

<b>Fair Date</b>	16-18 September 2021
<b>Opening Hours</b>	10:00 – 18:00
<b>Venue</b>	Shanghai Exhibition Center (Address: No. 1000 Yan'an Mid Road)
<b>Exhibition Space</b>	22,000 sqm gross (2019)
<b>No. of Exhibitors</b>	431 from 27 countries/regions (2019)
<b>No. of Visitors</b>	20,036 (2019)

<b>Product Groups</b>	<p><b>Dining</b> Cookware, tableware, kitchen accessories, houseware, storage, small electrical appliances</p> <p><b>Living</b> Interior decoration, design accessories, small furniture, lighting, home accessories, home textiles, and home fragrances</p> <p><b>Giving</b> Design and trend oriented gifts, arts and crafts, beauty and wellness products, gadgets, personal and fashion accessories, travel accessories</p>
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<b>Visitor Groups</b>	<p><b>Trade Buyer</b></p> <ul style="list-style-type: none"> <li>- Retail: retailers / boutiques / department stores / large scale retail stores / mail order houses, / e-tailers</li> <li>- Wholesales: Trading houses/ importers / wholesalers / commercial agents</li> <li>- Service: interior designers / design studios / real estate developers / hospitality and restaurant business operators</li> </ul> <p><b>Press</b></p> <p><b>Public Visitor (on last show day only)</b></p>
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<b>Participation Fee</b>	<b>Raw space (Minimum 36sqm)</b>											
	<p><b>Zone A</b> RMB 2,160/sqm</p> <p><b>Zone B</b> RMB 1,710/sqm</p>											
	<b>Standard booth (Minimum 9sqm)</b>											
	<p><b>Zone A</b> RMB 2,960/sqm</p> <p><b>Zone B</b> RMB 2,510/sqm</p> <p><u>Each 9sqm booth includes</u></p> <table border="0"> <tr> <td>- Booth Construction</td> <td>- 1 socket outlet</td> <td>- 1 waste bin</td> </tr> <tr> <td>- Side &amp; rear partitions</td> <td>- 1 information cabinet</td> <td>- Daily booth cleaning</td> </tr> <tr> <td>- Wall to wall carpet</td> <td>- 1 table &amp; 2 chairs</td> <td></td> </tr> <tr> <td>- 3 spot lights</td> <td>- 3 shelves</td> <td></td> </tr> </table> <ul style="list-style-type: none"> <li>● Additional fee             <ul style="list-style-type: none"> <li>- 2-side opened: +5% of total cost</li> <li>- 3-side opened: +10% of total cost</li> <li>- 4-side opened: +15% of total cost</li> </ul> </li> <li>● 6% VAT included in all price</li> <li>● 10% early bird discount for submitting application on or before 31 March 2021</li> </ul>	- Booth Construction	- 1 socket outlet	- 1 waste bin	- Side & rear partitions	- 1 information cabinet	- Daily booth cleaning	- Wall to wall carpet	- 1 table & 2 chairs		- 3 spot lights	- 3 shelves
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<b>Admission Fee</b>	Free admission for trade buyers RMB100 admission fee for public
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<b>Organiser</b>	Messe Frankfurt (Shanghai) Co., Ltd. Jiangsu United Asia International Exhibition Co Ltd
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