

# 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

**16-18.9.2021**

Shanghai Exhibition Centre

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





## Better life starts here

Interior Lifestyle China is a trendsetting international trade fair that serves the middle-class market in the country. It is an ideal platform for home and lifestyle brands from China and overseas to get a foothold in the Chinese market, as well as to explore new online and offline sales channels.



### An all-round and effective trade platform

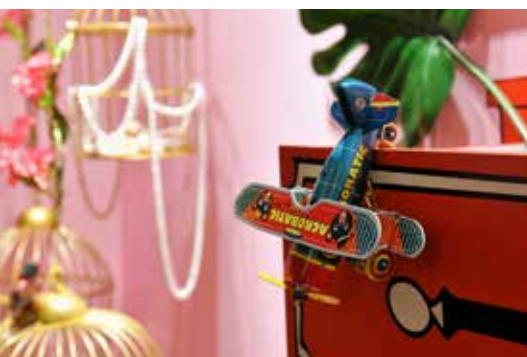
#### New fair setting with a wide-ranging offer to highlight buyers' needs

While the demand for lifestyle products is growing in China, the distribution channels have become more diversified. From luxury goods and innovative designs to everyday products, brand-new product zoning has been introduced to appeal to different market segments and buyers.



#### Integrated marketing resources that go beyond the booth

In a fast-growing and ever-changing consumer goods market, launching effective promotions for your target customers is vital for business development. Therefore, the fair offers a series of value-adding services, both offline and online, for exhibitors to promote their brands. Once you book your stand, you can participate in roadshows, pop-up stores, livestreams and business matching, and enjoy more coverage via the fair's social media channels.





# Exhibition venue



## Exhibition venue

Shanghai Exhibition Centre  
1000 Yan'an Middle Road  
Jing'an District



# Product zones

## Global Curation

Overseas brands and international pavilions.

## Special zone in 2021: Chat@Now

### Chat@Now

Businesses who cannot attend the show in-person will be allocated a booth or a dedicated area onsite, allowing them to display their products and interact virtually with onsite buyers.

## Brand Arcade

A selection of premium Chinese design brands.

**Who you can meet:** large-scale distributors, agents, department stores and shopping centres. Suitable for well-established brands.



## Giftique

Original designs, creative gifts and home living gadgets.

**Giftique**  
好礼商店

## LifestyleLAB

Products that support users' daily routines, anything fun and innovative.

**Who you can meet:** small and medium-sized retailers, home & interior stores, apparel stores, cross-industry buyers and more.



## Daily Select

Quality suppliers for everyday products; full range of the best made-in-China products.

**Who you can meet:** bulk buyers for restaurants, cafes and hotels and high street retailers.



# Special zones & displays



## Life Re-connect

### Life Re-connect

Under this year's theme 'Life Re-connect', a series of online and offline activities will be launched to inspire retail solutions.



### On Design

A spotlight for young designers from China 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 Award".



# More than a trade fair

Interior Lifestyle China is not only a trade fair, it also provides comprehensive online and offline marketing solutions to assist you in expanding your business channels throughout the year.

## Online promotion

### Life-zine online platform (new)

#### Life-zine

A virtual platform\* for brands to interact and find inspiration.

Life-zine will provide:

- Latest design trends and market updates
- Online product showcases and virtual shop visits
- Livestreaming
- Online business matching

\* To be launched in June 2021

### Business interaction during the fair

Overseas exhibitors who cannot attend the show in person will be able to connect with buyers virtually and enjoy greater brand exposure during the show via:

- Virtual business meetings
- Livestreamed booth tours and product demonstrations by key opinion leaders or lifestyle influencers

### Media promotion

Take advantage of the fair's extensive media network, which covers industries from home design, lifestyle and fashion to food and speciality retail, to enhance your brand exposure.

#### Media network



## Offline promotion

### Roadshows & popup stores

B2B events for brand promotion and product demonstration.

- Exposure for exhibitors in major cities in China
- Opportunities to test the market potential and enhance brand awareness
- Access to local retail channels in China

### Onsite activities

- Themed displays
- Pre-arranged business meetings
- Forums





## Matchmaking programme

You will have access to the fair's extensive buyer network including both offline and online, traditional and emerging quality customers once your participation is confirmed. Onsite business meetings with your desired buyers will be arranged for you.

## e-Commerce

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

## Retail channels

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

## Hospitality industry

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

## Cross-industry buyers

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

**(an onsite activity exclusive to VIP buyers)**

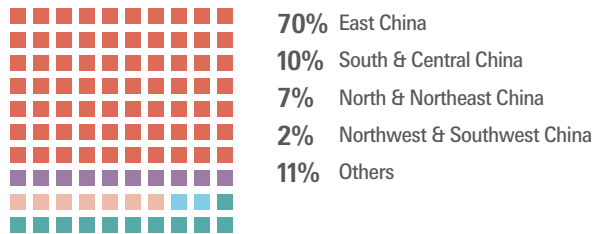
A city tour to explore various lifestyle shops, boutiques and selected shops, allowing you to gain a greater insight into the Chinese retail market.

# 2019 fair review \*

## Visitor review

### Visitor figures

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



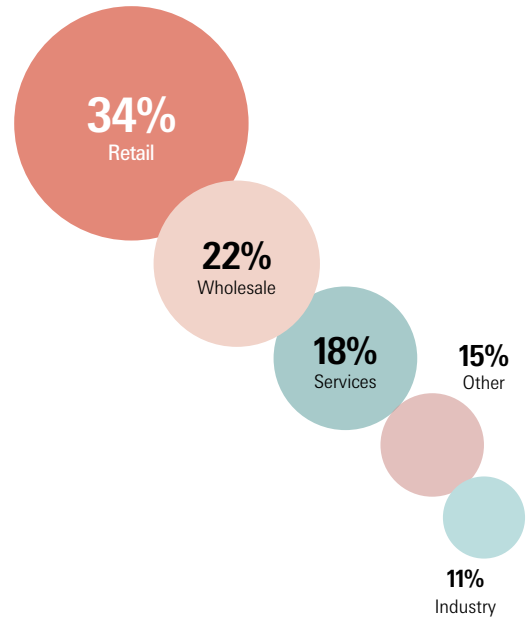
### Objectives of the trade fair visit \*



\* Multiple selections possible

\* The 2020 fair was delayed to 2021 due to the pandemic

### 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*





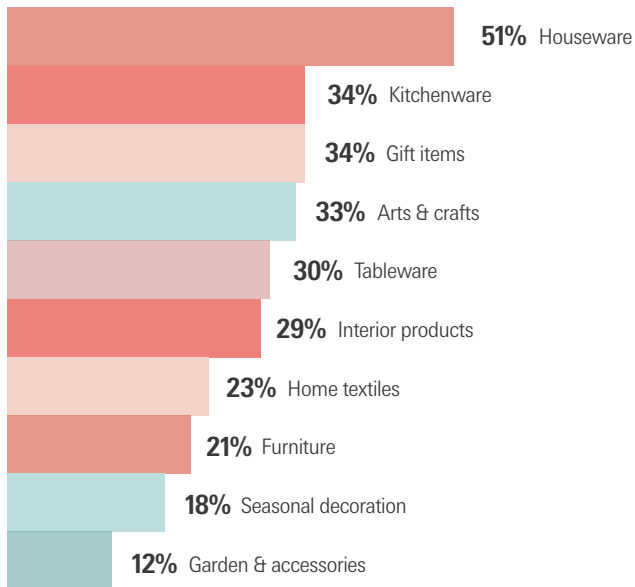


This is my third year visiting Interior Lifestyle China. I am here to source coffeeware, tableware and lifestyle products. I've met many potential suppliers and intend to have further cooperation with them. The Portuguese kitchen brand Cutipol definitely caught my eye with their handmade products. This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



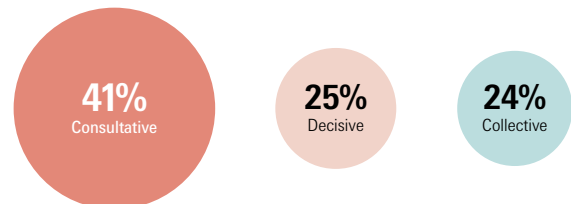
### Visitors' interests \*



\* Multiple selections possible



### Decision-making authority



# 2019 fair review \*

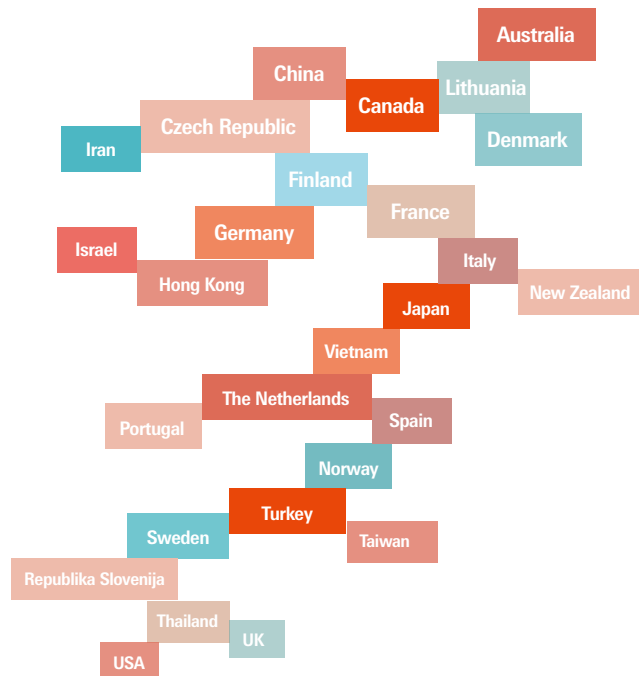
## Exhibitor review

### 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

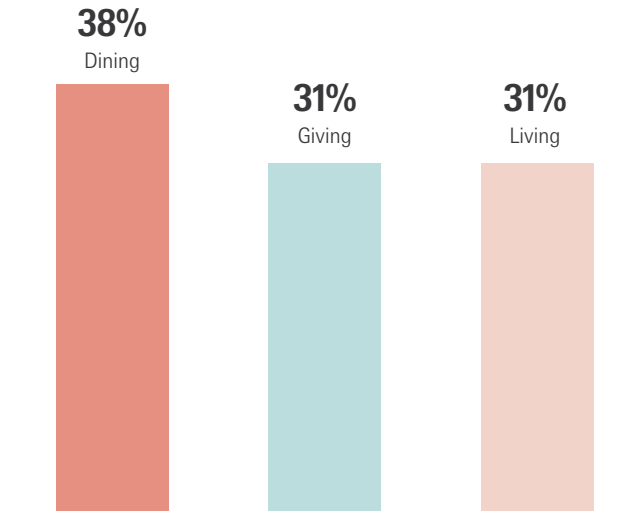


\* The 2020 fair was delayed to 2021 due to the pandemic





## 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

	<b>Zone A</b> Premium booth location	<b>Zone B</b> Economical option
<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>
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- 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



**Standard booth**

For reference only, please check the exhibitor confirmation.

## Additional fee for all exhibitors:

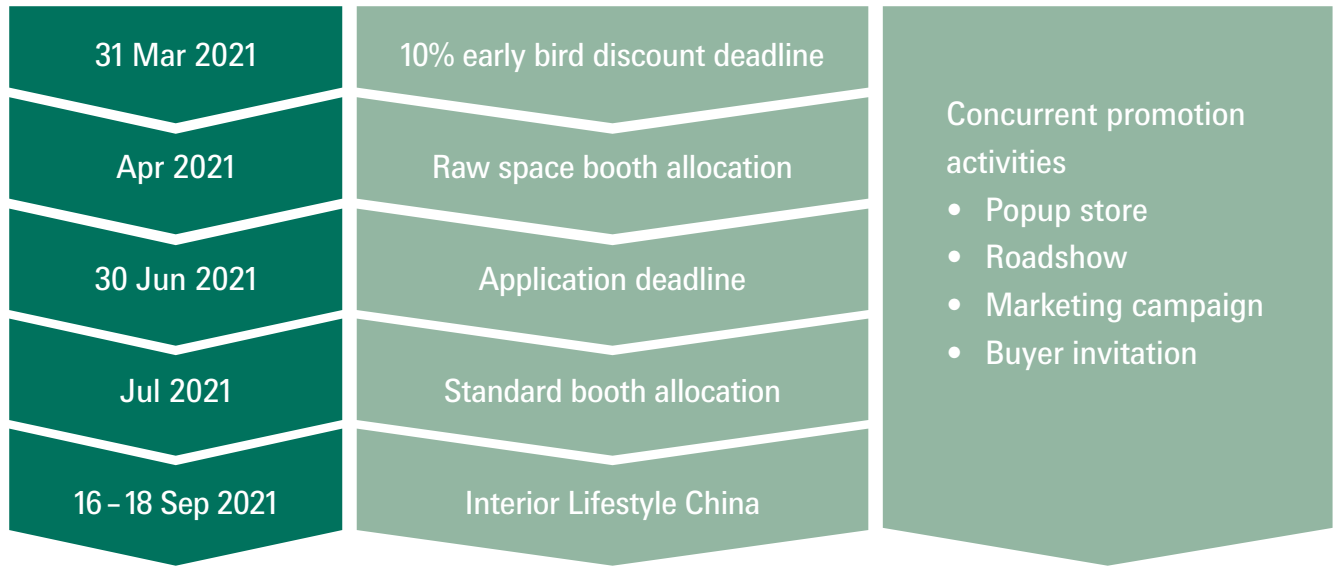
2 sides open: **+5%** of total cost    3 sides open: **+10%** of total cost    4 sides open: **+15%** of total cost

Remarks: 6% VAT included in all prices





# Application schedule



## More tools

More sponsorship and advertising opportunities are available.

- Increase your brand awareness with onsite 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 showcase via the onsite exhibitor search machine



Onsite billboard



AR photo activities



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:** 16 – 18 September 2021 (Thursday to Saturday)

**Opening hours:** 10:00 – 18:00 (open to public on 18 September)

**Venue:** Shanghai Exhibition Centre  
Address: 1000 Yan'an Middle Road, Shanghai, China

**Exhibition space:** 22,000 sqm (2019)

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

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

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