

The PRC Ministry of Construction
China Eco Expo

Presents

International Green Building
& Sustainable Cities
Exposition



June 18-20, 2009
Beijing International
Exhibition Center

14th Annual
China Construction and Urban Services
Trade Show and Conference

International Green Building & Sustainable Cities Exposition



The International Marketplace
for the Environment

The Green Building and Sustainable Cities Exposition

The powerful PRC Ministry of Construction (MOC) oversees all urban, development and construction including buildings and infrastructure as well as basic services such as transportation. The official MOC trade show Construction & Urban Services (C&US), is held annually in Beijing. It is the premiere construction event in China, drawing almost 900 exhibitors and a professional attendance of almost 50,000.



Today China's cities are choked with pollution, lack adequate infrastructure, have shortages of energy and water, plus traffic gridlock. Recognizing the crisis, the Chinese government (PRC) has embarked on a massive program to make its cities habitable and able to sustain their huge projected growth.

It is now the responsibility of the MOC to make sure that China's cities grow in a sustainable manner..

As a key part of this new assignment, the MOC has asked China Eco Expo to organize a special International Sustainable Cities Pavilion at their official 2009 show. The

pavilion will be dedicated to the best environmental products, technologies and services from around the world in all aspects of green building, air and water pollution prevention, solid waste management, transportation, energy and water conservation and other urban services.

The Opportunity

Recent directives from the highest levels of the Chinese government require environmental design and construction of all future buildings, mileage and emissions standards for vehicles, strict industrial pollution controls, energy efficiency and a variety of other environmental rules and regulations.

In the next ten to fifteen years, China's cities will need to provide housing, infrastructure and transportation for 250,000,000 additional residents.

Based on UN projections, half of all new construction in the world during this period will take place in China. Greening this vast construction is a tremendous challenge and opportunity.



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Environmental spending in China is growing at 20% a year. The new Chinese five year plan makes sustainable development the official policy of the government and calls for an investment of more than \$200 billion in the environment.

Currently, China has a serious shortage of advanced green building technologies, materials and services.

There is also a critical shortage of environmental expertise and experience among building professionals, engineers, quality control personnel, planners, manufacturers, plant managers and government officials.

In short, the Green Building & Sustainable Cities Exposition offers a unique opportunity for international companies with advanced technology, materials and expertise to enter into, or expand their presence in what is fast becoming the world's largest environmental market.

The Event

2009 will mark the 14th Annual Construction and Urban Services show (C&US). Inaugurated in 1995 the event has grown steadily. The most recent show included over 800 exhibitors occupying 22,000 Sq Meters of exhibit space. Held at the Beijing Exhibition Center in the heart of the city, C&US is the only official show of the Ministry of Construction and the most important event of its kind in China.

Until now, C&US has been primarily a domestic event, with a sprinkling of international participants. Similarly it has not had an emphasis on green technology and materials. Reflecting the new priorities of the Chinese government, the 2009 show represents a major new outreach to the environmental business community from around the world.



The Conference

C&US will feature a full conference that will include plenary sessions and more focused panels on specific aspects of Green building such as insulation, recycling and recycled materials, indoor air, HVAC, technology and software, energy efficiency, wood and wood substitutes etc. There will be sessions devoted to real estate development, city planning, and case studies.



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Chinese speakers will be drawn from both the public and Private sectors. In addition to ministers and other China VIPs some invited speakers are:

- Nie Meisheng Chairman of the Real Estate Chamber of Commerce
- Rao Rong, President Beijing Qinghua City Program & Design Research
- Nie Zuo ren, President The Materials College of Beijing Industry
- Xue Kongkuan President Beijing New Type Architectural Materials Design Research Institute
- Yang Xiwei, Deputy Engineering General The Science & Technology Development Promotion Center of the Ministry of Construction
- Mrs. Guo Ying Director, Hotel Branch of Beijing Travel Industry Association
- Mr.Liu Yanhui ,Director, China National Residential & Habitation Environment Engineering Center
- Mr.Zhao Zhengting Director, Real Estate Chamber of China Industrial & Commercial Union
- Mr.Zhang Renyu Director General The Architectural Materials Branch of China Architectural Academy

Who Should Exhibit

Any company with a product, technology or expertise that supports sustainable urban growth including:

- Construction and building materials residential and commercial
- Furniture and furnishings / Building design and landscaping
- Energy efficient HVAC
- Energy efficient industrial products
- Pollution prevention of air and water
- Urban renewable energy technology
- Urban transportation
- Solid waste disposal, recycling
- Sewage treatment
- Water quality and conservation
- Infrastructure efficiencies in power, water & resources
- City planning and design



Who will attend?

- High level officials, including State Ministers, managers and buyers from state, provincial and municipal governments
- Developers and Builders
- Architects
- Engineers
- Business leaders and entrepreneurs
- Investment and venture capital groups
- Distributors and, representatives.
- Environmental professionals
- Public and private sector buyers
- Research & technology Institutions
- Planning and development officers
- Industry associations and NGO groups
- Other invited MOC stakeholders
- Industry and general Media

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Marketing and Special Features

The Ministry of Construction will throw the full weight of its powerful outreach behind the international Sustainable Cities Pavilion, including an extensive marketing campaign for the Event. Some highlights include:

- Advertising and promotion in over 25 professional trade publications
- Articles in major city newspapers
- 100,000 invitations to stakeholders
- 75,000 tickets distributed



The Sustainable Cities Exposition and its sponsors will be featured on the China Eco Expo website, the C&US website, in the event program, publicity and promotional materials. Its sponsors and exhibitors will be entitled to a number of special services in publicity,

Promotion and Matchmaking.



The Green Office of the Future Exhibit, a full scale model, will be a special opportunity for our exhibitors to be part of a highly promoted feature of the show. It will also be featured on both the C&US and China Eco Expo websites, in the event program, in national publicity and promotional materials.

C&US is an officially sanctioned show of the US Department of Commerce as well as agencies of other national governments.

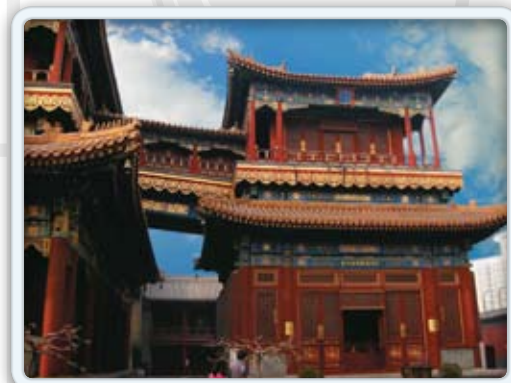
Special Services for International Pavilion Exhibitors

The MOC has promised to provide a full suite of individualized services for the Sustainable Cities Pavilion exhibitors. Some of these services include :

- A full media center for Chinese and international electronic and print media.
- Coordination of meetings between exhibitors and media
- Making exhibitor materials available to the media
- Assistance in identifying and contacting exhibitor target media

Creating and hosting interactive matchmaking events between exhibitors and important decision makers including:

- Industrial customers
- Government Officials
- Partners and joint venturers
- Representatives and distributors
- Trade visitor delegations from cities and provinces



Exhibitors will also have the opportunity to make special technical presentations to invited audiences of developers engineers, architects and other stakeholders.

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Major Sponsor



Ministry of Construction PRC - The Ministry of Construction in China acts as a governing body in the comprehensive management of construction, including civil construction engineering, urban and rural development, building industry, property and real estate; urban services etc. The Ministry therefore, plays a leading role in the development and management of the nation's cities.

Organizers



中国建筑文化中心

China Architectural Culture Center – is responsible for organizing trade shows and conferences for the Ministry of Construction. The Center has taken a lead role in the implementation of green building and environmental urban development.



ECO EXPO has, since 1991, produced a series of 18 large-scale environmental trade shows, conferences and expositions in major US cities. One of the best known and highly respected organizations of its kind in America, the company has recently shifted its focus to China. In June 2007 it organized a large and highly successful China Eco Expo Pavilion at CIEPEC, the official show of China's Environmental Industry.

Co-sponsors (China)

- China Architectural Materials Union
- China National Architectural Materials Science Academy
- Beijing New Type Materials Construction & Design Research Institute
- China Architectural Materials Union
- The International Promotion Center of Materials Technology of the UN Industrial Development Organization
- The State Productivity Promotion Center of Architectural Materials Industry
- The Real Estate Commence Chamber
- The Cement Science & New Type Architectural Materials Research Institute
- China Architectural Materials (Group) Co.,Ltd.
- China Architectural Materials Daily
- The Construction Science & Technology
- China Real Estate Journal
- China Architectural Science & Technology

Further Information

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