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绿色低碳，赋能高品质建筑
Green and low-carbon, enabling high-quality architecture

2026国际绿色建筑建材(上海)博览会
International Green Architecture and Construction Materials (Shanghai) Expo 2026

.ESB
绿色建博会

2026.10.29-31
October 29-31, 2026

上海世博展览馆
Shanghai World Expo Exhibition and Convention Center

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主办单位
ORGANIZERS

中国国际贸易促进委员会建设行业分会
城市发展国际合作交流基地
China Council for the Promotion of International Trade, Cooperative & Integrated Building Committee International Cooperation and Exchange Base for Urban Development

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.

展会规模 Exhibit Scale



20000m²
展出面积
Exhibiting Area(m²)



300+
参展品牌
Brands



20000+
专业观众
Visitors Brands



10+
精彩活动
Events

以上为规划及预测数据

行业背景

《“十五五”规划建议》提出，建设安全舒适绿色智慧的“好房子”，实施房屋品质提升工程和物业服务质量提升行动。通过好的标准、好的设计、好的材料、好的建造和好的运维等五项工作推动“好房子”建设，今年以来各地持续出台“好房子”建设技术标准，部分城市也出台文件对建筑设计规划、计容规则等进行完善和规范。9月，上海发文明确可局部提高建筑高度并放松阳台计容面积计算规则；成都、合肥等地出台规范政策，对于住房项目的计容规则等进行完善和规范，稳定“好房子”政策预期，未来或有更多城市跟进。

Industry Background

The "15th Five-Year Plan" proposal suggests building safe, comfortable, green, and intelligent 'good houses,' implementing housing quality improvement projects and enhancement actions for property service quality. The construction of 'good houses' is promoted through five key aspects: good standards, good design, good materials, good construction, and good operations and maintenance. Since the beginning of this year, local governments have continued to introduce technical standards for the construction of 'good houses,' and some cities have also issued documents to improve and regulate building design planning, floor area ratio rules, and other aspects. In September, Shanghai issued a notice clarifying that building heights can be partially increased and relaxing the calculation rules for balcony floor area ratios. Cities like Chengdu and Hefei have introduced regulatory policies to improve and standardize rules for housing project floor areas, stabilizing policy expectations for 'good houses,' and more cities may follow suit in the future.



关于展会

2026年第21届绿色建博会，顺应十五五“推动房地产高质量发展”的要求，继续坚持“绿色低碳，赋能高品质建筑”的主题，以建设安全舒适绿色智慧的“好房子”为目标，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，深耕建筑+策展理念，跨界融合，多元发展，建筑+ 养老、文旅、新农村、商业、住宅等应用场景，聚焦建筑节能、别墅配套、健康环境三大板块。规划2万平方米展览面积，300家品牌参展，预计专业观众超过2万人次，将吸引国内外住建系统政府主管部门、行业协会、科研院所、开发商、设计院、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 21st Green Building Expo in 2026 will align with the objectives of the 15th Five-Year Plan to "promote high-quality development in the real estate sector." Continuing to adhere to the theme of "green and low-carbon, empowering high-quality construction," the event aims to create safe, comfortable, green, and smart homes. It will cover everything from new buildings to renovations of existing structures, from architectural design to green construction, and from energy-efficient operations to both individual innovative technologies and integrated system solutions. The expo is committed to closing the industry chain loop, refining curatorial concepts, promoting cross-industry integration, and encouraging diversified development. It will showcase applications in various sectors including architecture for the elderly, cultural tourism, new rural areas, commercial spaces, and residential buildings, focusing on three main areas: building energy efficiency, villa supporting facilities, and healthy environments. The exhibition is planned to cover 20,000 square meters, featuring 300 brands, and expects to attract over 20,000 professional visitors. Attendees will include government authorities from the construction sector, industry associations, research institutions, developers, design institutes, construction companies, interior decoration firms, trading and distribution agencies, investment institutions, public organizations, energy service providers, and private homeowners, collectively creating a comprehensive platform for connecting the entire green building and building materials industry chain. Through professional, market-oriented, brand-focused, and international operations, the expo aims to become a professional platform for complete green building solutions, a nationwide stage to showcase the phased achievements of green building development, and a primary platform for the release of industry policies and innovations.

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

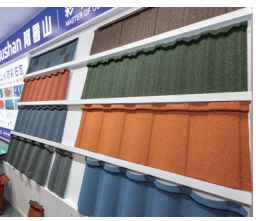
机电系统：
电梯、通风系统、供热采暖、空调系统、建筑给排水、配电系统、照明系统、智能化系统

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





别墅配套

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

健康环境

空气：空气净化、新风系统、通风排风设备、净醛涂料、光触媒净化材料、检测与监测设备等

水：中央净水系统、直饮机、全屋净水设备、在线水质监测、消毒设备、节水与水循环器具、中水回收设备、水泵、节能给排水管材等

光：遮阳帘、电动百叶窗、光导照明系统、阳光房采光构件、Low-E玻璃、中空节能玻璃、智能照明系统、LED健康照明灯具等

声环境：隔音门窗、静音地板、吸音板、消声棉、减振器、噪音治理设备、声学检测仪器、智能声控系统、降噪设备、智能影音设备、声学设计等

舒适：六恒系统(恒温/恒湿/恒氧/恒洁/恒静/恒智)、空气源热泵系统、地源热泵系统、全热交换新风机、全屋智能控制系统、陶瓷卫浴、隔热门窗、内外墙保温材料、楼宇自动化系统、睡眠系统、健康床垫、泳池spa、无障碍设施、适老家具等

适老化改造：卫浴/厨房/卧室整体适老化改造，防滑建材、电动护理床、助起沙发、助行器、跌倒报警+语音控制+远程监护、加装电梯、护理机器人、智能药盒、康复设备、无障碍设施等

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

New Technologies in Building Energy Efficiency

Villa amenities

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

Healthy environment

Air: air purification, fresh air systems, ventilation and exhaust equipment, formaldehyde-removing coatings, photocatalytic purification materials, testing and monitoring equipment

Water: central water purification system, direct drinking machine, whole-house water purification equipment, online water quality monitoring, disinfection equipment, water conservation and water circulation appliances, reclaimed water recovery equipment, water pump, energy-saving water supply and drainage pipes

Light: Sunshade, electric shutter, light guide lighting system, daylighting components for sunroom, Low-E glass, insulating energy-saving glass, intelligent lighting system, LED health lighting fixtures

Acoustic Environment: soundproof doors and windows, silent flooring, sound-absorbing panels, noise-reducing cotton, vibration isolators, noise control equipment, acoustic testing instruments, intelligent sound control systems, noise reduction equipment, intelligent audio and video equipment, acoustic design

Comfort: Six constant systems, air source heat pump system, ground source heat pump system, total heat exchange fresh air fan, whole-house intelligent control system, ceramic sanitary ware, heat-insulating doors and windows, internal and external wall insulation materials, building automation system, sleep system, healthy mattress, pool spa, barrier-free facilities, elderly-friendly furniture

Elderly-Friendly Renovation: Comprehensive elderly-friendly renovations for bathrooms, kitchens, and bedrooms, including non-slip materials, electric nursing beds, assistive sofas, walkers, fall alarms, voice control, remote monitoring, elevator installation, nursing robots, smart pill boxes, rehabilitation equipment, and barrier-free facilities.

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

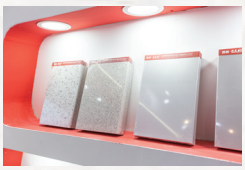
Design firms, contractors, and system integrators

Energy service providers and property managers

Investment and financing institutions

Materials distributors, agents, and traders

Private homeowners


精彩掠影 Highlights













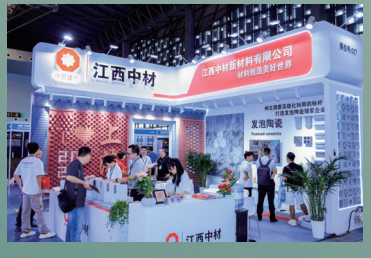












论坛活动 Forums and Activities

展会配套活动主要以主题论坛、专题论坛、大赛、培训、沙龙等形式展开。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。

Supporting activities of the exhibition are mainly carried out in the form of themed forums, special forums, competitions, training sessions, and salons. Nearly 20 events in the series featured over 100 guest speakers, attracting more than 2,000 attendees. Leveraging the concentration of industry professionals at the exhibition, deep interactions and exchanges were facilitated across the upstream and downstream of the industry chain.







主题论坛 Key Forums

- 别墅设计及技术发展大会
- 上海国际建筑健康环境大会
- Villa Design and Technology Development Conference
- Shanghai International Conference on Healthy Building Environments

专题论坛 Specialized Forums

- 光伏建筑一体化创新发展论坛
- 别墅设计新趋势论坛
- 家庭园艺与生活场景营造论坛
- 民宿+乡村振兴产业发展论坛
- 度假酒店设计论坛
- 新型城镇与美丽乡村设计论坛
- 康养环境与适老化改造产业发展论坛
- 暖通舒适家居生态论坛
- 好房子(宁静住宅)高质量发展论坛
- 建筑节能创新发展论坛
- Innovative Development Forum on Building-Integrated Photovoltaics
- New Trends in Villa Design Forum
- Home Gardening and Living Scenario Creation Forum
- Homestay and Rural Revitalization Industry Development Forum
- Resort Hotel Design Forum
- New Town and Beautiful Countryside Design Forum
- Health and Wellness Environment and Elderly-Friendly Renovation Industry Development Forum
- HVAC and Comfortable Home Ecology Forum
- Quality Development Forum for Good Houses (Tranquil Residences)
- Innovative Development Forum on Building Energy Efficiency







上届回顾

2025绿色建博会，8月6-8日在上海世博展览馆顺利召开，聚焦建筑节能、别墅系统、康养环境三大板块，展示规模20000平方米、186家参展商、20053人次参观，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，践行“绿色低碳，赋能高品质建筑”的主题。展会现场通过"设计-材料-技术-运维"四维联动的10余场专业论坛，形成贯穿产业上下游全链条的立体化价值中枢，为行业升级注入强劲的动能，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。





Previous Edition Review

The 2025 Green Building Expo was successfully held from August 6 to 8 at the Shanghai World Expo Exhibition Hall, focusing on three main areas: building energy efficiency, villa systems, and wellness environments. The exhibition covered an area of 20,000 square meters, featuring 186 exhibitors and attracting 20,053 visitors. It showcased everything from new building construction to the renovation of existing buildings, from architectural design to green construction, and from energy-efficient operations to innovations in technology and integrated system solutions. The expo aims to create a closed-loop industrial chain, introducing a curated architectural concept that emphasizes cross-industry integration and diversified development. It highlighted application scenarios in architecture, industry, elderly care, cultural tourism, new rural areas, commercial spaces, and residential projects, practicing the theme of 'green and low-carbon, empowering high-quality buildings.' On-site, more than ten professional forums demonstrated a four-dimensional linkage of 'design-materials-technology-operation and maintenance,' forming a three-dimensional value hub across the entire industry chain and injecting strong momentum for industry upgrades. The event attracted professional visitors nationwide, including government authorities from provincial and municipal housing administration systems, industry associations, research institutes, developers, design institutes, construction companies, interior decoration firms, trade distributors, investment and financing agencies, public institutions, energy service providers, and private owners, collectively establishing a full-industry-chain matchmaking platform for green building materials. Through professional, market-oriented, branded, and international operations, the expo aims to become a specialized platform for overall green building solutions, a nationwide showcase of the latest achievements in green building development, and the main release platform for industry policies and innovations.

往届部分参观团体 Some past visiting groups

长春市城乡建设委员会
淮安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针对代理商，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。

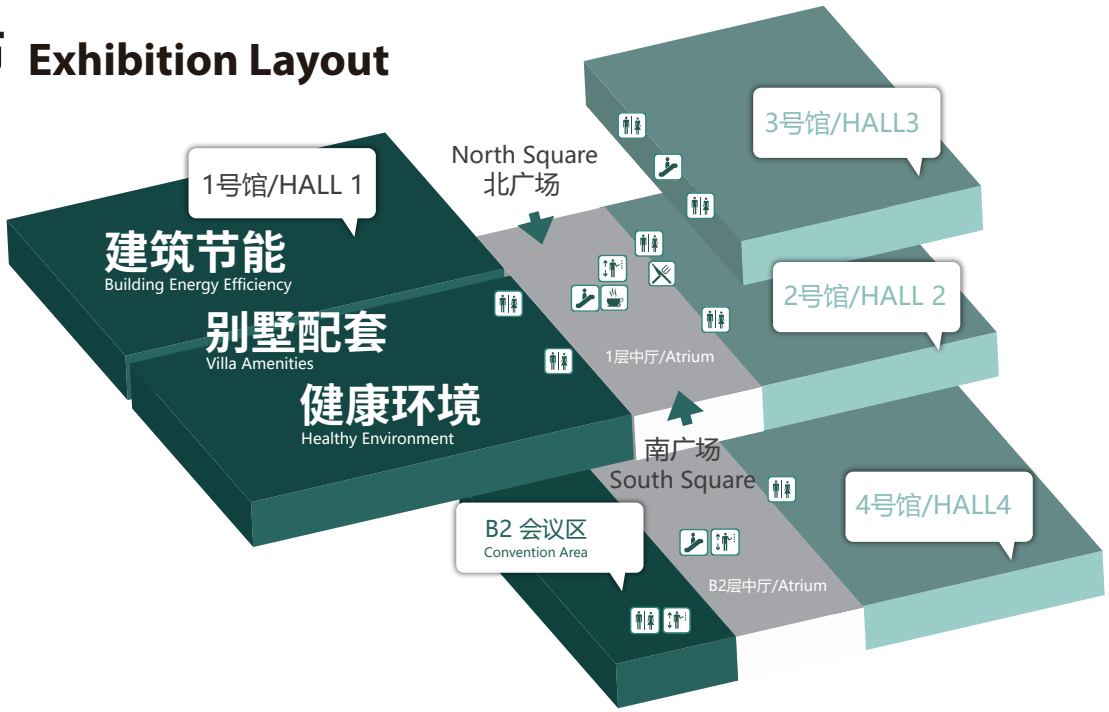






- The government authorities and industry associations of the Yangtze River Delta fully support and organize: the housing and Construction Department, construction Committee, energy saving Office, real estate Association, construction industry Association, decoration association organize promotion meetings, 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**

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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。

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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.