

# CHINA CONSTRUCTION

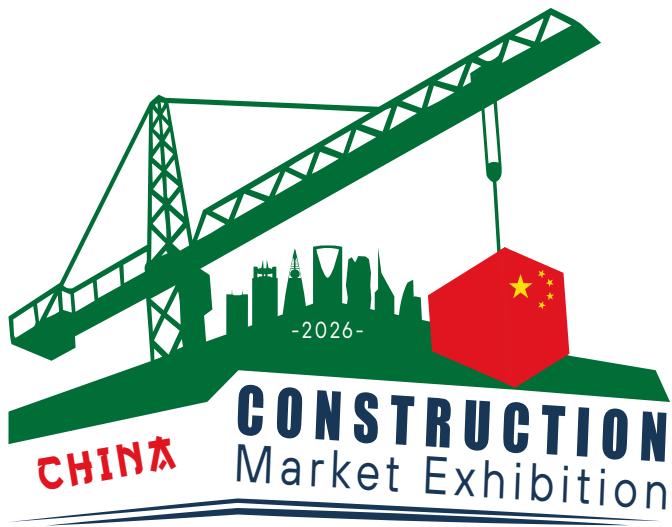
## Market Exhibition

### 中国建筑市场展览会

**The China Building Market Exhibition – 2026**  
is more than just an exhibition. It's a strategic  
trade bridge between China and the Arab world.

**2026 中国建材市场展览会**  
不仅仅是一场展览，  
它是一座连接中国与阿拉伯世界的战略贸易桥梁





## INTRODUCTION:

Saudi Arabia is currently one of the fastest growing construction markets in the world, driven by its ambitious Vision 2030.

This vision aims to develop modern urban infrastructure, establish new cities, and deliver mega housing projects along with world-class tourism and commercial facilities.

In this context, the China Construction Market Exhibition was conceived as a high-quality trade bridge between leading Chinese companies and factories in the building materials industry and the Saudi and Gulf markets.

It provides a direct platform connecting exhibitors with buyers, fostering opportunities for long term partnerships.

## 引言：

沙特阿拉伯目前是全球增长最快的建筑市场之一，这一增长主要得益于其雄心勃勃的“2030愿景”。

该愿景旨在发展现代化城市基础设施，建设新城市，推进大型住宅项目，同时打造世界一流的旅游和商业设施。

在此背景下，中国建筑市场展览会应运而生，作为连接中国建筑材料行业领先企业与工厂，以及沙特和海湾地区市场之间的高质量贸易桥梁。

该展会为参展商与采购商提供了直接对接的平台，促进长期合作伙伴关系的发展。

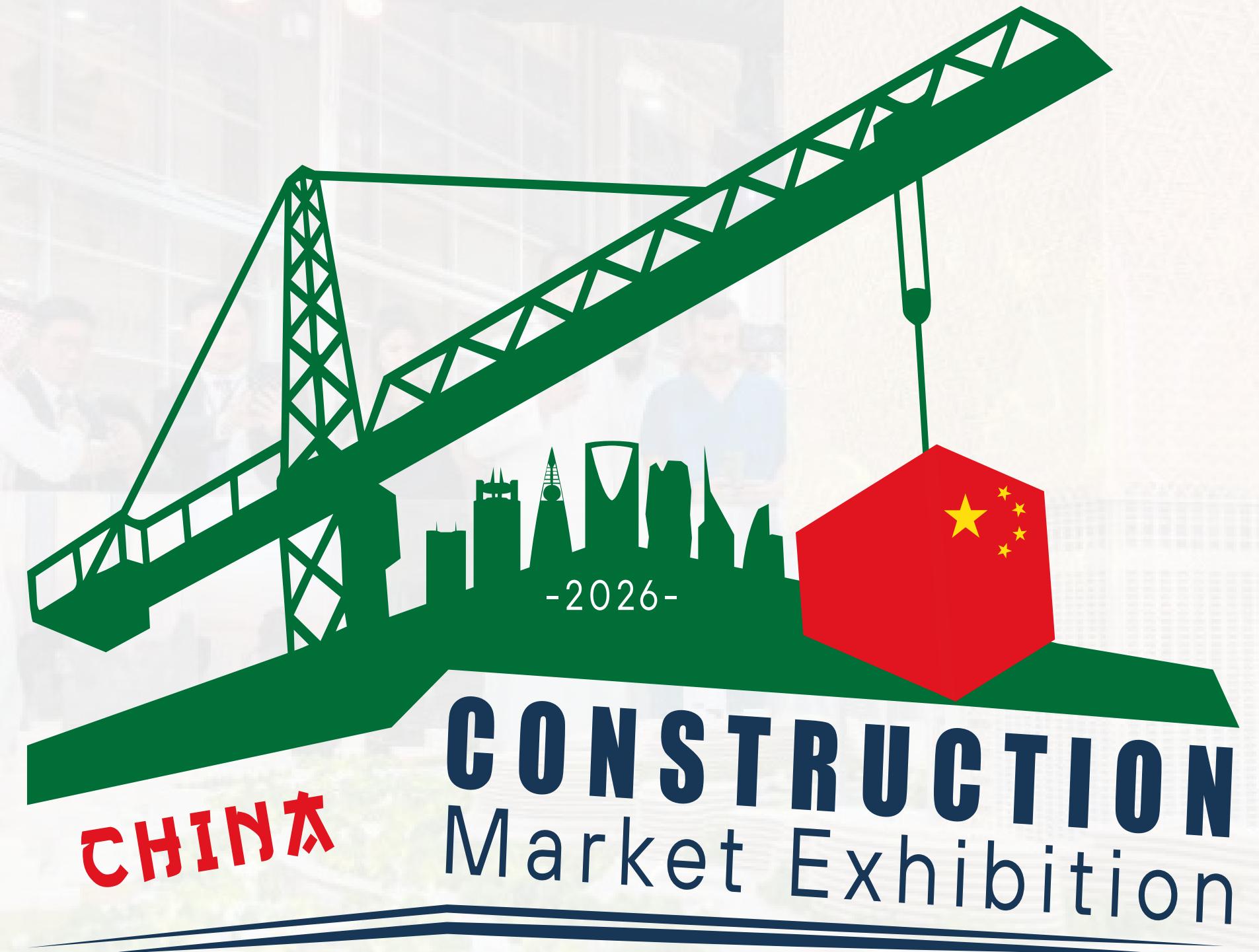
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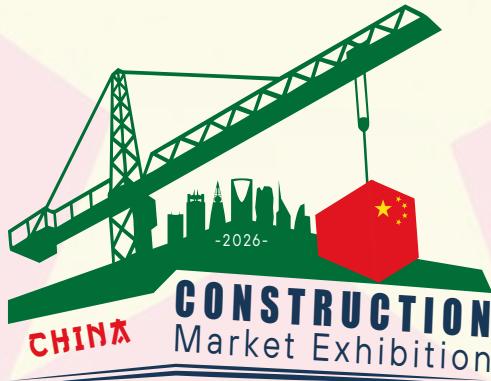


LOGO

品牌标志



# GENERAL MEANING OF THE LOGO

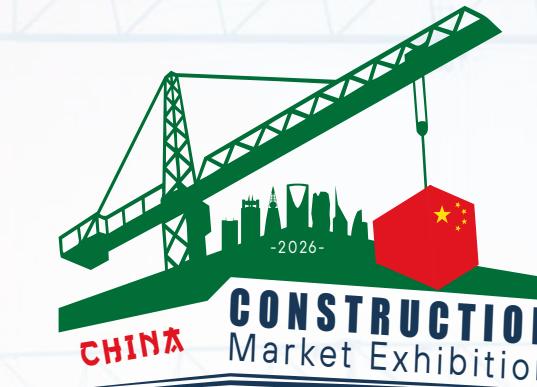


The logo represents strength, construction, and cooperation between China and Saudi Arabia. It highlights China's role in supplying building materials and expertise to support major construction and development projects.

## LOGO SYMBOLS

- **Crane**: Construction and engineering
- **Chinese flag container**: Building materials and products imported from China
- **City skyline**: Urban development and new cities in Saudi Arabia
- **Typography**: **Impact** for strong emphasis, combined with **TT Hoves Regular** for a clean and modern look.

# 标志的设计含义



这款标志象征着力量、建筑以及中沙两国的合作。它突出了中国在供应建筑材料和提供专业技术方面的作用，以支持大型建设和发展项目。

## LOGO SYMBOLS

- **起重机**: 建筑与工程
- **印有中国国旗的集装箱**: 来自中国的建筑材料和产品
- **城市天际线**: 沙特阿拉伯的城市发展与新城建设
- **字体设计**: **Impact** 字体用于突出强调，搭配 **TT Hoves Regular** 字体，呈现简洁、现代的视觉效果。

## MAIN COLORS 品牌主色

R:22 G:93 B:49	H:143° S:76% B:37%	C:93% M:0% Y:100% K:0%
Green #165d31		

**Green**: Growth, stability, Saudi market strength

绿色：增长、稳定、沙特市场实力

R:206 G:48 B:43	H:2° S:79% B:81%	C:0% M:77% Y:79% K:19%
Red #ce302b		

**Red**: China, power, Progress

红色：中国、力量、进步

R:242 G:228 B:76	H:55° S:69% B:95%	C:9% M:1% Y:92% K:0%
Yellow f2e44c		

**Yellow**: Prosperity, opportunity

黄色：繁荣、机遇

R:30 G:53 B:84	H:219° S:98% B:41%	C:99% M:78% Y:39% K:33%
Blue 1e3554		

**Blue**: Trust, professionalism, global trade

蓝色：信任、专业性、全球贸易





# SIZE OF THE SAUDI CONSTRUCTION MARKET:

## 沙特建筑市场规模



### Current Market Size:

The Saudi construction market exceeded 200 billion SAR (53 billion USD) in 2024.



### 前市场规模:

沙特建筑市场在 2024 年超过 2000 亿沙特里亚尔 (约 530 亿美元)。



### Growth Rate:

The sector is expected to grow at an annual rate of 4.5% until 2030.



### 增长率:

预计该行业将以每年 4.5% 的增长率持续增长至 2030 年。



### Project Demand:

More than 1.2 million residential units are currently in the planning and construction phases, alongside hundreds of major commercial and industrial projects.



### 项目需求:

目前有超过 120 万套住宅单元正处于规划和建设阶段，同时还有数百个大型商业和工业项目正在推进中。



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# VOLUME OF CHINESE IMPORTS OF BUILDING MATERIALS:



China is Saudi Arabia's top trading partner for building materials.

中国是沙特阿拉伯建筑  
材料领域的第  
大贸易伙伴

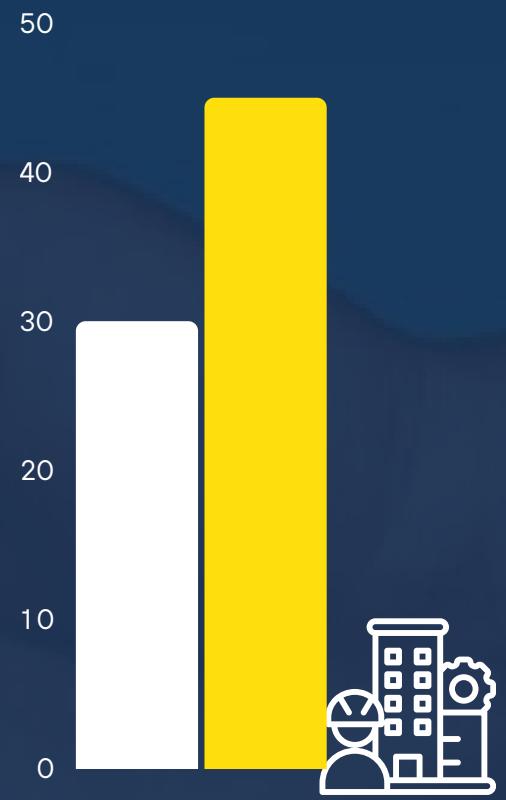


The value of building material imports from China exceeded **18 billion SAR** in 2024.

2024年，从中国进口的  
建筑材料价值超过**180  
亿沙特里亚尔**。



## 项目需求：



Chinese products represent more than **40%** of Saudi Arabia's total imports of building and finishing materials.

中国商品占沙特阿拉伯  
建筑及装修材料进口总  
额的**40%**以上





# EXHIBITION OBJECTIVES:

## 展会目标:



Provide a direct B2B and B2C sales platform for high-quality Chinese products.

为高质量的中国产品提供 B2C 销售平台。



Connect Chinese companies and factories directly with developers, contractors, and distributors in Saudi Arabia and the Gulf region.

将中国企业和工厂与沙特阿拉伯及海湾地区的开发商、承包商和分销商直接对接。

Open new export markets for Chinese industries.

为中国产业开拓新的出口市场。



Showcase the latest Chinese innovations in modern construction technologies.

展示中国在现代建筑技术领域的最新创新成果。

Enhance trade and technological exchange between China and Saudi Arabia in the construction sector.

加强中沙两国在建筑领域的贸易与技术交流。





# PARTICIPATING SECTORS AND ACTIVITIES:

- Basic building materials: iron, cement, bricks, ceramics, and marble
- Insulation systems, water pipes, and pumps.
- Doors and windows, metal accessories, and decorative elements.
- Lighting, ceilings, and flooring.
- Modern construction technologies: 3D printing, modular construction, and smart solutions.
- Contracting and rapid construction companies.
- Logistics and international shipping from China to the Gulf.
- Financing and payment facilities.

# 参展领域与活动：

- 基础建筑材料：钢铁、水泥、砖块、陶瓷和大理石。
- 保温系统、水管及水泵
- 门窗、金属配件及装饰元素。
- 照明、吊顶及地面材料。
- 现代建筑技术：3D 打印、模块化建筑及智能解决方案。
- 承包及快速施工公司。
- 从中国到海湾地区的物流与国际运输服务。
- 融资及支付服务。





# VISITOR PROFILE:

- Real estate developers and investors in housing and infrastructure projects.
- Contracting companies and engineering firms.
- Wholesalers and retailers of building materials.
- Government agencies and municipalities.
- Entrepreneurs, engineers, and technicians in the construction sector.
- Direct buyers (B2C), including individuals and small investors.

# 访客画像：

- 从事住宅及基础设施项目的房地产开发商和投资者。
- 承包公司及工程设计与咨询机构。
- 建筑材料批发商和零售商。
- 政府机构和市政部门。
- 建筑行业的企业家、工程师和技术人员。
- 直接买家 (B2C)，包括个人和小型投资者。





## TARGET VISITORS:

We expect over 450,000 visitors from Saudi Arabia, the Gulf countries, and North Africa, supported by a comprehensive marketing campaign and streamlined visa procedures for international visitors. This makes Riyadh the closest platform for Arab clients to engage directly with Chinese suppliers.

## 目标观众：

我们预计将吸引来自沙特阿拉伯、海湾国家和北非的45万多名观众，并通过全面的市场推广活动以及为国际观众提供的便捷签证程序予以支持。这使利雅得成为阿拉伯客户与中国供应商直接对接的最近、最重要的平台。



# WHY PARTICIPATE IN THE CHINA CONSTRUCTION MARKET EXHIBITION?



## 为什么参加中国建筑市场展览会?

01 **A Huge and Ready Market:** Saudi Arabia is the largest importer of building materials in the Middle East.

庞大且成熟的市场：沙特阿拉伯是中东地区最大的建筑材料进口国。

02 **Strategic Timing:** The exhibition coincides with the peak of residential and government projects in 2026.

战略时机：展会举办时间正值 2026 年住宅及政府项目的高峰期。

03 **Direct Sales Opportunities:** The exhibition focuses on direct sales and on-site contract signings.

直接销售机会：展会聚焦于直接销售及现场签约。

04 **Cost Reduction for Arab Buyers:** Eliminates the need and expense of traveling to China.

为阿拉伯买家降低成本：免除前往中国的差旅需求与相关费用



05 **Strategic Location:** Riyadh is an economic hub with excellent air connectivity to all Gulf cities.

战略位置：利雅得是重要的经济枢纽，拥有通达海湾各城市的优越航空连接。

06 **Comprehensive Showcase:** A dedicated platform for Chinese exhibitors to present their products.

全面展示：为中国参展商提供专属平台，集中展示其产品。

07 **Intensive Marketing:** Promotional support through both Saudi and Chinese marketing teams.

密集营销：由沙特和中国市场团队共同提供推广支持

08 **Cultural Features:** Highlights of Chinese culture, cuisine, and arts, adding a unique experiential and commercial dimension.

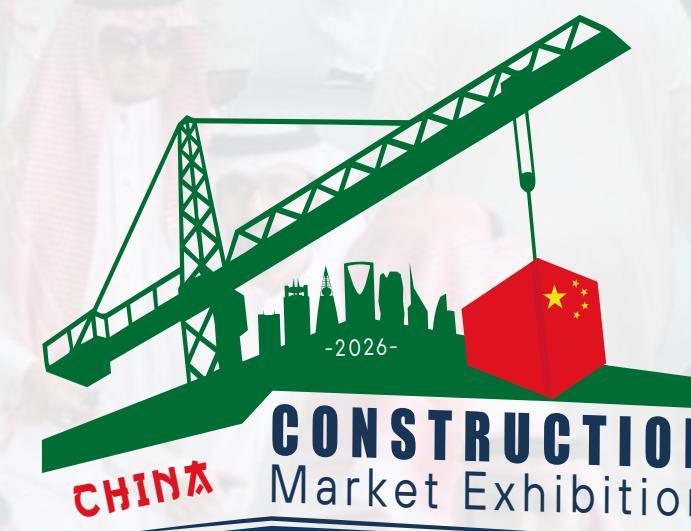
文化特色：展示中国文化、美食与艺术，为展会增添独特的体验性与商业价值

# CONCLUSION

## 结论

The China Building Market Exhibition – 2026 is more than just an exhibition. It's a strategic trade bridge between China and the Arab world. Your participation in it means opening up new markets, boosting confidence in your products, and expanding your network in one of the world's most growing and stable regions.

中国建筑市场展览会 2026 不仅仅是一场展会，更是连接中国与阿拉伯世界的战略性贸易桥梁。参与其中，意味着开拓新市场、提升对您产品的信心，并在全球最具增长潜力且最稳定的地区之一拓展您的商业网络。





## WHO WE ARE

We are **GREEN PROJECTS** Company, a Saudi company headquartered in Riyadh, fully licensed and accredited by the relevant government authorities in the Kingdom of Saudi Arabia. We specialize in organizing exhibitions and events dedicated to the building materials manufacturing sector, and we take pride in being a trusted execution partner that contributes to the development of this vital industry.

We have extensive experience working with local and international strategic partners, including companies, institutions, and official entities. This enables our exhibitions to create effective connections between building materials manufacturers and their direct clients, such as real estate developers, contractors, and project owners.

Our business model is built on creating an effective commercial environment that brings manufacturers and end consumers together, supported by professional promotional and marketing services, ensuring meaningful commercial and developmental impact for both exhibitors and visitors alike.

## 关于我们

我们是**GREEN PROJECTS**公司，一家总部位于利雅得的沙特企业，已获得沙特阿拉伯王国相关政府部门的正式许可与认证。我们专注于组织建筑材料制造行业的专业展览与活动，并以作为值得信赖的执行机构而自豪，积极推动这一关键行业的发展。

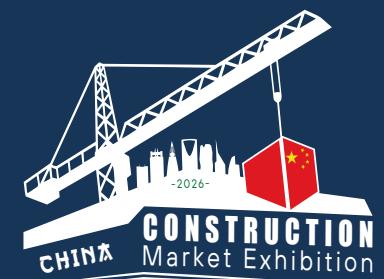
我们在与本地及国际战略合作伙伴（包括企业、机构及官方单位）合作方面拥有丰富经验，这使我们的展会能够有效地连接建筑材料制造商与其直接客户，包括房地产开发商、承包商及项目业主。

我们的商业模式致力于打造一个高效的商业平台，将制造商与终端消费者紧密结合，并通过专业的推广与市场营销支持，为参展商与参观者带来切实的商业与发展价值。

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GREEN PROJECTS COMPANY

## EXHIBITION BOOKING AND PARTICIPATION

## 展会预订与参展



SCAN  
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