In October 2018, Greenbuild, the world's largest green building conference, convened its second show in China with almost double the attendance over its first appearance in Asia in 2017. This year, nearly six hundred leaders, experts and frontline professionals dedicated to sustainable building gathered for Greenbuild China at the iconic LEED Platinum certified Shanghai Tower, one of the world's tallest buildings at 2,073 feet (127 floors). The award-winning Greenbuild China event has established a prominent position in Asia, leading the green building movement in the region by engaging professional architects, developers and product manufacturers to assemble and discuss what is new, what is needed and what is on the horizon.

Greenbuild China's first Expo Experience presented opportunities for leading companies in the built environment to empower their brand with purpose, connect with practitioners and knowledge experts in the Certification Work Zone, and Meet the Experts in sessions earning CE hours.

China is a leader in green building, ranking first among the Top 10 countries and regions for LEED outside of the U.S., with over 1,444 LEED certified projects totaling almost 60 million gross square meters of space as of October 2018. Additionally, China is the world's second-largest market for LEED-certified projects with over 3,000 LEED-credentialed professionals living or working in China.

The 2018 Greenbuild China show solidified a strong platform to celebrate stories, successes and leadership towards new projects and new ways to create higher standards of living for everyone – both in China and all around the world!

Greenbuild China generated 302k views on Weibo, 12k views on WeChat and 50 stories.

**INSPIRING SPECIAL GUESTS AND SPEAKERS**

**MAHESH RAMANUJAM**  
President & CEO, USGBC and GBCI

**HON. JEFF GRAHAM**  
Deputy Consul General, U.S. Consulate, Shanghai, China

**MADAM ADA FUNG**  
Director, Hong Kong Green Building Council

**GU JIANPING**  
Board Member and General Manager of Shanghai Tower Construction and Development Co., Ltd.

**MICHAEL LIU**  
Vice President & Chief Operations Officer, TAIPEI 101 Tower

**HIWOONG NOH**  
Managing Director, Asset Management, Lotte Property & Development Company

**TONY TANG**  
Deputy Director of Architectural Design of Sun Hung Kai Architects and Engineers Ltd.
HIGHLIGHTS

Industry Trends Luncheon featuring 2018 GRESB Real Estate Benchmark Results from 64 countries, representing 79,000 buildings, 3.5 trillion in GAV and increased transparency across more than 900 individual contributors.

Leadership Awards Luncheon honoring Gu Jianping, Swire Properties and Delta Group with prestigious leadership awards; top service providers and over 20 LEED Platinum projects as well as LEED Industry Pioneers.

ACCREDITED EDUCATIONAL SESSIONS OFFERING CE CREDITS ACROSS FOUR SPECIALIZED KNOWLEDGE TRACKS

1 Pre-Conference Workshop featuring LEED v4.1 and Arc

Green Building Tours highlighting the positive impact of sustainability in China

WOMEN IN GREEN POWER BREAKFAST

GREENBUILD CHINA EXPO

LEADERSHIP AWARDS

EDUCATIONAL SESSIONS

ATTENDEE ENGAGEMENT AT GREENBUILD CHINA

TOP ATTENDEE SECTORS
- Architecture (Commercial)
- Corporate/Retail
- Government
- Non-Profit
- Professional Services
- Real Estate (Commercial)
- Utility/Energy Services

TOP ATTENDEE PROFESSIONS
- Administrator
- Architects/Interior/Landscape
- Consultant
- Builders/Contractors
- Executive/Executive Management
- Marketing Communications Professional
- Project Manager
- Researcher

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#GreenbuildChina