

# World Ceramic Tiles Forum – National Context

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## I. General economic situation, trend in the construction sector/demand

- In 2010, the total output value of China construction industry is about 1.5 trillion \$, up by 24% compares to the previous year;
- From 2006 to 2010, the average annual growth rate of total output value of China construction industry is 20.6%
- In 2010, China Housing being built area: 7.006 billion m<sup>2</sup>, 19% increased against 2009; in which, new commenced construction area 3.743 billion m<sup>2</sup>, a 24.4% increase from the previous year;

## I. General economic situation, trend in the construction sector/demand

- In 2010, China Housing completed area is 2.6 billion m<sup>2</sup>, a 5.9% increase from the previous year;
- In the “12th Five-Year Plan“(period 2011 - 2015), the average annual growth rate of China's GDP will be about 7%
- The average annual growth rate of China construction industry output value is expected to exceed 15%, the urbanization rate increased by 4% (currently at 47%).

## II. Trend in production, consumption and trade in ceramic tiles

- In 2010, the total output of China building ceramics industry is 7,576 Million m<sup>2</sup>, increased by 17.9% against 2009
- Consumption Per Capita: ~5m<sup>2</sup> , up by 25%;
- The total volume of exports: 867.2 Million m<sup>2</sup>, increased 26.5%,  
the total value of exports: 3851 Million US \$, increased 34.6%,  
top three export destination: Saudi Arab, The United States, South Korean ;

## II. Trend in production, consumption and trade in ceramic tiles

- The total volume of imports: 5.13 Million m<sup>2</sup> , increased 81.9% , the total value of imports: 72.4 Million US \$, increased 37.5%, top three import countries: Italy, Spain, Malaysia;
- In the “12th Five-Year Plan” period (2011 - 2015), the average annual growth rate of China ceramics tile industry output value is expected to reach 10%, the total volume of output forecast is 9.5 - 11 billion m<sup>2</sup>;
- China building ceramic industry will be mainly meet the domestic demand as the first priority.

### III. Latest developments at national level in energy supply regulation and taxation

- Period 2011 - 2015, the Chinese government order that the unit GDP energy consumption must lower 16%; the unit GDP carbon dioxide emissions must lower 17%;
- Period 2011 - 2015, to control the energy consumption, to improve the resource products price mechanism and resources & environmental taxes & fees system, to strengthen the performance assess in meeting the targets of energy conservation and pollution reduction;
- The main energy will still rely on coal and will be focusing on development of clean energy technology;

#### IV. Any development in standardisation or regulation at national level affecting ceramic tiles

- According to the policy of government, Housing energy saving rate must achieve 65% in China, there are impact of the application of ceramic tiles;
- In the “12th Five-Year Plan” period (2011 - 2015), the energy consumption of China ceramic tile and raw materials consumption must reduce by 10% ;
- The Thinning Ceramic tile Standard is on-going;
- The new national ceramic tiles standard (GB/T 400) is also in the mid of process, is scheduled to be finished next year.