

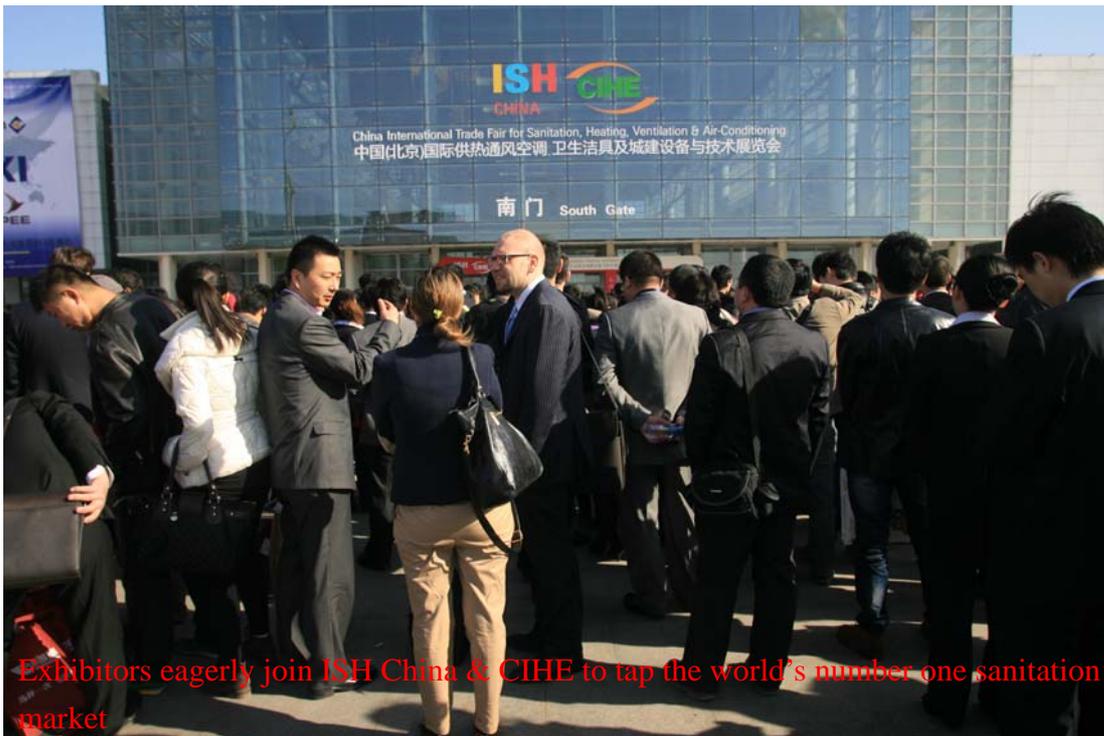


## ISH China & CIHE

China International Trade Fair for Sanitation, Heating, Ventilation  
and Air-Conditioning

New China International Exhibition Center

Beijing, China, 8 – 10 April 2013



Exhibitors eagerly join ISH China & CIHE to tap the world's number one sanitation market

ISH China & CIHE, the leading sanitation and HVAC fair in Asia, gets ready for its upcoming fair from 8 – 10 April 2013 in Beijing, China. Organised by Messe Frankfurt (Shanghai) Co Ltd and Beijing B&D Tiger Exhibition Co Ltd, the show is scheduled to be held at the New China International Exhibition Center. Over 900 exhibitors and more than 38,000 professional buyers are expected to attend, looking to source sanitary wares as well as a range of HVAC products. With the sanitation industry becoming one of the most in-demand sectors in China, global professionals involved in all areas of the industry cannot afford to miss this annual event.

For 2013, an estimated 22 countries and regions will be represented at the fair. These countries and regions will be promoted by some of the world's most respected sanitation brands, including Alpha (Belgium), Caizhou (China), Flova (China), Huida (China), Kohler (USA), Leonessa (Italy), NEOPERL (Switzerland), Regent (Hong

Kong), Supor (China) and TECE (Germany).

North China's sanitation market has witnessed unprecedented growth in the last few years. And ISH China & CIHE has remained the largest and most professional platform for the industry to gain access to this important sector. In the past three years, the show has welcomed a number of government officials, industry associations, commercial chambers, property developers, distributors and hotel purchasing agents. As China's sanitation market continues to grow, demand for quality products from these influential groups will remain high.

For the sanitation industry, China is currently the world's biggest market in terms of production power, exportation of goods and domestic consumption. China-made sanitary ware currently accounts for 40 percent of global output, while the country's sanitary accessories output holds a 35 percent global market share. Additionally, the export volume of Chinese sanitary goods to Europe, Japan, the Middle East, South Korea and the US has increased by 10 percent annually.

Mr Miao Bin, General Secretary of China Building Ceramics & Sanitary Ware Association, noted: "China's sanitation industry has developed exponentially over the past decade. In 2011, the country's output of sanitary products was more than USD 30 billion, a nearly 28 percent increase from the previous year. Of that amount, the country exported USD 6.5 billion in sanitary goods in 2012, 30 percent of global output. Regarding the domestic market, quality and brand recognition is becoming more important than pricing. Because of this reason, I believe more firms will continue to choose ISH China & CIHE as it places them right in the centre of the industry's growth."

Mr Wang Wei, General Secretary of China Building Ceramics & Sanitary Ware Association Sanitary Ware Branch, exclaimed: "I believe both suppliers and buyers keep coming back to ISH China & CIHE because the show provides excellent service with its professional platform and it holds a number of quality fringe programmes. The show makes a great contribution to the promotion of energy-saving and eco-friendly solutions in the sanitation industry."



### **Sino European Sanitation Congress debuts at 2013 show**

Scheduled for the 9 April, the sanitation industry's most significant congress in China serves as a platform that gathers authoritative experts, famous designers and professionals from both Europe and China. These industry experts intend to discuss and share their experiences, views on emerging technologies and key design trends. Some of the event's highlights and noted speakers include:

- **The Development and Market Analysis of European Sanitation Industry – Structure, Facts and Outlook** – Mr Jens J. Wischmann, Director, Association of the German Sanitation Industry (VDS)
- **“Design - Guiding the User Experience”** – Mr Bijoy Mohan, Regional President Asia, Grohe
- **Design of Germany-Style** – Mr Frank A. Reinhardt, product designer, FAR\_Consulting
- **The Design Trend of Sanitary Products in Europe in next Decade** – Mr Michael Schmidt, designer, Code2Design
- **Product Standard Development of Water Ware in China** – Mr Wang Wei, Secretary-general, China Building Ceramics & Sanitary Ware Association Sanitary Ware Branch
- **Water-Saving Policy in China** – Ms He Jianping, Former Deputy Director, Beijing City Water-saving Administration Office

### **Returning fringe programmes offer an even more well-rounded experience to attendees**

As the largest exhibition for the sanitation industry in North China, the Beijing show has gained the support and recognition of some of the industry's most influential media partners and associations. Firms such as Jieju.cn, China Building Ceramics &

Sanitary Ware Association Sanitary Branch and the Association of the German Sanitation Industry (VDS) have all helped shape the series of engaging fringe programmes conducted each year at the show. Some of the confirmed programmes for 2013 include:

### **The 1st Award Presentation Ceremony for Excellent Chinese Sanitation Distributors**

- Co-organised by China's leading sanitation media, Jieju.cn, the programme attracts a large number of Chinese sanitation distributors and manufacturers, looking to exchange opinions on the industry's latest developments. Jieju.cn will also preside over the "2012 Excellent Sanitation Distributor Appraisal" before the exhibition, aiming to attract distributors to attend ISH China & CIHE. The appraisal winner will receive the award at the ceremony.

### **LOHAS Cocktail Reception**

- An exclusive event for exhibitors and property developers to meet and discover potential business opportunities. The reception is also focused on helping exhibitors build their brand's image as well as promote the concept of combining sanitation design with low-carbon technology.

### **Match-making Conference with Buyer Delegation from Tianjin, China**

- A business match-making platform for exhibitors to meet buying delegations from the Tianjin Real Estate Trade Association, Tianjin Building Materials Association, Tianjin Energy Conservation Association, Tianjin Hotel Association, Tianjin Chamber of Furniture and Tianjin Architecture Design Institute.

ISH China & CIHE is headed by the biennial ISH event in Frankfurt, the world's leading trade fair for The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, taking place 12 – 16 March 2013. Furthermore, the next edition of ISH Shanghai & CIHE is scheduled to take place from 25 – 27 September 2013, concurrently with the Shanghai Intelligent Building Technology fair at the Shanghai New International Expo Center.

For more information, please visit [www.ishc-cihe.com](http://www.ishc-cihe.com) or email [info@ishc-cihe.com](mailto:info@ishc-cihe.com).

Background information on Messe Frankfurt Messe Frankfurt is Germany's leading trade fair organiser, with 538\* million euros in sales and 1,891\* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organised 109\* trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary numbers (2012)