

Press release

24 June 2020

Interior Lifestyle China to take place in September 2021

Karen Lau
Tel. +852 2230 9235
karen.lau@hongkong.messefrankfurt.com
www.il-china.com
www.messefrankfurt.com.hk
ILC20 PR2 en

China's leading international trade fair for the consumer goods sector, Interior Lifestyle China, is to be postponed from its September 2020 date, and will now take place in September 2021 at the Shanghai Exhibition Centre. With the fair's focus on serving China's growing consumer goods import market and the international makeup of the exhibitors (27 countries & regions in 2019), Messe Frankfurt made this decision to give these companies more certainty in their planning for the remainder of the year given the possibility of travel restrictions remaining in place.

"This was a difficult decision for us to make given how much the fair has progressed in recent years to become an all-round lifestyle event of considerable importance for the Chinese mid-range and high-end industry, but it is a necessary one due to the uncertainty the sector is currently facing," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd outlined. "Given the high portion of international exhibitors at the fair, many of which are SMEs who don't have staff based in China, and the fact a number of them are still adjusting their market strategy for this year to cope with the upheaval in the industry, there was a strong chance that the product selection would not have been as diverse as we would want it to be."

"So after consultation with our exhibitors, buyers and partners, we reached the conclusion that we should focus our efforts on preparing for the 2021 edition instead. We are not giving up on 2020 however. For much of this year, we have been working to increase the digital promotional tools and activities available for our exhibitors to reach their target buyers, and these will continue to roll out in the coming months," Ms Wen concluded.

Digital promotion services to connect the industry

Interior Lifestyle China has focused its efforts in recent years on offering brands the chance to capitalise on the growing online opportunities in the Chinese market. This ensures the fair is well placed to identify the new opportunities available to brands resulting from changes in the industry due to COVID-19.

Some of the services of this year's programme – It's my lifestyle! LIVE!! – include:

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

- Themed virtual roadshows targeting various Chinese cities and regions, with 50-plus brands and over 1,000 trade buyers taking part.
- Online Lifestyle Forum with speakers including industry leaders, big-name buyers, designers, media, brands and lifestyle influencers.
- Vloggers' Home Project with well-known KOLs and vloggers hosting livestreams to promote brands and their products. Lifestyle influencers will create short videos to introduce hero products, while consumers will also be encouraged to upload videos to social media.

Interior Lifestyle China is a leading fair for homeware and lifestyle products in China, gathering mid-range and high-end exhibitors from around the world to showcase their latest, quality products and to access the Chinese market. The 2019 edition of the fair welcomed 431 exhibitors from 27 countries and regions along with 20,036 visitors.

The fair is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>.

Interior Lifestyle China is headed by the annual Ambiente event in Frankfurt, which will next take place from 19 – 23 February 2021. Other fair's in the company's consumer goods portfolio include IFFT/Interior Lifestyle Living which is held in Tokyo from 28 – 30 October 2020, Interior Lifestyle India presented by Ambiente India to be held from 21 – 23 January 2021 in Mumbai, Gifts & Lifestyle Middle East which will debut in Dubai from 2 – 4 March 2021, and Interior Lifestyle Tokyo which is scheduled for June 2021.

-end-

Notes to editors:

Download press release

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press/press-releases/2020/ILC20-PR2.html>

Further press information & picture material

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press.html>

Follow Interior Lifestyle China on social media

www.facebook.com/interiorlifestylechina
<http://linkedin.com/company/interiorlifestylechina>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events,

Interior Lifestyle China
Shanghai, China

Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019