

Flagship Exhibition of Overall Building Decoration Industry in Midwest China

The 19th Chengdu China Building and Decoration Materials Exposition 2019

April 17-19 2019 Western China International Expo Center

Post-show report



Informa Tianyi Exhibitions (Chengdu) Co., Lt

2019CCBD Overview of the exhibition

Co-sponsored by more than 20 units, China Building Materials Circulation Association (CBMCA), Sichuan Interior Decoration Association, Informa Tianyi Exhibitions (Chengdu) Co., Ltd. The 19th Chengdu China Building and Decoration Materials Exposition 2019 (referred to as:CCBD), On April 17-19, 2019, the International Expo City in Western China came to a successful end. The exhibition mainly showcases custom home, system doors and windows, smart home, bathroom ware, assembly architecture and gardens, HVAC new wind, new construction materials, walls / top decorative materials and other building materials home industry 8 large plates, 34 areas, attracting people from Yunguichuan Yu Shangan and other western provinces and cities building materials home industry to visit.



2019CCBD Exhibitor Profile

Total exhibitors: 1,447

The proportion of outreachist in Sichuan Province reached 65%, and the proportion of exhibitors in the province was 33%.

Foreign manufacturers are concentrated in Guangdong, Beijing, Hebei, Jiangsu, Shanghai, Zhejiang, Yunnan, Guizhou, Chongqing and other domestic 26 provinces and cities.

01

National

Country: 13

USA, Germany, Italy, Korea, United Kingdom, etc.

Foreign brands: 32

Scherzer doors and windows, German Heda, Schulz, Addis, Rainas, Vikas, Lokoni, Wirrell, Eison, Oxygen Mountain, Tegu, St. Fort, Heneng, mastas and many other enterprises.

02

International

04

Full-industry

The exhibits are divided into 8 sections covering 34 areas and about 240 product categories

Focus on the display of custom home, top wall decorative materials, smart home, sanitary bathroom, system doors and windows, new construction materials, assembly-style architecture and gardens, HVAC comfortable home, etc. , for everyone living in the construction industry to provide a complete solution.

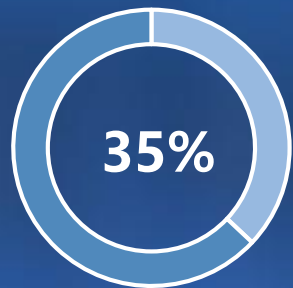
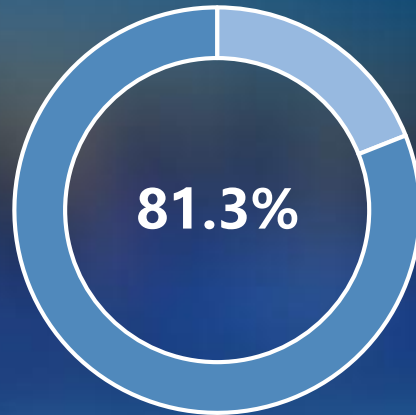
Branding

03

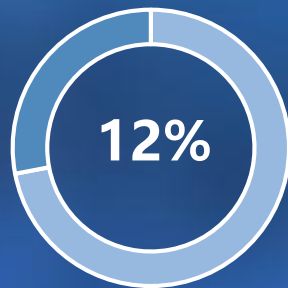
Exhibiting brands: 1864

German Scherzer doors and windows, Arant doors and windows, gold-based doors and windows, large front door road, Bette cabinets, Hong Kong Luxury guest home, Drefu custom furniture, blue sky porpoise mud, Giovanni art paint, Inco Mona Lisa, Wrigley bathroom, Global Island bathroom, Jingtang bathroom, beauty, Weineng, Fennikz, Coyle, Mecken, Small squirrels and other enterprises have been placed in this exhibition, with the same show.

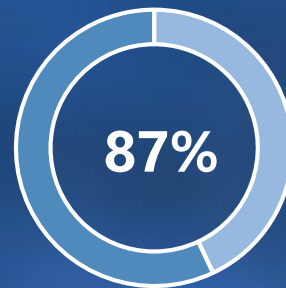
Satisfied with the effect of the exhibition



scheduled for 2020 exhibition



Site booking 2020 exhibition area More than 300m2



eddy 2020 exhibition to peers

Exhibitor's message:

Chengdu Bathroom Cabinet Industry Association organized 7 bathroom cabinet enterprises to participate in the first group to participate in the Chengdu Construction Expo, exhibitors responded to achieve more than expected results, the Association will organize enterprises to participate in the 2020 exhibition, the exhibition area is expected to reach 1200m2.

——Luo Zongjun, Secretary General of Chengdu Bathroom Cabinet Association

This is our 7 consecutive years to participate in the Chengdu Construction Expo, witnessed the exhibition from 60,000 m2 to 150,000 m2, our booth area also from the initial 9m2 to the current 150m2, three days time, we saw real estate enterprises, design institutes, intention dealers and other customer groups, our products have also received great attention from the industry.

—— of Sichuan Huabang Bao and Group Co., Ltd. Lin Zhicheng

Thank you very much for once again to participate in the Chengdu Construction Expo, and as always become a bright star of custom home pavilion, Chengdu Construction Expo for enterprises in the western region to promote and explore potential customers to provide a good platform, here we met a lot of designers, decoration companies, manufacturers colleagues, in Chengdu Jianbo this platform to achieve a win-win cooperation!

——Cool Jiale Market General Manager Summer

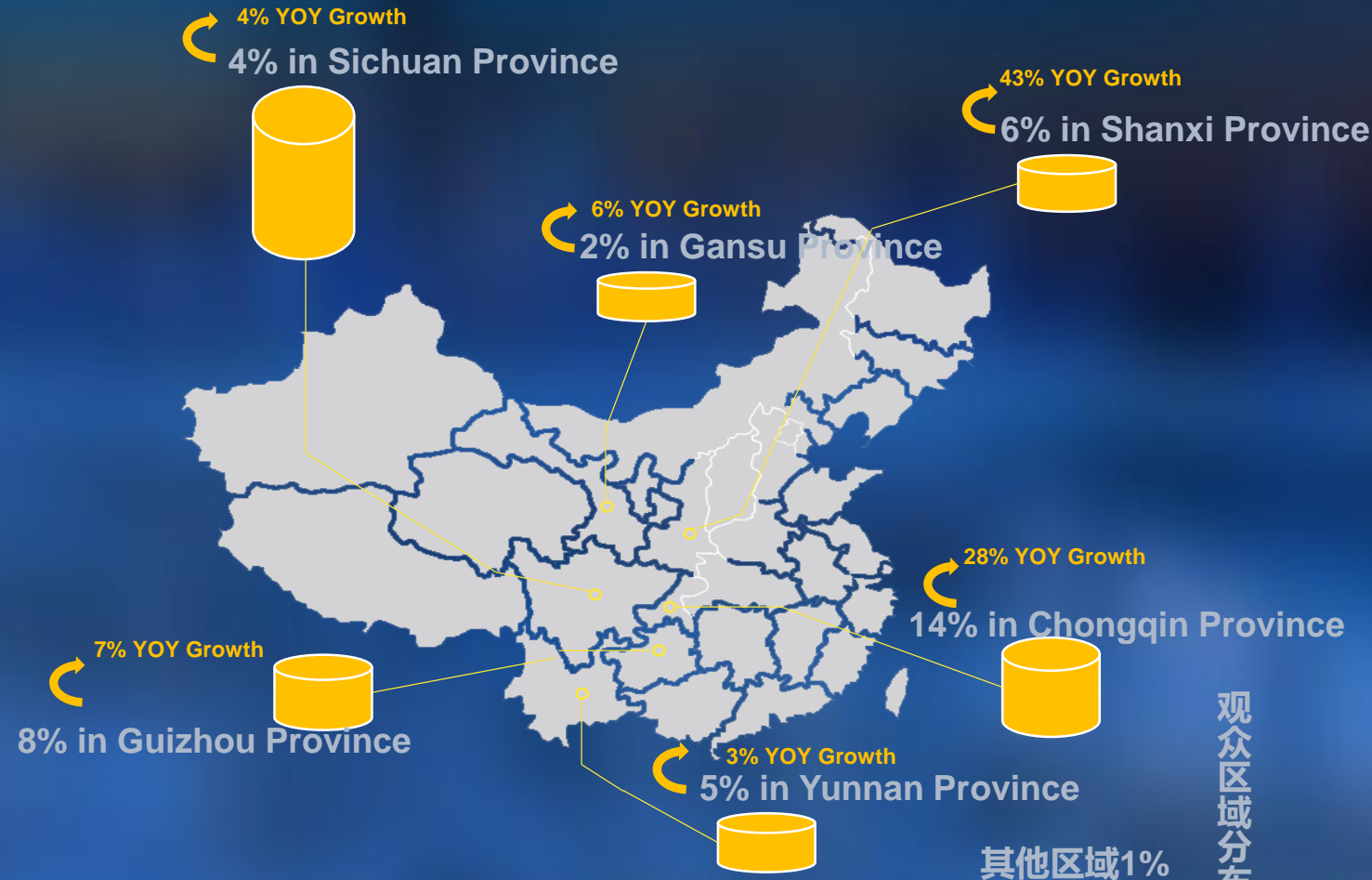
2019 CCBD Professional audience

98,754
Professional audience

(46% year-on-year increase in 2018)

Present regional growth rate

- Sichuan, Chongqing province and city professional occupation of absolute advantage
- Significant audience growth in Yunnan, Guizhou, Shaanxi and Gansu



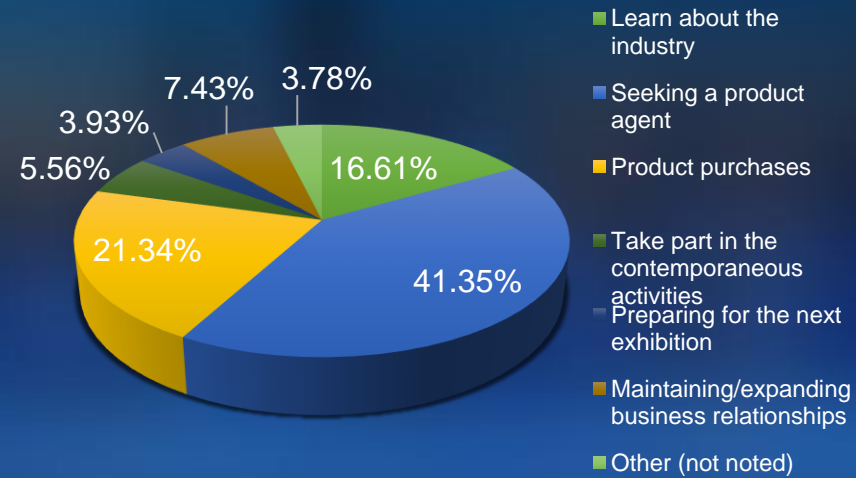
观众区域分布

2019CCBD Audience Analysis

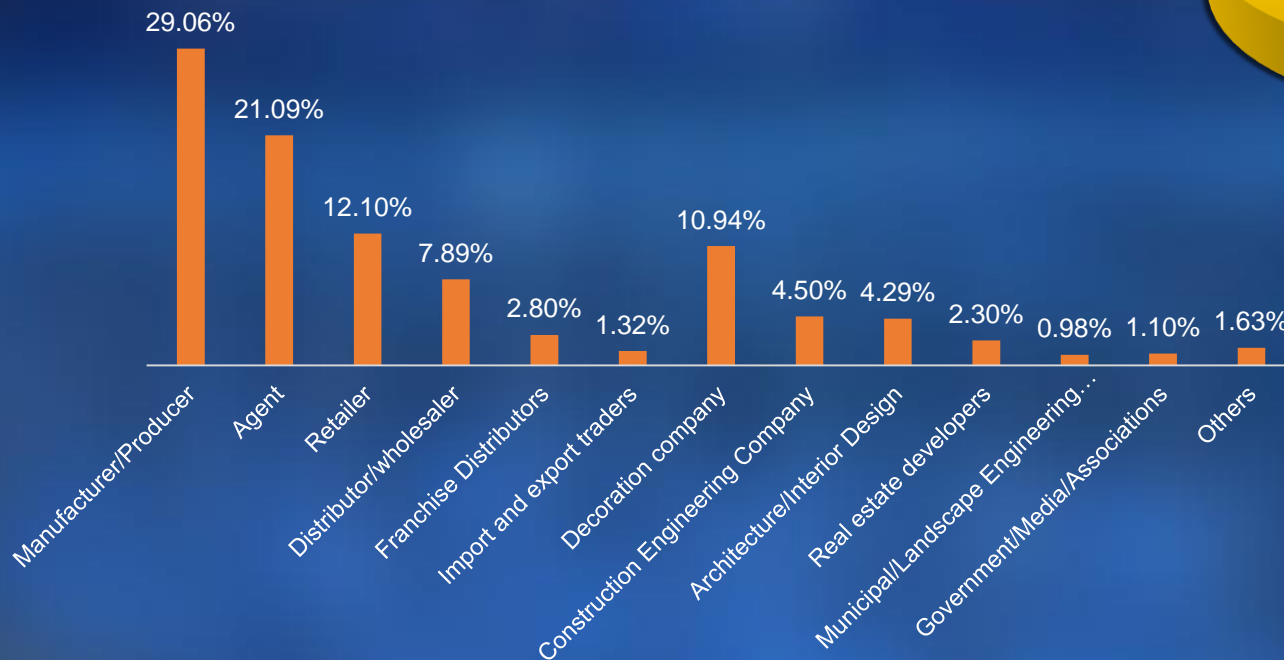
Trade attributes of the exhibition remain significant, with distribution agents, manufacturers/manufacturers accounting for nearly 55% of the audience

The proportion of end-user buyers such as engineers, real estate developers, decoration companies and designers is nearly 28%.

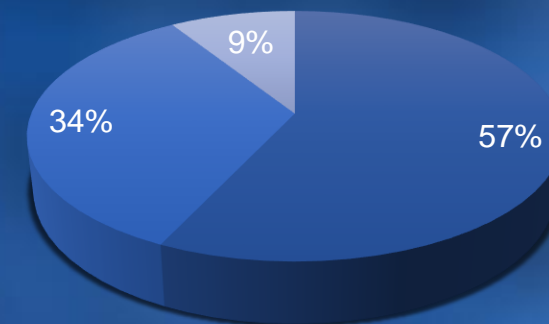
Analysis of the purpose of the visitor's visit



2019CCBD Industry Nature of Audiences



It took 1 day to visit. It took 2 day to visit. It took 3 day to visit.



2019CCBD Trade precision docking session

CCBD VIP invited buyers "business docking meeting" service purpose for buyers with procurement needs and to meet the buyer's procurement needs of exhibitors on-site to provide negotiation room and meeting assistance, one-on-one procurement accurate docking.

286 invited enterprises

1347 Head of Purchasing

560 Participation of exhibitors

900⁺ Docking session

13 Billions of dollars

Projected indirect direct turnover

Buyers attending the trade butt meeting (partially)

China Aerospace Construction Corporation
China Railway City Construction Group Co., Ltd.
Biguiyuan Group
Chengdu Construction Group
China Union Construction
Chengdu benchmark building
Sichuan Fourth Construction Engineering Co., Ltd.
Sichuan Hongtong Shengsheng Real Estate Co., Ltd.
China Railway City Construction Third Engineering Bureau
Sichuan Zhongjian Tianyu Construction Engineering Co.
Perpetience Group Co., Ltd.
Chengdu Baiqing Holding Group Co., Ltd.
Chengdu Branch of China Construction Bureau 3rd
Construction Engineering Co., Ltd.

.....

The above ranked parts have been



2019CCBD VIP Visit Purchasing Group



Purchasing mission to
meeting
224
11,029 people
Covering Yunguichuan,
Chongqing, 5 provinces and
cities



Partner

1000⁺ Building Materials
Decoration City
150⁺ Associations/Chambers
of Commerce/Media

2019CCBD Contemporaneous activities

Covering the focus topic of the
industrial chain of building materials
and home industry

Top 5 Themes
16 Contemporaneous
Events Highlights
120 Authoritative Big
Curry Insight Industry
2500 Industry Elite
Cross-Border
Exchanges



Strengthen the industry focus, design trends, exhibitors and audience channels, etc. , to explore the industry development trends and transformation and upgrading bottlenecks.

- Kunpeng Award · Award Presentation Ceremony of the 2nd China Interior Design Competition and "Design Power" Summit Forum
- Chengdu Jianzhou New Town Project Supply and Demand Meeting of "Entering China's Construction Project"
- The First Sichuan Steel Structure and Assembled Industry Development Forum
- Western China New Energy-saving Materials and New Technologies Application for Green Buildings Forum 2019
- One-to-one Business and Trade Matching Fair of CCBD 2019
- Summit Forum on the Latest Progress of Floor Industry (Chengdu) in 2019
- 2019 Forum on Eco-gardening, Scientific, and Technological Innovation in Western China
- Summit on Intelligent Marketing Upgrading of Building Materials Home in 2019 and Launching Conference of "Customized TOP100 National Bank"
- Summit Forum on the Development of Architectural Doors, Windows and Curtain Wall Industry in Sichuan Province in 2019
-

2019CCBDFull media coverage interview

500+ Industry Media



Some cooperative industry media

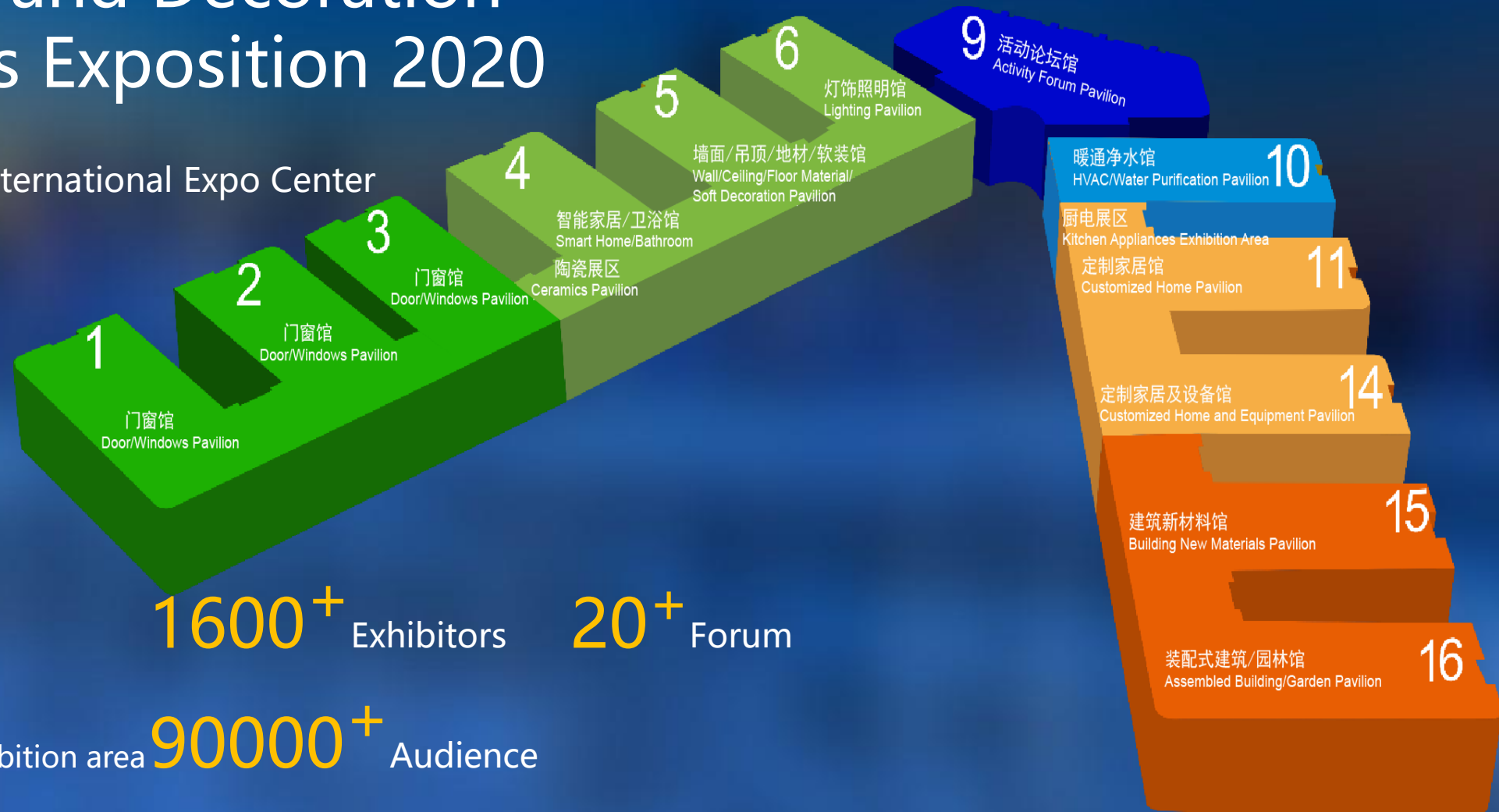


20+ TV stations, newspapers

The 20th Chengdu China Building and Decoration Materials Exposition 2020

April 17-19 2020

Western China International Expo Center



12 Pavilion

1600⁺ Exhibitors

20⁺ Forum

15万m² Exhibition area

90000⁺ Audience

Next April, Chengdu re-gathering



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WeChat Platform of CCBD Subscription



WeChat Platform of CCBD Service