

# 2025国际绿色建筑建材(上海)博览会

International Green Architecture and Construction Materials (Shanghai) Expo 2025

**绿色低碳，赋能高品质建筑**

Green and low-carbon, enabling high-quality architecture

**2025.8.6-8**

**August 6-8, 2025**

**上海世博展览馆**

Shanghai World Expo Exhibition  
and Convention Center

**主办单位**  
ORGANIZERS

中国国际贸易促进委员会建设行业分会  
China Council for the Promotion of International Trade,  
Cooperative & Integrated Building Committee

上海市建筑材料行业协会  
Shanghai Building Materials Industry Association

东浩兰生会展集团上海现代国际展览有限公司  
DLG Exhibitions & Events Cooperation Limited Shanghai  
Modern Intentional Exhibition Co., Ltd.

**承办单位**  
CO-ORGANIZER

东浩兰生会展集团上海建智展览有限公司  
DLG Exhibitions & Events Cooperation Limited Shanghai  
Giant Exhibition Co., Ltd.

上海今协商贸有限公司  
Shanghai JinXie Trade Co., Ltd.



扫码了解展会资讯



扫码领取展会门票



夏敬力 13817460388

**2025**





## 展会规模 Exhibit Scale



**25000m<sup>2</sup>**

展出面积  
Exhibiting Area(m<sup>2</sup>)



**30000+**

专业观众  
Visitors Brands



**300+**

参展品牌  
Brands



**10+**

精彩活动  
Events

## 行业背景

中央定调：“要促进房地产市场止跌回稳”“推动构建房地产发展新模式”。

住建部数据显示，截至 2023 年年底，我国获得绿色建筑标识项目累计超过 27000 个，较十四五初期的 2021 年增长约 8%，绿色建筑项目建设加力提速。分行业来看，2023 年住宅、公建、工业等领域的绿色建筑项目有所上涨，今年 3 月国家两部门再次发文指导建筑领域绿色转型，文中多次提及公共建筑，未来公共绿色建筑行业有望进一步打开增量空间。随著“双碳”目标逐步落实，建筑行业必将注重从建筑设计、建造到运维全生命周期推进绿色化转型，未来绿色建材及相关节能设备或将得到大规模应用。

## Industry Background

The central government has emphasized the need to stabilize the real estate market and promote a new model for real estate development. According to the Ministry of Housing and Urban-Rural Development, as of the end of 2023, over 27,000 green building projects have been certified in China, representing an 8% growth since the start of the 14th Five-Year Plan in 2021. Green construction projects in residential, public, and industrial sectors saw significant growth in 2023. In March of the same year, the government issued additional guidance to accelerate the green transformation of the construction industry, highlighting the importance of public green buildings and expanding potential growth in this area.

As the goals of carbon peaking and carbon neutrality are implemented, the construction industry is shifting toward green transformation across the lifecycle—from design and construction to operation. The demand for green building materials and energy-saving equipment is expected to increase significantly.

## 关于展会

2025 年绿色建博会，坚持“低碳、健康、智慧、安全”的理念，围绕工业化、数字化、绿色化三个方面，从建筑材料、装配式建造、运营维护全生命周期推动绿色建筑全产业链可持续发展，践行“绿色低碳，赋能高品质建筑”的主题。

绿色建博会历经近 20 年的行业沉淀，长期专注全面提供绿色建筑整体解决方案，从新建建筑到既有建筑改造，从建筑设计到绿色施工，再到节能运营，从单项创新技术到系统集成方案，致力于打通产业链闭环，首推建筑 + 策展理念，跨界融合，多元发展，建筑 + 工业、养老、文旅、新农村、商业、住宅等应用场景，赋能行业高质量发展，本届展会聚焦建筑节能、别墅系统、工业建筑三大板块。规划 2.5 万平方米展览面积，350 家企业参展，预计专业观众超过 3 万人次，将吸引全国各省市住建系统政府主管部门、行业协会、科研院所、开发商、设计院、工程施工单位、装饰装修公司、贸易经销商、投融资机构、公共机构、节能服务商、私人业主等专业观众观展，共同构建绿色建筑建材业全产业链对接平台。

通过专业化、市场化、品牌化、国际化运作，致力打造成为绿色建筑整体解决方案专业平台，全国绿色建筑发展阶段性成果展示平台，行业政策和四新成果的主发布平台。

## About the Exhibition

The 2025 Green Building Expo upholds the philosophy of “low-carbon, health, intelligence, and safety” and focuses on industrialization, digitization, and greening. The event aims to promote the sustainable development of the green building industry chain by integrating building materials, prefabricated construction, and lifecycle operation and maintenance, aligning with the theme of “Green and Low-Carbon: Empowering High-Quality Architecture.” With nearly 20 years of industry experience, the Green Building Expo is dedicated to providing comprehensive green building solutions, ranging from new construction to renovation projects, and from design to sustainable operations. The event highlights system integration and innovation, featuring the “Building+” concept to integrate applications in industries such as industrial construction, senior housing, cultural tourism, rural development, commercial real estate, and residential projects.

Exhibition Highlights:

Focus Areas: Building Energy Efficiency, Villa Systems, and Industrial Buildings

Scale: 25,000 square meters of exhibition space, 350 exhibitors, and over 30,000 professional visitors

Audience: Government agencies, industry associations, research institutions, developers, design firms, contractors, distributors, financiers, and private homeowners

The Expo leverages professional, market-driven, branded, and international approaches to become a leading platform for green building solutions, showcasing the latest advancements, policies, and technologies in the green construction sector.

## 参展范围 Exhibits Scope

### 建筑节能

#### 围护结构:

墙体保温、门窗幕墙、采光遮阳、屋面节能、防水材料、防火建材、建筑声学、外墙涂料、建筑胶

#### 机电系统:

电梯、通风系统、供热采暖、空调系统、建筑给排水、配电系统、照明系统、智能化系统

#### 可再生能源:

太阳能、风能、地热能、生物质能

#### 节水节能:

节水器具、中水雨水回用、智能节水监管系统、泵管阀

#### 合同能源管理

#### 建筑节能新技术



### 别墅系统

#### 别墅结构及外围护系统:

预制装配式混凝土结构、钢结构、木结构、模块化建筑、屋面材料、墙体保温、外墙装饰、门窗幕墙、建筑遮阳、防水材料、隔热涂料、防火材料等

#### 别墅室内装饰:

别墅室内设计、墙面材料、吊顶材料、地面材料、门窗、厨房、卫浴、楼梯、照明、软装、机电设备、辅助材料等

#### 别墅配套及户外系统:

别墅绿电、别墅电梯、私家影院、酒窖雪茄房、室内高尔夫、健身器材、健康睡眠、智能家居、停车设备、安防系统、别墅花园及资材、私家泳池等

### 工业建筑

#### 立项咨询:

审计机构、会计师事务所、第三方咨询公司等

#### 规划设计:

规划单位、设计单位等

#### 工业建筑:

施工单位及材料、配套产品、机电设备等

#### 工业园区招商

#### 工业园区运维

## Building Energy Efficiency

### Building Envelopes:

Insulation, doors and windows, curtain walls, daylighting and shading, roofing materials, waterproofing, fireproofing, acoustics, exterior wall coatings, and adhesives

### Mechanical and Electrical Systems:

Elevators, HVAC, heating, plumbing, lighting, power distribution, and smart systems

### Renewable Energy:

Solar, wind, geothermal, and biomass energy

### Water and Energy Conservation:

Smart water-saving systems, rainwater harvesting, and efficient piping systems

### Energy Performance Contracting and New Technologies

## Villa Systems

### Structures and Enclosures:

Prefabricated concrete, steel and wood structures, modular buildings, insulation, decorative materials, and fireproof materials

### Interior Design and Finishes:

Flooring, wall materials, ceilings, kitchens, bathrooms, lighting, and soft furnishings

### Outdoor and Ancillary Systems:

Private elevators, home theaters, golf simulators, smart home systems, gardens, and pools

## Industrial Buildings

### Consulting:

Auditing and third-party services

### Planning and Design:

Urban planning and architectural design

### Construction and Equipment:

Materials, facilities, and energy-efficient systems

### Industrial Park Services:

Investment, operations, and maintenance



## 观众类别 Visitor Profile

- 政府部门 / 行业协会 / 科研院所
- 项目业主(工业建筑、养老建筑、文旅地产、新农村建设、商业综合体、住宅等)
- 地产商 / 设计院 / 施工单位
- 节能服务商 / 物业公司
- 投融资机构
- 工程建设类注册执业资格人员
- 建筑系统集成商
- 装饰装修公司
- 建材经销商 / 代理商 / 贸易商
- 私人业主

Government agencies, industry associations, and research institutions  
Developers and project owners in industrial, senior housing, cultural tourism, rural development, and residential sectors  
Design firms, contractors, and system integrators  
Energy service providers and property managers  
Investment and financing institutions  
Materials distributors, agents, and traders  
Private homeowners



## 精彩活动 Events



## 论坛活动

Forums and Activities

展会系列活动主要以主题论坛、专题论坛、主题展示、评奖活动、参观学习等形式展开。系列活动近 20 场, 共计 100 余位演讲嘉宾发言, 吸引听众超过 2000 余名。借助展会业内人士集聚优势, 形成产业链上下游对接交流的深层互动。



The series of exhibition activities are mainly carried out in the form of theme forums, special forums, theme exhibitions, award activities, visits and learning. Nearly 20 series of activities were held, with a total of more than 100 speakers and more than 2,000 listeners. With the help of the advantages of the exhibition industry insiders, the in-depth interaction of the upstream and downstream docking and exchange of the industrial chain is formed.

## 主题论坛 Key Forums

别墅设计及技术发展大会  
产业园区招商投资促进大会  
光伏建筑一体化发展论坛



Villa Design and Technology Development Conference  
Industrial Park Investment Promotion Forum  
Photovoltaic Building Integration Development Forum

## 专题论坛 Specialized Forums

- 1、建筑节能围护结构系统创新论坛
- 2、国际家居软装设计高峰论坛
- 3、别墅花园庭院设计师峰会
- 4、民宿 + 乡村振兴产业发展论坛
- 5、城市更新与建筑业转型发展论坛
- 6、适老别墅建筑设计趋势论坛
- 7、别墅全案系统设计论坛
- 8、暖通舒适家居生态论坛
- 9、别墅机电系统设计与工程装配技术应用论坛
- 10、绿色新材料在别墅建筑设计的应用与发展论坛
- 11、别墅建筑的绿色节能技术应用论坛
- 12、工业建筑产业大会
- 13、运营的进阶之路——产业园区创新发展高峰论坛
- 14、工业建筑转型技术峰会
- 15、绿色工厂规划大会
- 16、厂务科技创新发展论坛
- 17、工厂勘察设计技术交流论坛
- 18、零碳工厂创新与实践高峰论坛



1. Building energy-saving envelope system innovation forum
2. International Home Furnishing Soft Decoration Design Summit Forum
3. Villa Garden Courtyard Designer Summit
4. B&B + Rural Revitalization Industry Development Forum
5. Forum on Urban Renewal and Construction Industry Transformation and Development
6. Forum on architectural design trends of villas for the elderly
7. Villa whole case system design forum
8. HVAC Comfortable Home Ecological Forum
9. Forum on the application of villa mechanical and electrical system design and engineering assembly technology
10. Forum on the Application and Development of Green New Materials in Villa Architectural Design
11. Forum on the application of green energy-saving technology in villa buildings
12. Industrial Construction Industry Conference
13. The road to the advancement of operation - the summit forum on innovation and development of industrial parks
14. Industrial Building Transformation Technology Summit
15. Green Factory Planning Conference
16. Forum on the Innovation and Development of Factory Science and Technology
17. Factory survey and design technology exchange forum
18. Zero-carbon Factory Innovation and Practice Summit Forum





## 上届回顾

2024 绿色建博会，以“绿色低碳，赋能高品质住宅”为主题，围绕工业化、数字化、绿色化三个方面，从建筑材料、装配式建造、运营维护全生命周期，推动绿色建筑全产业链可持续发展，助力建设高品质住宅。聚焦建筑节能、别墅系统两大板块，312 家国内外品牌企业参展，展示规模达到 25000 平方米，吸引了国内外住建系统政府主管部门、行业协会、科研院所、房产商、设计院、施工单位、装饰装修公司、贸易经销商、投融资机构、私人业主等专业观众到场参观，观众数量达 21032 人次，共同构建绿色建筑建材全产业链对接平台。同期更有十多场精彩论坛及活动，赋能产业、共话发展。展会现场成立“城市合作交流基地专家智库”，汇聚跨界融合力量，打造开放产业联盟，共享市场商业资源，赋能产业高端平台，共同为转型期的地产行业发展推波助澜，探索细分市场，以新质生产力助力行业转型。现场打造“产品展示 + 贸易对接”的精准交流平台。

## Previous Edition Review

The 2024 Green Building Expo successfully showcased its commitment to “Green and Low-Carbon: Empowering High-Quality Housing” by focusing on industrialization, digitization, and green transformation. With 312 exhibitors and 25,000 square meters of space, it attracted 21,032 visitors from government agencies, developers, contractors, and academia. Highlights included over 10 concurrent forums and the establishment of an expert think tank to promote industry collaboration and innovation.



### 往届部分参观团体：

长春市城乡建设委员会  
淮南市城乡建设服务中心  
连云港市工业和信息化局  
南通市绿色建筑推广中心  
芜湖市经济和信息化局  
镇江市新型建材发展中心  
酒泉市政府驻上海联络处  
安徽省墙体材料革新和建筑材料节能协会  
安徽省墙体屋面材料产业协会  
安徽省防水防腐保温行业协会  
安徽省涂料行业协会  
安徽省民宿协会  
江苏省新型墙体材料行业协会  
浙江省新型墙体材料行业协会  
浙江省建筑业行业协会施工安全与设备管理分会  
上海市工业经济联合会  
上海产业创意设计协会  
上海市太阳能学会  
常州市武进酒店业商会  
蚌埠新型建材行业协会  
淮北市节能保温专业委员会  
滁州市墙体材料革新和建筑材料节能协会  
绍兴市新型墙体材料行业协会  
中国 BIPV 联盟  
长三角 BIPV 研究院  
无锡新能源商会  
无锡市土木建筑工程学会  
太仓市室内装饰行业协会  
太仓市房地产业协会  
太仓市建筑装饰家居商会  
太仓市南通商会  
.....

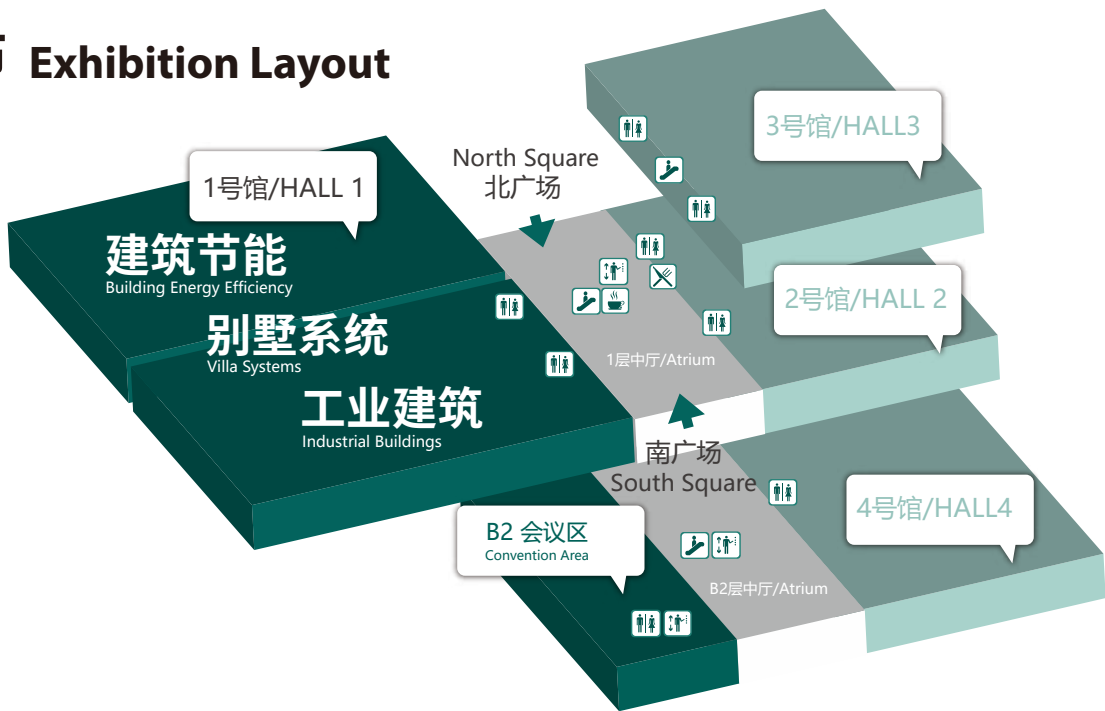


## 宣传推广 Promotion

- 长三角政府主管部门及行业协会全力支持与组织:各地住建厅、建委、节能办及房地产协会、建筑业协会、装饰装修协会组织推介会,组团参观,通力协作,化零为整,共造绿色建筑贸易第一平台!
- 数千份邀请函针对各国领馆和贸易促进机构、商务机构、国外相关行业协会逐一邀约。
- 通过电视、广播、报纸、网络、移动媒体、地铁、建材卖场广告等多种途径对代理商,经销商,房产商及施工单位等业内专业人士全方位推送展会信息。
- 通过200多家最优质合作媒体(建筑建材、房产专业网站、杂志及报刊)将业内人士一网打尽,展会推送无死角。
- 微信、微博、手机APP、百度搜索等新媒体渠道叠加传播通道,及时传递会展资讯动态,第一时间沟通建筑设计院、房产开发商。
- 多形式多场次的会议活动与高峰论坛,吸引业内人士的关注、参与和互动,围绕当前市场热点,完善工程项目对接,打造高端技术交流平台。
- 30万庞大专业观众数据库,通过网络呼叫中心,点对点邀约,数亿商机,花落谁家。
- 全方位的上海设计集团与设计院资源,得到清华大学、同济大学、东南大学、西南交大等高级建筑设计学府鼎力支持与合作。
- The government authorities and industry associations of the Yangtze River Delta fully support and organize: the housing and Construction Department, construction Committee, energy saving Office, real estate Association, construction industry Association, decoration association organize promotion meetings, group visits, and work together to build the first platform of green building trade!
- Thousands of invitations will be sent to foreign consulates, trade promotion agencies, business organizations and relevant foreign trade associations.
- Through TV, radio, newspaper, Internet, mobile media, subway, building materials store advertising and other channels, the exhibition information is pushed to agents, dealers, real estate developers, construction units and other professionals in the industry in an all-round way.
- Through more than 200 top-quality cooperative media (construction materials, real estate professional websites, magazines and newspapers), the industry insiders will be completely rounded up and the exhibition will be promoted without any dead spots.
- WeChat, weibo, mobile APP, baidu search and other new media channels overlay communication channels, timely transmit the conference and exhibition information, and communicate with architectural design institutes and real estate developers in the first time.
- Multi-form, multi-event conferences and summit forums attract the attention, participation and interaction of the industry, improve the engineering project docking around the current market hot spots, and build a high-end technology exchange platform.
- 300 thousand professional audience database, through the network call center, point-to-point invitation, hundreds of millions of business opportunities, who wins.
- The comprehensive resources of Shanghai Design Group and design Institute are supported and cooperated by tsinghua University, Tongji University, Southeast University, Southwest Jiaotong University and other senior architectural design institutions.



展馆分布 Exhibition Layout



参展价格 Cost

展区 \ 规格 Area \ Type	标准展位 Standard booth (3m×3m)	光地 Raw Space (36m²起租) (Minimum 36m²)
国内企业 Domestic	15800 元/展位 15800 RMB	1580 元/m² 1580 RMB/m²
境外企业 Oversea	2600 美元/展位 2600 USD	260 美元/m² 260 USD/m²

- 备注：
- 1、双开口标准展位加收10%；
  - 2、标准展位3x3m；
  - 3、标准展位配置：围板、楣板、地毯、一桌两椅、射灯及电源插座；
  - 4、光地展位36㎡起租，无展具配置；
  - 5、光地展位另外涉及费用：电箱费+光地管理费+场地施工押金。

- Notes:
- 1.A 10% additional charge applies for double-opening standard booths.
  - 2.Standard booth size is 3x3 meters.
  - 3.Standard booth configuration includes: partition walls, nameplate, carpet, one table, two chairs, spotlight, and power outlet.
  - 4.Bare space booths start from 36㎡, with no exhibition equipment provided.
  - 5.Additional costs for bare space booths include: electrical box fee, bare space management fee, and site construction deposit.



扫码了解更多展会资讯