

interiorlifestyle

CHINA

China International Trade Fair for Household Products and Accessories
中国(上海)国际时尚家居用品展览会

10 – 12.9.2020

Shanghai Exhibition Centre

www.il-china.com





Better life starts here

Interior Lifestyle China, the trendsetting international event targeting the Chinese middle-class consumer market, is the perfect stage to expand your business.

Drawing from the success of Ambiente, the world's leading trade fair for consumer goods, Interior Lifestyle China is not only an effective platform for overseas brands to enter the Chinese market, but also the ideal stepping stone for Chinese brands to access this potential.



An effective international trading platform

Comprehensive range of lifestyle products

An increasing number of lifestyle products can be found in the Chinese market. The fair offers a wide range of options from overseas and domestic brands at different price points, inspiring customers to think beyond making lifestyle choices.

Explore business opportunities with year-round promotion

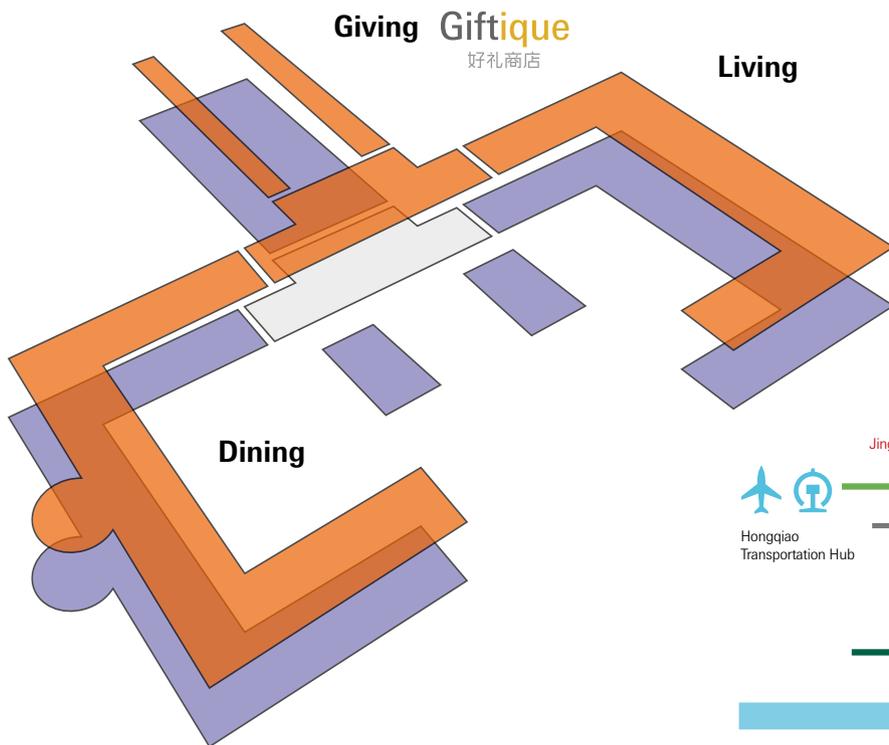
In a fast-growing and ever-changing consumer goods market, reaching the right customers is critical for business development. With value-adding marketing solutions on offer – including pre-show coverage via social media, press releases and e-newsletter, and participation in roadshows, pop-up stores and onsite business matching – your brand will enjoy more exposure even before the fair opens.



Exhibition venue



Floor plan



Shanghai Exhibition Centre

No. 1000 Yan'an Mid Road
Jing'an District

City map



Products

Dining

In the kitchen, on the table – products that enrich cooking and dining experiences.

Categories: cookware, tableware, kitchen accessories, houseware, storage, small electrical appliances



Giving

Trend-setting and creative designs that make perfect gifts.

Categories: design and trend oriented gifts, arts and crafts, beauty and wellness products, gadgets, personal and fashion accessories, travel accessories



Giftique

好礼商店

A specially curated showcase to display selected products in a gift shop concept. Experience the latest trends in giving.

Living

Everything needed for daily life and an exquisite lifestyle.

Categories: interior decoration, design accessories, small furniture, lighting, home accessories, home textiles, and home fragrances



Special zones & displays



Theme display

As a focal point for the latest design and industry trends, the fair works with industry experts to present inspiring retail solutions.



On Design Zone

A spotlight for young designers from home and abroad to showcase their talent.



Lifestyle Forum

Presents the latest and most insightful information on market trends.



Lifestyle award

Invites consumers to vote for the Most Popular Product Awards.



More than a trade fair

Interior Lifestyle China is not just a trade fair. The fair also provides year-round marketing solutions for brands, facilitating your business development in the Chinese market.

Pop-up stores and roadshows

- Year-round promotion for exhibitors in major Chinese cities
- Opportunities to test market potential and raise brand awareness before the fair
- Access to more retail channels

Media campaign

Enjoy a wide-ranging media network, covering industries of home design, lifestyle, fashion, food and specialty retail, for added exposure.

- Official social media
- Industry media
- Industry experts and opinion leaders
- Onsite key opinion leader livestreams

Media network

安联AD

豆果美食

第一家居



胡润百富

mars

INTERIOR DESIGN

Better Homes & Gardens

出色 trends

瑞丽家居

PChouse

装潢世界

网易家居

新浪地产 设计频道

新浪家居

家居廊 DECORATION

FURNITURE TODAY

劳动报

DEAT 理想家

设计纪元





Matchmaking programme

The programme connects you with both offline and online, traditional and emerging quality customers, including shopping malls, agencies, lifestyle stores, purchasers and online platforms. Once you book your stand, you will have access to the buyers' network.

Retailers

Ito Yokado, Fusen-Noble House, Chengdu Yintai Centre in99, Mango Shopping Center, Chengdu Inreach, Suzhou Harmony Group, Rainbow Shopping Mall, Suzhou Renmin Shopping Center, Suzhou Incity, Shanghai Bailian Group, Shanghai New World Company, Zhongyang Shanghai, Shanghai Metrocity, Shanghai No.1 Department Store, Takashimaya Shanghai Store, Xi'an Minsun, Xi'an Zhongdeng Plaza, Wuhan Jingdu Gongmao Company, Chengdu Zenan Company, Nanjing Huaxin Company and Yan Ji You Book Store

e-Commerce

Tmall Global, JD, Youzan, Happigo, SCTV Star Home Shopping, Suning, Netease and Vipshop

Service industry and gift stores

Changsha Yhouse, Vallotu Cafe, No More Cafe, You + Female Life Space, Fangxin Hotel Supplies Mall and Ramada Hotel Group

Cross-sector customers

Visual arts institutes: Nanjing Sifang Art Museum, How Art Museum, Shanghai Himalayas Museum, Aurora Museum and more

Home textiles: Luolai, Mercury, Beyond, Kaisheng, Royalcover, Bliss and more

Furniture companies: Liweijia, Crosplus, ZBOM, OLO, W+S Deco Group and more



Lifestyle everywhere

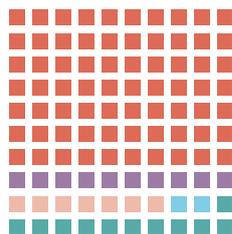
A city tour to explore various kinds of lifestyle shops, boutiques and select shops. Gain more insight into the Chinese retail market.

2019 fair review

Visitor review

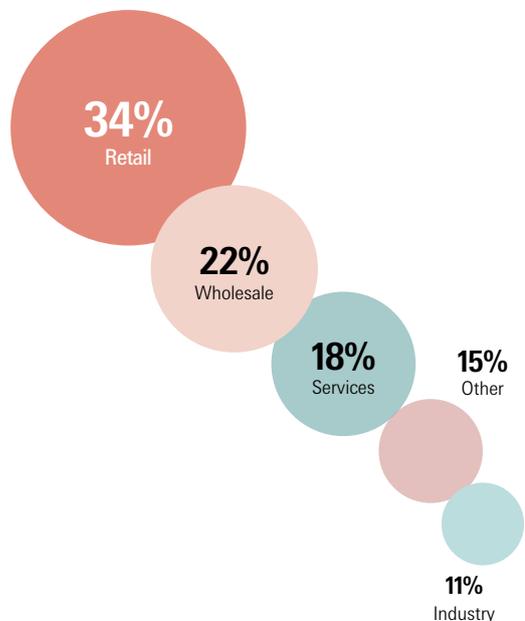
Visitor figures

A total 20,036 trade visitors from 36 countries / regions



70% East China
10% South & Central China
7% North & Northeast China
2% Northwest & Southwest China
11% Others

Economic sector



Objectives of the trade fair visit *



* Multiple selections possible



The fair not only gave us sourcing options but also retail guidance. This year we brought over 30 shopping malls, department stores and household product shops to the fair, and some of them already made orders on the first morning. Meanwhile, the fringe programme left a deep impression on us. We could learn how products are displayed in different stores, and talk to shopkeepers and collect first-hand market feedback.

Ms Lan Lan, Vice President and Secretary-General,
Suzhou Chamber of Commerce, China

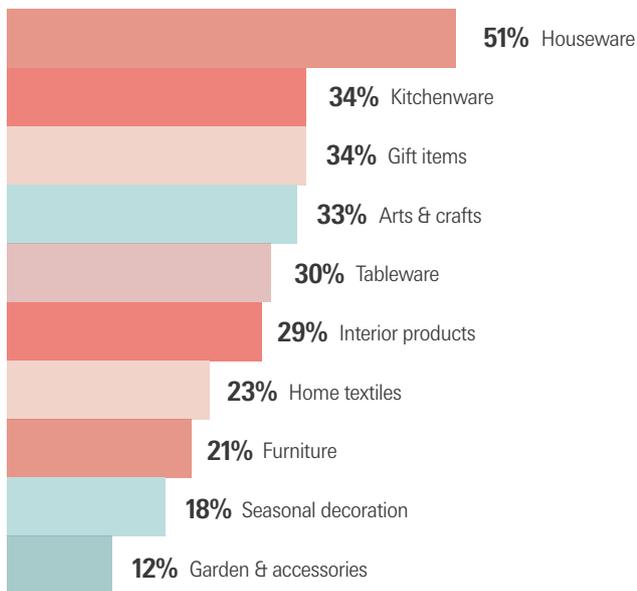


This is my third year visiting Interior Lifestyle China. I am here to source coffeeware, tableware and lifestyle products. I've met many potential suppliers and intend to have further cooperation with them. The Portuguese kitchen brand Cutipol definitely caught my eye with their handmade products. This year's fair has further elevated its portfolio with the introduction of more well-known brands. I thoroughly enjoy visiting the fair.

Ms Huan Li, Brand Director, Changsha You Restaurant Culture Communication Co., Ltd., China



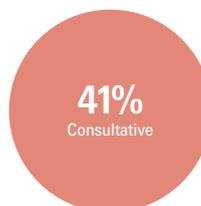
Visitors' interests *



* Multiple selections possible



Decision-making authority



2019 fair review

Exhibitor review

Number of exhibitors

431 exhibitors from 27 countries / regions



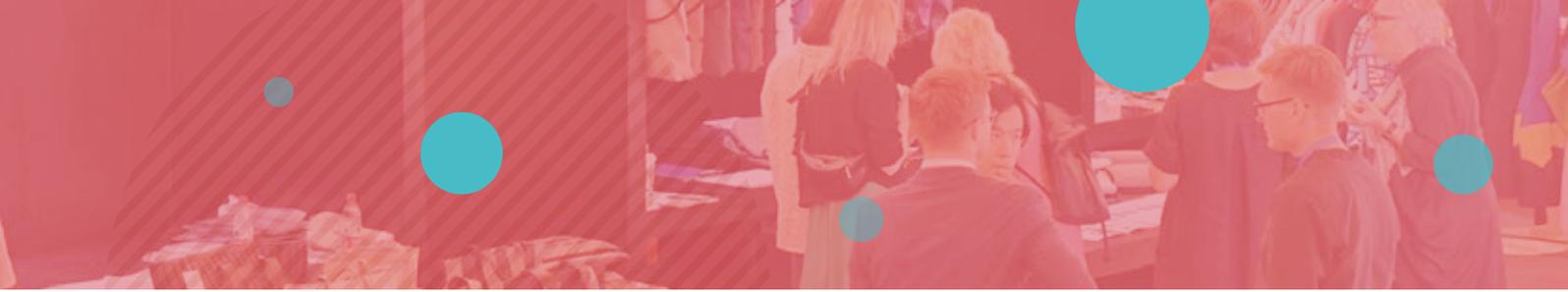
Exhibitor country / region of origin



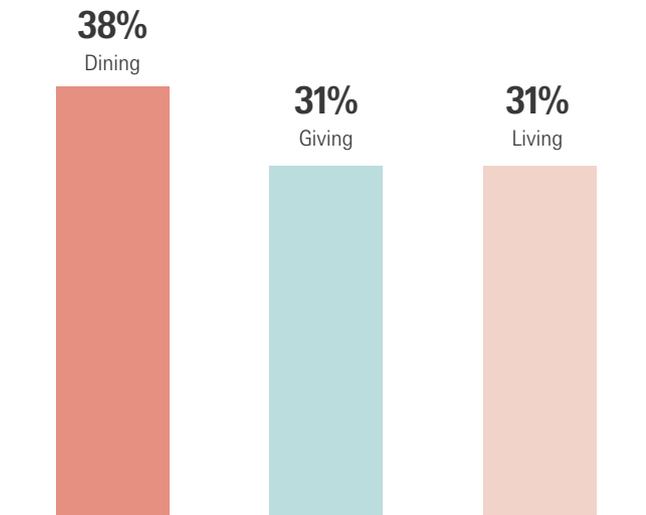
We received many enquiries from online and offline distributors, and our products are highly recognised by some famous integrated online platforms. The fair gathered many premium overseas brands like us to provide an effective and convenient one-stop sourcing platform for industry players. Compared to other shows, we can meet more high-end clients which match with our business targets.

Mr Nano Yin, Deputy General Manager, DIY HOME International, China





Product groups



I know that the lifestyle industry in China is growing really fast, so we decided to come and explore the market. What we found is that Chinese consumers have a very good sense of design and they are now focusing more on products with good and unique design that represent personality. We think the show's image completely matches with our brand. It's the only fair in the market that can really cater to design and lifestyle products. The fair has brought us many visitors from the mid-range and high-end markets.

Ms Egle Opeikiene, General Manager, March / Lithuania Design Block, Lithuania (organiser of the Lithuania Pavilion)

2019 participating brands (selection)



Muurla



Wemug



kockums



Utileffe



Cutipol



TAYOHYA



PAPAHUG

2019 participating brands (continued)



GEFU



INDIGO



DANHERA



Othello



Nakagawa



hübsch



RISU



Luigi Bormioli



ICO



Marcato



MEISSEN



2020 participation fee

	Zone A Premium booth location	Zone B Economic options
Raw space:	RMB 2,160 / sqm	RMB 1,710 / sqm

- Suitable for exhibitors who want to build their own designed booth
- Minimum booth size: 36 sqm

Standard booth:	RMB 2,960 / sqm	RMB 2,510 / sqm
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- A simple and economical option
- 9 sqm per unit, which includes:
 - Booth construction
 - Side & rear partitions
 - Wall to wall carpet
 - Three spotlights
 - One socket outlet
 - One information counter
 - One table and two chairs
 - Three shelves
 - Daily booth cleaning and one waste bin
- Additional fee for all exhibitors:
 - 2 sides open: **+5%** of total cost
 - 3 sides open: **+10%** of total cost
 - 4 sides open: **+15%** of total cost



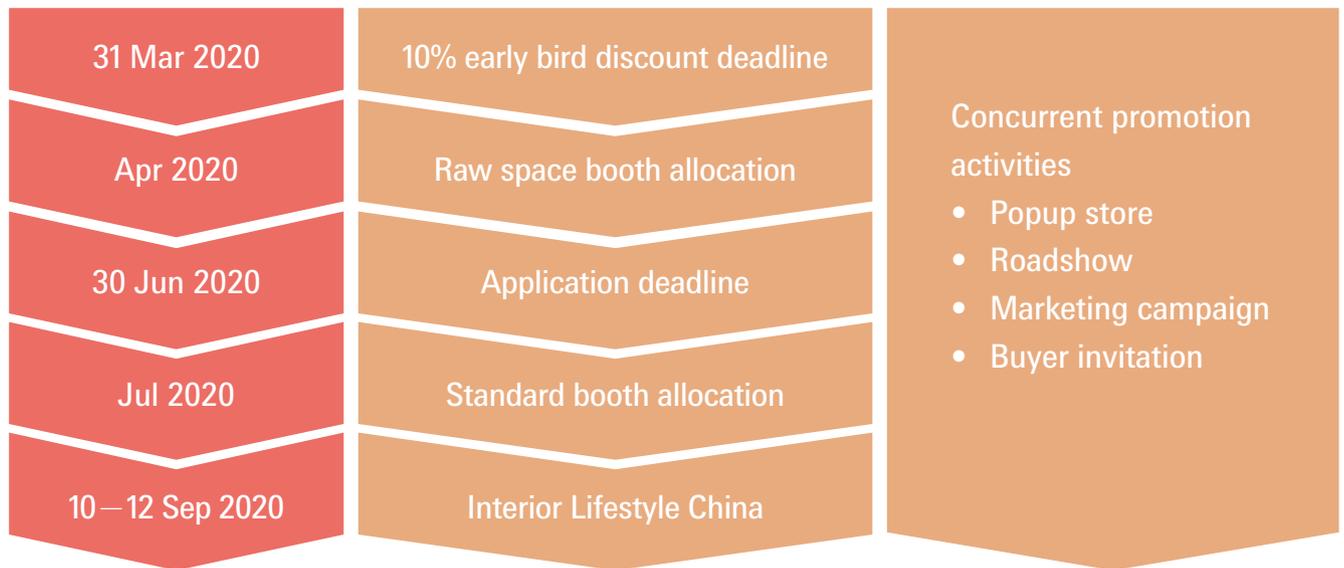
Standard booth*

*For reference only, please check the exhibitor confirmation.

Remarks: 6% VAT included in all prices



Application schedule



More tools

More sponsorship and advertising opportunities are available

- Increase your brand awareness with on-site sponsoring
- Extra exposure on official trade fair website, e-newsletters and social media channels
- Advertise in the visitor guide and visitor invitation flyer
- and more...



Video advertisement in the on-site exhibitor search machine



On-site billboard



AR photo activities



Our initiative for your rights

With Messe Frankfurt against Copying we have launched an initiative against brand and product piracy. During the fair we assist you with professional advice, information material and an on-site legal service. Making sure your innovations continue to have a promising future in a fair business environment.

Interior Lifestyle China 2020

Date & opening hours: 10 – 12 September 2020 (Thursday to Saturday) 10:00 – 18:00
12 September 2020 open to public

Venue: Shanghai Exhibition Centre
(Address: 1000, Yan'an Mid Road, Shanghai, China)

Exhibition space: 22,000 sqm

Organisers: Messe Frankfurt (Shanghai) Co Ltd
United Asia International Exhibition Group

Contact: Messe Frankfurt (Shanghai) Co Ltd	United Asia International Exhibition Group
Contact: Mr Lucan Ng / Mr Clement Chan	Contact: Mr Zhang Yadong
Phone: +852 2230 9237 / 9287	Phone: +86 25 8452 1101 ext. 570

Global fair schedule

ambiente

19 – 23.2.2021 Frankfurt, Germany

interiorlifestyle

TOKYO

03 – 05.6.2020 Tokyo, Japan

gifts & lifestyle

MIDDLE EAST

09 – 11.3.2020 Dubai, UAE

IFFT

interiorlifestyle living

28 – 30.10.2020 Tokyo, Japan

interiorlifestyle

INDIA

presented by Ambiente India

19 – 22.3.2020 Mumbai, India