

# World Ceramic Tiles Forum – National Context

## **China**



## I. Trend in the construction sector/demand

- In 2014, investment in real estate \$ 1,494 billion, increased by 10.5% compares to 2013
- Housing under construction :  
7.26 billion M2, 9.2% increased against 2013.
- New commenced construction building :  
1.8 billion M2, a 10.7% decreased; the residential housing: 1.25 billion M2, reduced by 14.4%.
- Housing constructed area:  
1.07 billion M2, 5.9% increase against 2013, dropped by 2.2% year on year.

## I. Trend in the construction sector/demand

- In 2014, Commodity housing Sales:  
1.21 billion M2, a 7.6% decreased from 2013  
The total turnover is \$1,160 billion.
- By Q3. 2015 , investment in real estate is \$1,108 billion, increased by 4.2% compared to the same period in 2014.
- Housing under construction :  
6.94 billion M2, by 3% increased.
- New commenced construction building:  
1.15 billion M2, a 12.6% decreased compared to the same period last year.

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

- In 2014, there are 1,407 ceramic tile manufacturers in China. the total output is 10.23 billion M2, increased by 5.57%.
- Domestic market sales :  
8.1 billion M2, declined by 5.26%.
- Exporting quantity:  
1.128 billion M2 in 2014, 2.0% decreased
- The total turnover of exports:  
\$7.81 billion, 1.0% decreased compares to 2013。

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

- Top 5 export destination:  
Saudi Arab, USA, Nigeria, Korea & Philippines.
- Importing Quantity in 2014:  
5.36 million M2 , 6.35% by increased.
- The total amount of imports:  
\$92.49 million, 14.65% increased compares to 2013.
- The main import countries:  
Italy, Spain & others.
- Consumption per capita in 2014:  
5.93 M2 , decreased by 4.97%.

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

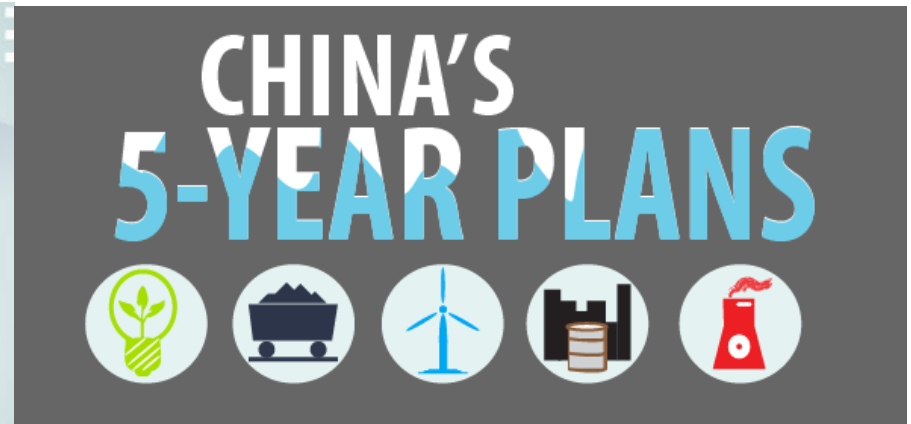
- GDP in 2014 : 7.4% increased
- Inflation rate : 2.0%
- GDP per capita : \$ 7,800.
- By Q3. 2015 production:  
7.89 billion M2, 3.72% decreased by 2014.
- Export tiles : 841 millions M2, 1.4% increased
- Export amount: \$ 5.7 billions, increased by 5.4%.

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

- China committed the proportion of coal consumption in primary energy consumption will be controlled within 62% (66% for now ) by 2020.
- Government promote coal purification & efficient production.
- 《The norm of energy consumption per unit product of architecture and sanitary ceramics》 has been revised.

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

- China's 13th five year plans:  
20% reduction in energy consumption per unit





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

- Environmental protection requirements by 2020: per unit of industrial added value of carbon dioxide emissions comparing to 2005 must be decreased by 50%.
- 《 Emission standard of pollutants for ceramics industry 》 been revised (emission limit value is not lower than the EU requirements)
- The standard of 《Ceramic Tiles 》 raised the limit thickness requirements.

## V. Other national developments

- Ceramic tiles business expand to the new Niche market .
- A national “carbon emissions trading” market will be launched by 2017.
- Real estate market development moving into the “The New Normal”, demands of ceramic tiles will be keeping on decreased;
- The national “innovation project construction”, improve enterprise innovation ability.

- Economy “ B & R ” One Belt & Road “strategy







**THANKS!**