

# World Ceramic Tiles Forum – National Context

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

- Our GDP is about \$7.3 trillions in 2011, increased by 9.2% over the previous year, GDP per capita is \$5,414;
- Inflation rate is around 5.4% in 2011;
- In 2011, China's investment in real estate development is about \$980 billion, increased by 27.9% compares to Y2010;  
in which, the residential development investment is about \$703.3 billion, up by 30.2% against Y2010.

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

- In 2011, our Houses Under Construction (BUCh) is 5.078 billion sqm, 25.3% increased against 2010; in which, the residential housing is 3.884 billion sqm, a 23.4% increase from the previous year;
- In 2011, all the country's Construction Starts (CSt) is 1.9 billion sqm, a 16.2% increase from the previous year; in which, the residential housing: 1.46 billion sqm, up by 12.9%;
- In 2011, quantity of Buildings Completed (BCt) is 892 million sqm, a 13.3% increased from the previous year; in which, residential housing is 717 million sqm increased by 13%.

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



- In 2011 ceramics tile manufacturers is 1,376 which reduced by 13.96%;
- In 2011 ceramics tile industry employees is 479,649, a 15.72% increase from 2010;
- In 2011, the total capacity of Chinese ceramics tile industry is 87.01 billion sqm, increased by 14.86%;
- Consumption per capita in 2011 is 6m<sup>2</sup> , up by 13.2%;

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

- The total volume of exports in 2011: 1.015 billion m<sup>2</sup> , 17.08% increased against 2010;  
The total value of exports: \$4,764 Million, 23.7% increased compares to 2010;  
Top three export destination:  
Saudi Arab, The United States and South Korean
- The total volume of imports in 2011: 6.04 Million m<sup>2</sup> , 17.74%; increased against 2010;  
The total value of imports: \$ 92.96 Million, 28.4% increased against 2010;  
Top three import countries: Italy, Spain, Malaysia.

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

- 2011 is the first year of implementation of the Chinese Government “12th Five-Year Plan” (2011 - 2015) for China Building Ceramic and Sanitary ware Industry, the main principle are:
  - (Product) – Product Innovation and Development;
  - (Production) – Green policy on Energy consumption and Anti-pollution control;
  - (Industry Zone)- Rational distribution of the ceramics tile manufacturing area.

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

#### ● **The objectives of the “12th Five-Year Plan” (2011 - 2015) :**

- 1) The value of annual growth rate of ceramics tile industry is expecting 10% and above;
- 2) By 2015, the unit product energy consumption must be lower 20% ;
- 3 ) By 2015, the recycle rate of the ceramics tile industry on the production process of solid waste must be reached 70%;
- 4) According to the national policy , the total amount of ceramics tile industry’s CO<sub>2</sub>, NO<sub>X</sub>, SO<sub>2</sub> and other major emissions of pollutants must to be further reduced by 2015.

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

- By 2013, initiating the implementation of The Thin Ceramics Wall Tile Standard
- By 2014, starting the implementation of The Thin Ceramics Floor Tile Standard
- By 2015, overall ceramics tile industry will reach the target of 10% thickness reducing



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

- Setting up the related policy such as Total capacity control, eliminating the outdated & inefficient production, increase the entry barrier of the Industry admittance;
- Revising the “Building ceramic & sanitary ware unit product energy consumption quota” National Standards;
- The growth rate of ceramics tile demand will be further limited, caused by continuing severe real estate control policy since 2011.



Thanks!