

Press release

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Interior Lifestyle China to return in September 2021 with restructured product zones supporting industry recovery

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In light of industry disruption caused by Covid-19, Interior Lifestyle China 2021 will adopt an apt new show theme: 'Life Re-connect'. Taking place from 16 – 18 September, the fair will support business recovery by providing a live, physical event, in conjunction with additional online services. The adjusted show dates were chosen to better fit into the global event calendar. Moreover, this year, a structural change to the product groupings will see products allocated in new zones to better suit domestic buyer's needs and their distribution channels. Interior Lifestyle China will once again be held at the Shanghai Exhibition Centre.

As a leading fair in the country for homeware and lifestyle products, Interior Lifestyle China focuses on exhibitors with mid-range to high-end products, showcasing their latest high-quality products. At this year's show, to enhance exhibitor experience and sourcing efficiency for buyers, companies will be divided into new product zones.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, explained the rationale behind the structural changes to the fair: "From what we've seen in recent years, buyers at the fair have become more diversified, ranging from traditional department stores to lifestyle shops and gift stores. We also see more and more buyers from the hospitality industry or independent e-commerce businesses. And instead of focusing on product uses, price points and brand positioning are now more important when making purchasing decisions. So with the new zones, buyers can find the right products they are looking for, in a more efficient manner."

The new product zones for the 2021 show are as follows:

- **Global Curation & Brand Arcade:** will gather overseas and domestic brands, targeted at high-end buyers from large-scale distributors, agents, department stores and shopping malls. In case of travel restrictions, overseas exhibitors can join the fair by sending their products for onsite display at a dedicated area, **Chat@Now**. Video meetings will be arranged with buyers whilst onsite livestreaming of products will also be offered, hosted by local industry experts and / or industry influencers
- **Giftique & LifestyleLAB:** will cater to buyers from lifestyle shops, fashion brands and cross-industry buyers

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

- **Daily Select:** showcasing a full range of made-in-China, everyday products, this zone will invite high-street retailers, restaurants, coffee shops, hotels and brand buyers with bulk orders and customised needs

Integrated marketing solutions increase opportunities and ensured connectivity

Ms Wen also discussed the additional online services that will be available: “In the current climate, it is important for us to find solutions that support our international exhibitors and visitors who may struggle to attend the show due to ongoing travel restrictions. This is why we have been working on our new online platform, ‘Life-zine’, which will comprise of a selection of digital services to help our fairgoers stay connected, wherever they are in the world. Besides serving as a tool to overcome travel restraints, the new platform, together with our existing value-added online and offline promotional activities, will firmly establish the fair as a one-stop marketplace for seizing the opportunities on offer.”

Launching in June this year, **Life-zine** will provide exhibitors with year-round promotional opportunities including live-streaming activities, virtual shop visits for additional brand exposure and more. Both exhibitors and buyers can also benefit from the chat functions, virtual showcases, retail trends, market news and more.

Meanwhile before the show, exhibitors will also have the chance to partake in roadshows and join pop-up stores in major Chinese cities, allowing participating brands to enhance their understanding of the country’s retail sector and to discover first-hand, the market potential.

Interior Lifestyle China 2021 is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>.

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Notes to editors:

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Interior Lifestyle China 2021
Shanghai, China
16 – 18 September 2021

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, 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. We are expanding our digital expertise with new business models. 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 2020