

# interiorlifestyle

CHINA

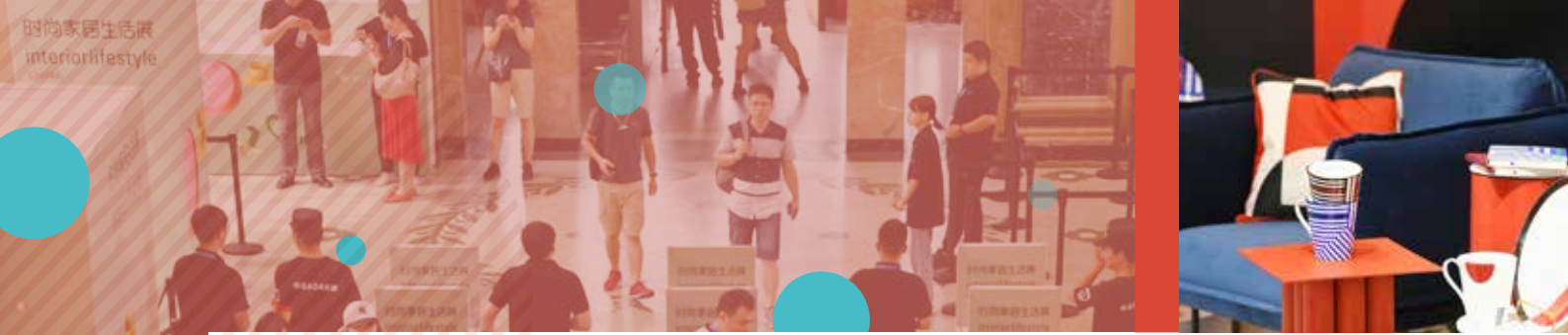
China International Trade Fair for Household Products and Accessories  
中国(上海)国际时尚家居用品展览会

**9-11.9.2021**

Shanghai Exhibition Centre

[www.il-china.com](http://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.

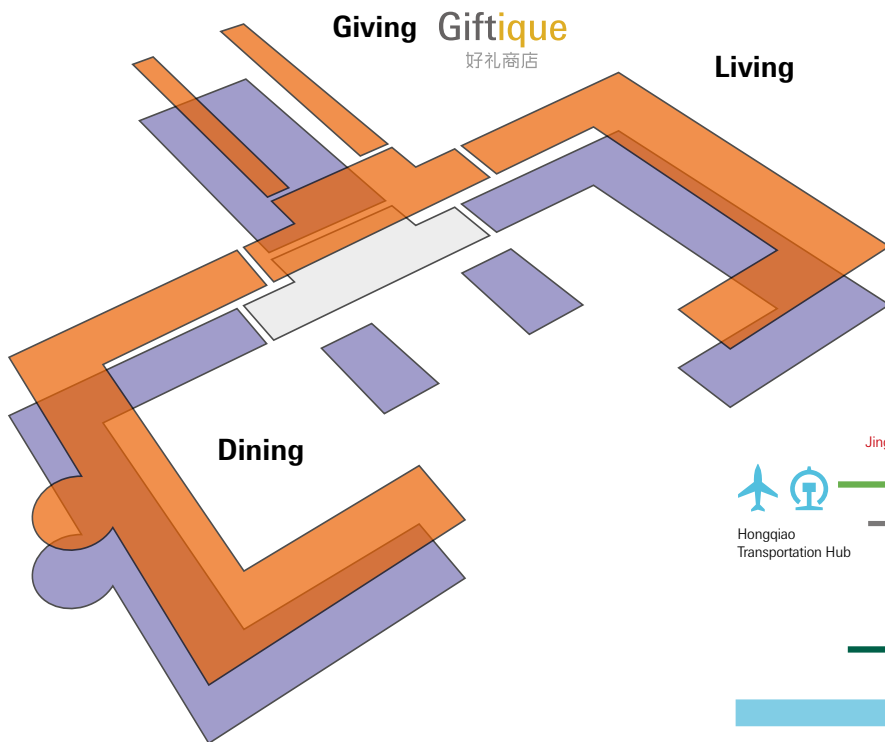
### Explore business opportunities with year-round promotion

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



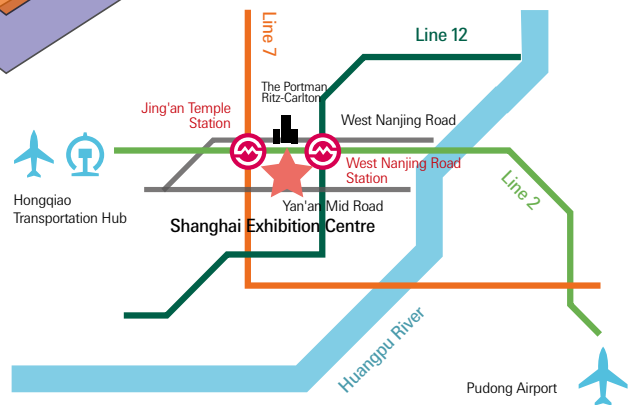
## Floor plan



## 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





## 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

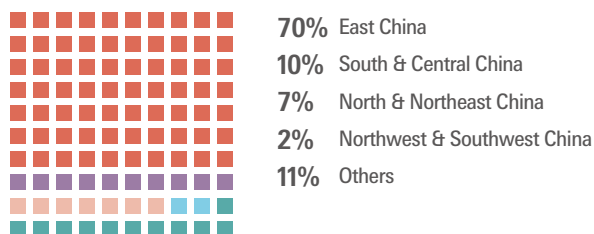
A city tour to explore various kinds of lifestyle shops, boutiques and select shops. Gain more insight into the Chinese retail market.

# 2019 fair review

## Visitor review

### Visitor figures

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

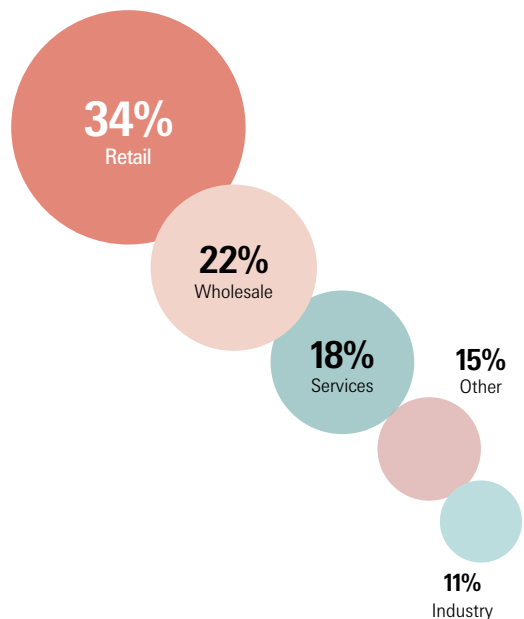


### Objectives of the trade fair visit \*



\* Multiple selections possible

### Economic sector



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*



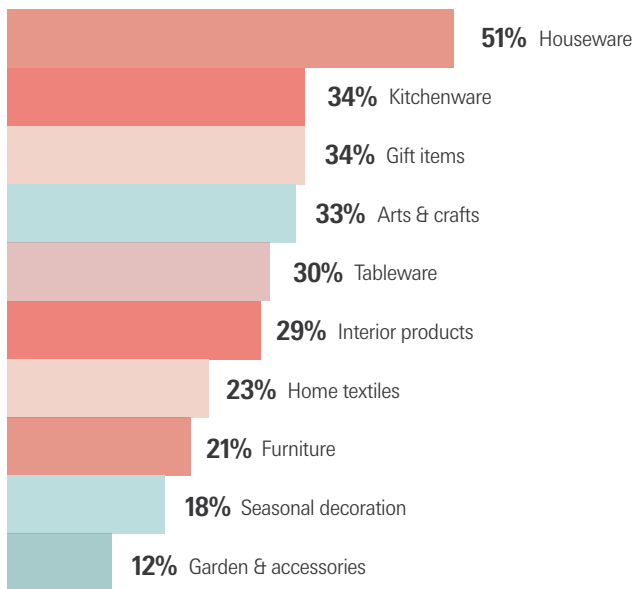


This is my third year visiting Interior Lifestyle China. I am here to source coffeeware, tableware and lifestyle products. I've met many potential suppliers and intend to have further cooperation with them. The Portuguese kitchen brand Cutipol definitely caught my eye with their handmade products. This 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*



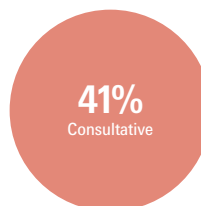
### Visitors' interests \*



\* Multiple selections possible



### Decision-making authority



# 2019 fair review

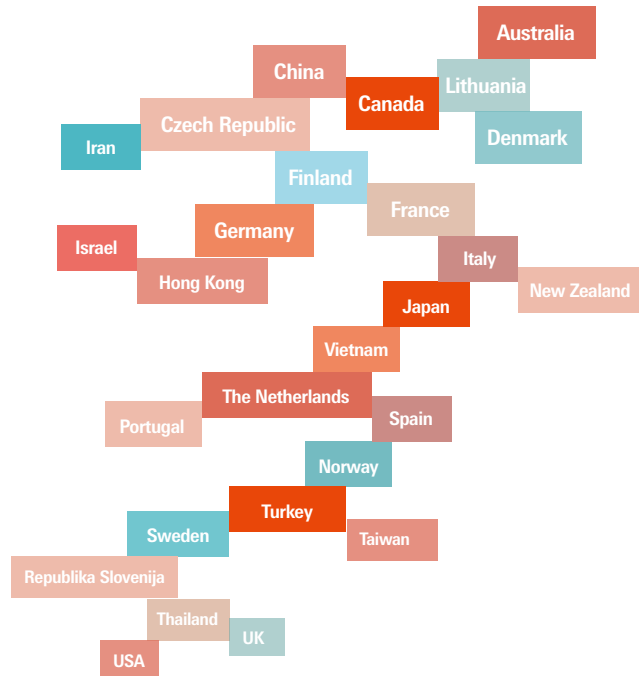
## Exhibitor review

### Number of exhibitors

431 exhibitors from 27 countries / regions



### Exhibitor country / region of origin



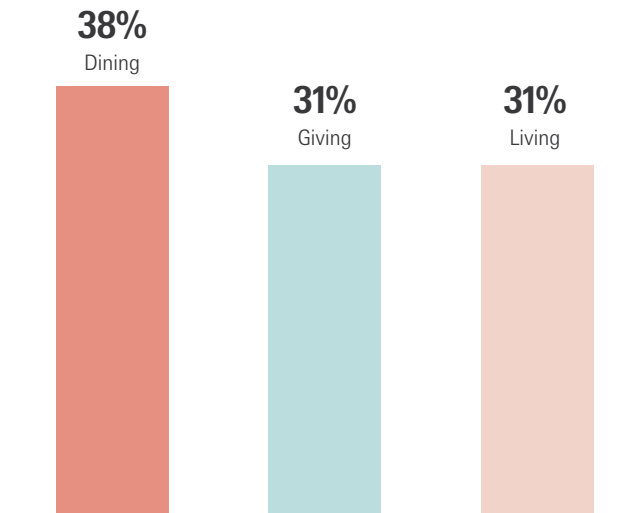
We received many enquiries from online and offline distributors, and our products are highly recognised by some famous integrated online platforms. The fair gathered many premium overseas brands like us to provide an effective and convenient one-stop sourcing platform for industry players. Compared to 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



Utilife



Cutipol



TAYOHYA



PAPA HUG

# 2019 participating brands (continued)



GEFU



INDIGO



DANHERA



Othello



Nakagawa



hübsch



RISU



Luigi Bormioli



ICO



Marcato



MEISSEN



# 2021 participation fee

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

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

<b>Standard booth:</b>	<b>RMB 2,960 / sqm</b>	<b>RMB 2,510 / sqm</b>
------------------------	------------------------	------------------------

- 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



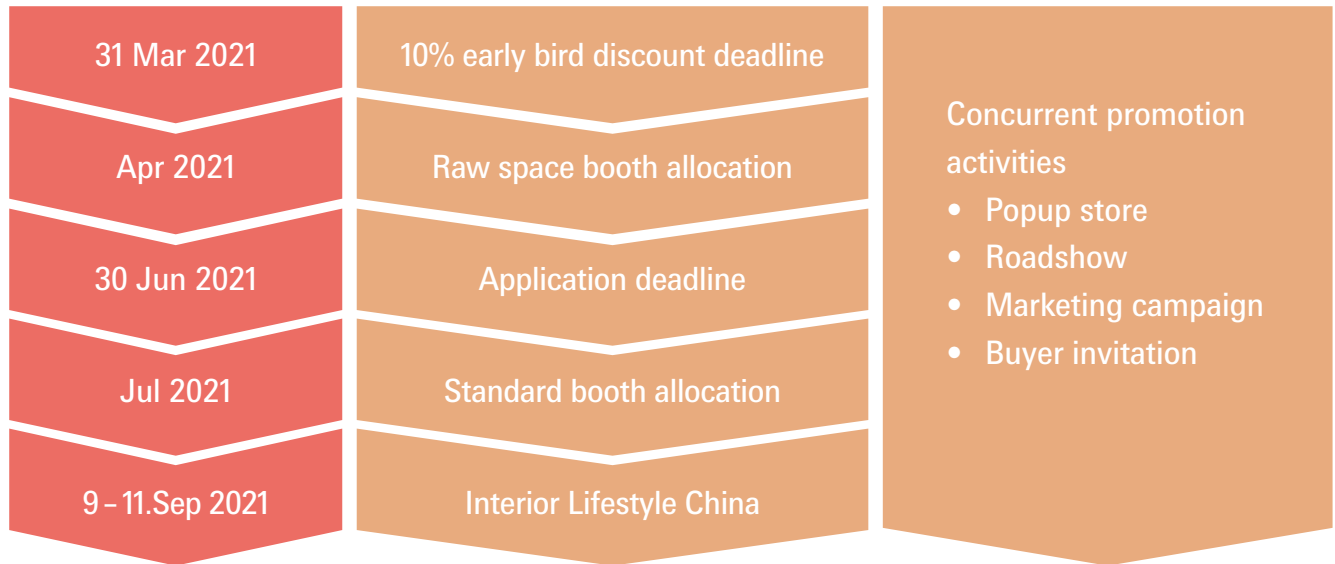
Standard booth\*

\*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 2021

**Date & opening hours:** 9 – 11.9.2021 (Thursday to Saturday) 10:00 – 18:00  
11 September 2021 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

<b>Contact:</b> Messe Frankfurt (Shanghai) Co Ltd	<b>United Asia International Exhibition Group</b>
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

02 – 04.3.2021 Dubai, UAE

#### IFFT

#### interiorlifestyle living

28 – 30.10.2020 Tokyo, Japan

#### interiorlifestyle

INDIA

presented by Ambiente India

21 – 23.1.2021 Mumbai, India