



WHAT IS GREENBUILD?

Greenbuild is the world's largest conference dedicated to green building. This year, it will be held in Shanghai, China on October 17-18, 2017.

Greenbuild brings together global industry leaders, experts and frontline professionals dedicated to sustainable building, making Greenbuild the ideal space to learn about groundbreaking green building products, services and technologies in the region.

The conference features two groundbreaking days of inspiring speakers, invaluable networking opportunities, industry showcases, LEED workshops and tours of the host city's green buildings, with commitment to delivering the latest market trend and first class green solutions to China that will help to drive the market transformation.

WHY YOU SHOULD ATTEND

- ▶ Hundreds of building professionals from all over the world will come together at Greenbuild China for outstanding educational sessions, renowned speakers and special seminars.
- ▶ Greenbuild will feature keynote speakers from the region, as well as an extensive master series where the best and the brightest speakers are addressing issues of our time.
- ▶ It's the one stop shop to fulfilling your professional credentials including your LEED Green Associate, LEED AP or AIA credential. LEED credential holders can earn CE hours for LEED professional credential maintenance through the 6 educational offerings
- ▶ Greenbuild is the place to network - attendees cite that the networking experience is one of the top reasons they attend Greenbuild every year. Greenbuild has something for everyone.
- ▶ Greenbuild is classified as a major event for the construction industry, according to conference attendee surveys year over year.
- ▶ Greenbuild attendees refer to Greenbuild as inspiring and a place to go to see innovation in the green building industry.
- ▶ This year in China, learn the latest on LEED v4 including energy, water and human health topics, LEED City and Arc digital platform; and the new SITES rating system for landscape design and Parksmart for parking structures.

WHO ATTENDS GREENBUILD?

- ▶ Architects
- ▶ Builders and contractors
- ▶ Building owners
- ▶ Developers
- ▶ Education/Schools
- ▶ Engineers
- ▶ Green building thought leaders
- ▶ Government agencies
- ▶ Interior designers
- ▶ Sustainability officers
- ▶ Utilities

GREEN BUILDING TRENDS IN 2017

- ▶ Green building construction continues to double every three years, according to the World Green Building Trends 2016 report by Dodge Data & Analytics. Some of the leading drivers of this growth are client demands, environmental regulations and an enhanced awareness of the occupant and tenant benefits of green buildings. Healthier neighborhoods, higher return on investment and employee recruitment increasing also contribute to the proliferation of green buildings.
- ▶ China is number one in the Top 10 Countries for LEED with 35 square meters of LEED certified space per person in 2016, accounting for nearly 1000 LEED certified projects.
- ▶ Emerging economies like China, India and Brazil will be engines of green growth, with development varying from twofold to six-fold over current green building levels.
- ▶ Increased consumer demand has also pushed the world's green building market to a trillion-dollar industry, a surge that has led to a corresponding increase in the scope and size of the green building materials market, which is expected to reach \$234 billion by 2019.
- ▶ Green building is about reducing energy waste and water use; it's about creating jobs and sparking economic growth; it's also about protecting the health of our children for the future.
- ▶ Social motivators for green buildings include encouraging sustainable business practices, supporting the domestic economy, creating a sense of community and increasing worker productivity. Reducing energy consumption and reducing water consumption are important drivers for green building.
- ▶ By 2018, green construction will account for more than 3.3 million U.S. jobs and more than a third of the U.S. construction sector. And those jobs will generate \$190 billion U.S. dollars in labor earnings alone.
- ▶ By 2020, the entire new construction market is expected to be worth \$10.3 trillion dollars, and close to 40 percent of that new construction will be green — almost \$3.8 trillion dollars.
- ▶ Green building offers a powerful, conservative pro-business case for conservation and action on climate change. The green building industry has shown the world that sustainability is profitable, and that profitability is sustainable.

Greenbuild China registration will open June 2017.

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