share of finished products and 35% for fittings.

In 2010, sales in China's domestic market reached RMB 73.665 billion, an increase of more than 20% compared to the previous year. What's more, it is estimated that in the next few years, the demand for sanitation facilities will reach 44 million units, overtaking the US expected figure of 35 million.



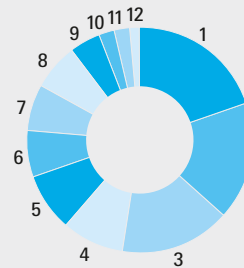
In addition to the numerous government building projects throughout the country, the Chinese government is now moving its development focus from the main cities to first and second tier cities. For example, in the next 12 months the Chinese government is building 525,407 indemnificatory apartments in northern China which will require a huge amount of mid-range level sanitation products to be pre-installed.



## Looking back at ISH China & CIHE 2011

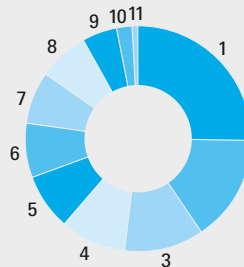
- **International business platform with all the key industry players** – 712 leading brand names from 19 countries and regions
- **The largest ever show** – 48,870 sqm of exhibition space, spread across 10 halls
- **Record breaking number of trade visitors** – 28,252 visitors from 52 countries and regions
- **Product groups**
  - Sanitation
  - Boilers / Solar energy / Air-conditioning & Ventilation
  - Radiators
  - Floor-heating
  - Heat exchangers / Heat meters
  - Renewable energies
- **More than an exhibition** – 6 fringe programmes supported by authorities from sanitation and HVAC industries plus 7 product presentations held by industry leading exhibitors

### Visitor Business Nature

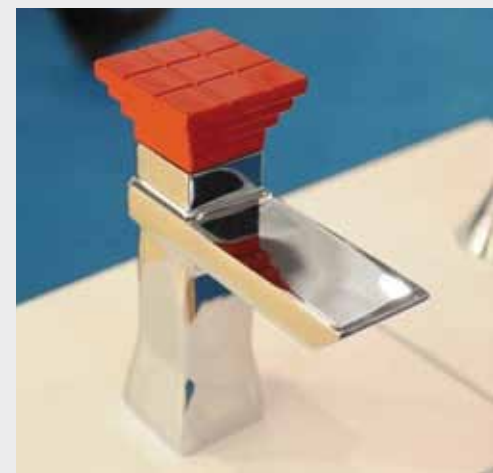


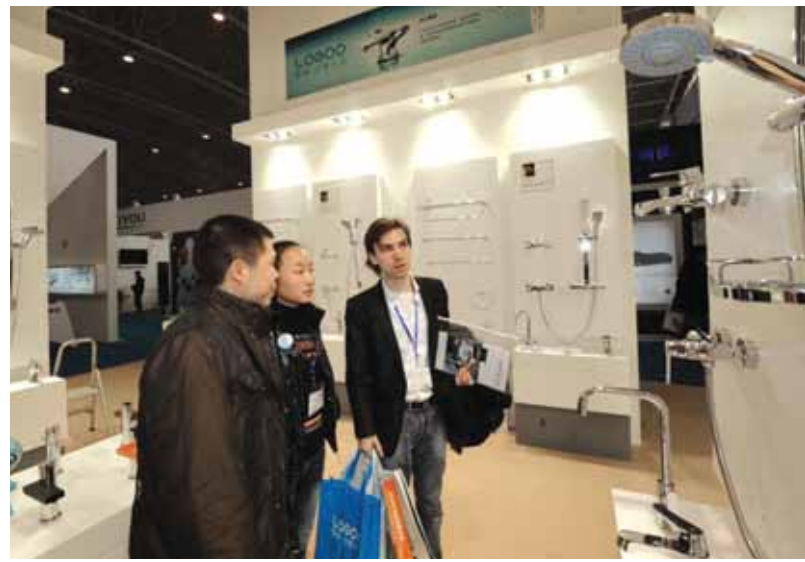
- 1 Building / Construction 19.81%
- 2 Agent / Wholesale / Retail 16.95%
- 3 Manufacturer 15.96%
- 4 Architect 8.89%
- 5 Real estate developer 8.15%
- 6 Contract business 6.78%
- 7 Research / Design 6.71%
- 8 Estate management company 6.59%
- 9 Importer / Exporter 4.39%
- 10 Hotel / Entertainment 2.26%
- 11 Publisher 2.17%
- 12 Others 1.34%

### Main Area of Interest



- 1 Heating engineering 25.31%
- 2 Air-conditioning and ventilation engineering 15.33%
- 3 Sanitation engineering 11.52%
- 4 Plumbing and metal working 9.45%
- 5 Pumps & valves 7.88%
- 6 Measuring test and control equipment 7.87%
- 7 Renewable energies 7.57%
- 8 Pipes and pipeline 7.17%
- 9 Fitting 5.09%
- 10 Workshop installations 2.05%
- 11 Other 0.76%





## Exhibitors are happy with new show format

Ms Zhao Xiaojiao, Marketing, Tangshan Huida Ceramic Group Co Ltd said her company's 405 sqm booth was the largest in the sanitation hall. **"This reflects the great importance placed in this fair by our management team,"** she explained. **"This year, the sanitation and heating products were separated into different halls, and this brought us more professional visitors with a clear aim and purchasing desire."**

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Two new brands to the China market chose to exhibit to gain more exposure. Mr Liu Zhanxing, Product Manager, Logoo Sanitary Wares (Fujian) Co Ltd said: **"We invited our potential distributors in northern China to visit us to learn more about us. It is a very effective way and we met with customers from Beijing, Henan, Shanxi, Shandong and three provinces in northeast China. And some of them have placed orders on site!"**

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Speakman Company from the USA is also a new brand to the China market and was pleased that the show was a good business platform. Ms Teresa Hang, VP of Operations said: **"The fair enables us to stand out among the well-established brands. We met a number of agents who are interested in our products."**

## Visitors find good sourcing opportunities

First time visitor Ms Li Yan, Sales Manager, Jinan Little Prince Sanitation Company, was looking for products to distribute. **"I came to learn about market trends and to look for partnerships with middle-end brands,"** she remarked. **"As a second edition of the sanitation zone, the scale is quite impressive."**

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Mr Xie Guoming, General Manager, Lida Real Estate Co Ltd is a developer for China's second tier cities. **"I am here to source some high and mid grade sanitation products and ISH China & CIHE is a gathering spot for these good quality products,"** he said.



## Looking forward to ISH China & CIHE 2012

- 1,000 exhibitors from 19 countries and regions
- 70,000 sqm of exhibition space
- 35,000 visitors from 55 countries / regions

## Exhibit range sanitation section

- Bath tubs
- Washbasins
- Toilets & bidets
- Faucets, showers
- Shower enclosures
- Health & leisure sanitary ware
- Bath furniture
- Plumbing technologies & water treatment
- Pumps / valves for sanitation
- Bathroom fittings & accessories
- Renewable energies
- Others

In addition, there are HVAC product groups which complement the portfolio of ISH China & CIHE.

## Visitor profile

- Building / construction companies

- Architects / design institutes / interior designers
- Property developers / estate management companies
- Contract business
- Product R&D
- Agents / distributors, wholesalers / retailers, importers / exporters
- Manufacturers
- Hotels / leisure and entertainment
- Government / public utility representatives
- Media

## You can't afford to miss this unique Asian one-stop sourcing platform for sanitation products

At ISH China & CIHE 2012 the latest sanitation products will be on display from leading industry names, attracting high-end buyers from the architecture and design fields as well professionals and distributors from the sanitation industry. Combine this with the needs of the world's largest and fastest growing sanitation market and the show is an impressive and reliable platform for doing business.



## Show details

### Date and Venue

2 – 4 April 2012

New China International Exhibition Center, Beijing, China

### Organisers

- Messe Frankfurt (Shanghai) Co Ltd
- Beijing B&D Tiger Exhibition Co Ltd
- Taizhou Xiandai International Business Exhibition Co Ltd

### Co-organisers

- CDHA - China District Heating Association
- China Council for the Promotion of International Trade Construction Industry Sub-Council
- Heating and Radiator Committee of China Construction Metal Structure Association
- Gas Heating Application Speciality Committee of China Civil Engineering Society
- Floor-heating Committee of China Construction Metal Structure Association
- China Council for the Promotion of International Trade Zhejiang Sub-Council
- Kitchen & Bath Works Committee of China Building Decoration Association
- HVAC&R Sub-Council of China Architectural Society
- China Council for the Promotion of International Trade Machinery Sub-Council
- China International Exhibition Center Group Corporation

### Domestic supporters

- China Real Estate Chamber of Commerce
- Plumbing Facilities Committee of China Construction Metal Structure Association
- China Furniture Decoration Chamber of Commerce
- Geothermal Committee of China Energy Sources Association
- Heat Meter Working Committee of China Metrology Association
- China Hotel Purchasing & Supplying Association
- Foshan Ceramics Industry Association
- Fujian Sanitary Ware Industry Association
- HVAC MEDIA
- www.soufun.com
- Floor Heating Sub-council of Beijing Construction Materials Association
- East International Exhibition Co Ltd
- CIEC Overseas Exhibition Co Ltd

### Overseas supporters

- BDH - Federal Industrial Association of Germany House, Energy and Environmental Technology
- DBDH - Danish Board of District Heating
- EHI - The Association of European Heating Industry
- FGK - Professional Institute for Air-conditioning in Buildings

- VDS - Vereinigung Deutsche Sanitärwirtschaft e.V.
- WPC - World Plumbing Council

### Participation fee

Package stand:

RMB 1,200 / sqm (min. 9 sqm)

Raw space:

RMB 1,100 / sqm (min. 36 sqm)

**Messe Frankfurt is the organiser of the world leading international trade fair ISH in Frankfurt. In 2011, Messe Frankfurt Shanghai Co Ltd and Beijing B & D Tiger Exhibition Co Ltd joined forces in China to co-organise the region's biggest heating, air-conditioning and sanitation annual exhibition. The 2012 show will be the second event for the two organisers.**

## ISH Worldwide



Beijing, China  
2 – 4 April 2012



Frankfurt, Germany  
12 – 16 March 2013

## Fax now for details

I'd like to receive more information about ISH China & CIHE:

- As an exhibitor
- As a visitor
- Market information

### Contact

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