

CHINA

中国(上海)国际时尚家居用品展览会

www.il-china.com



UNITED ASIA INTERNATIONAL EXHIBITION GROUP



messe frankfurt

Better life starts here

Interior Lifestyle China, the foremost and trendsetting international event for the Chinese mid to high-end consumer goods market, is the perfect stage to expand your business.

Drawing from the success of Ambiente, the world's leading international consumer-goods fair, Interior Lifestyle China is not only an effective platform for national brands to intensify their businesses, but also the ideal stepping stone for international brands to enter the Chinese market.



Effective and comprehensive

Comprehensive range of lifestyle products

Each year, more and more new lifestyle products are launched into the Chinese market. The show is an ideal platform to present a wide range of new lifestyle products – not only for interior decoration but also products for a better life.

Business expansion

In a fast-growing yet ever-changing consumer goods market, meeting the right contacts is essential for business development. With integrated marketing solutions on offer, including business exposure via social media, press releases and e-newsletter coverage, roadshows, onsite business matching and theme displays, your brand will be known in this profitable market even before the fair opens.

Trends and insights, discovered and shared

Not only is the fair a prime location for business, but also a place for you to discover new market insights. A series of discussion forums and special display zones for new products and trends will reveal the latest market and technology trends, expertise, industry insights and design ideas.



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



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



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.



Exhibition venue



Special zones & displays

Theme display

The fair's focal point for the latest design and industry trends. We work with top industry experts to provide all attendees with inspiring and practical solutions.



CookingLAB
烹饪实验室

Cooking lab

Experience products through live onsite cooking demonstrations.

RetailLAB
零售设计实验室

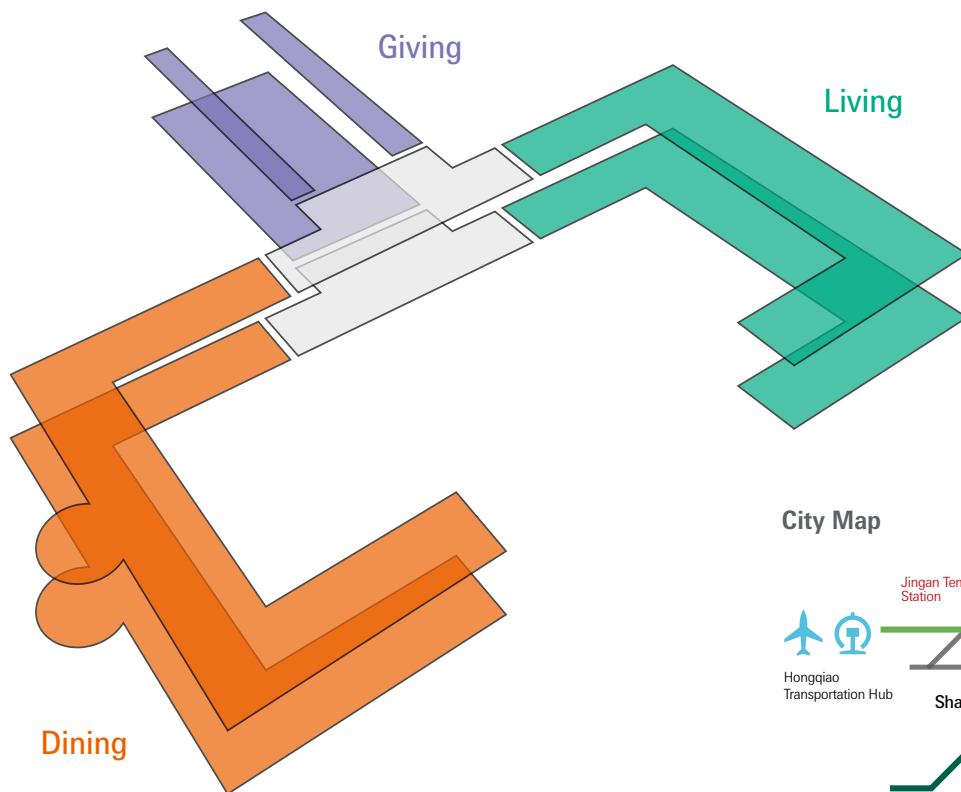
Retail lab

Presents new retail ideas with creative interior design and product combinations to reflect consumer trends.

China Premier Supplier Zone
中国优质供应商

China Premier Supplier Zone

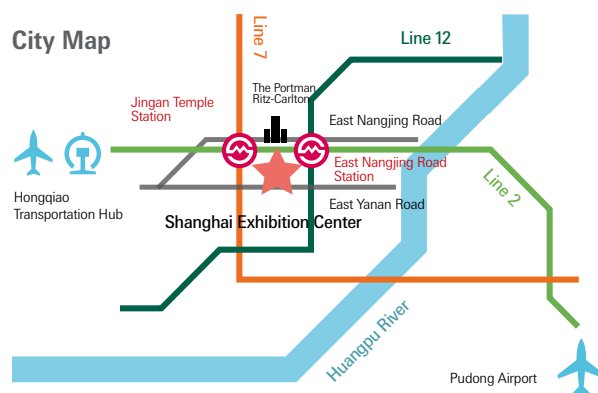
Best value and high quality sourcing options from the selected premier suppliers, covering all product categories.



Shanghai Exhibition Centre

No. 1000
Yan'an Mid Road

City Map



On Design Show

A stage for local and international designers to showcase their talent.



Lifestyle Forum

Presents the latest marketing trends and professional viewpoints from the industry.



Home Style Award

Growing with the show, the Home Style Award is an annual celebration of the industry's creative product designs and innovations, as well as retail excellence.



More than a trade fair

Interior Lifestyle China is not just a trade fair. The fair also provides comprehensive marketing and promotional plans to facilitate your business development in the market.

Pop-up store and roadshows

- Year-round promotion for exhibitors in key cities throughout China
- An opportunity to test the market potential in China and refine presentations to end-users, in advance of the fair
- The companies' reach out to more retail channels and learn more about the Chinese market



Before the fair, we had already made a lot of contacts through the roadshows and the pop-up stores. This gave us a better insight and helped us to build a more effective presentation during the fair.

Mr Jay Lin, Manager of Merchandising Dept., New Time (China) Co., Ltd



Matchmaking programme

Once you book your stand, you will be included in the matchmaking programme. It is another opportunity to connect with buyers through one-on-one meetings during the fair. Amongst others, the Interior Lifestyle VIP club is invited to the matchmaking programme.

Interior Lifestyle China VIP Club



Lifestyle everywhere

A city tour of Shanghai's lifestyle retail stores. Gain more insights into Chinese retail trends and develop marketing strategies.



Media exposure

Take advantage of the show's extensive media resources with a coverage of over 500,000 readers to maximise your promotion efforts.

- Official social media channels
- Cooperation with major home and lifestyle press in China
- Access to industry experts and opinion leaders

Media network (selected)



2018 fair review

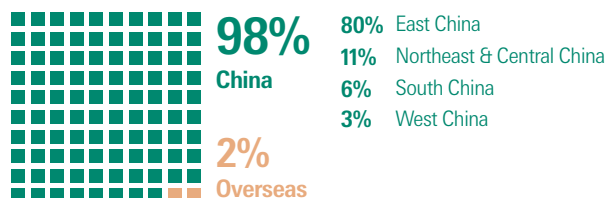
Visitor review

Visitor figures

A total 23,570 trade visitors from 27 countries / regions



Source: visitor registration.



Source: visitor registration.

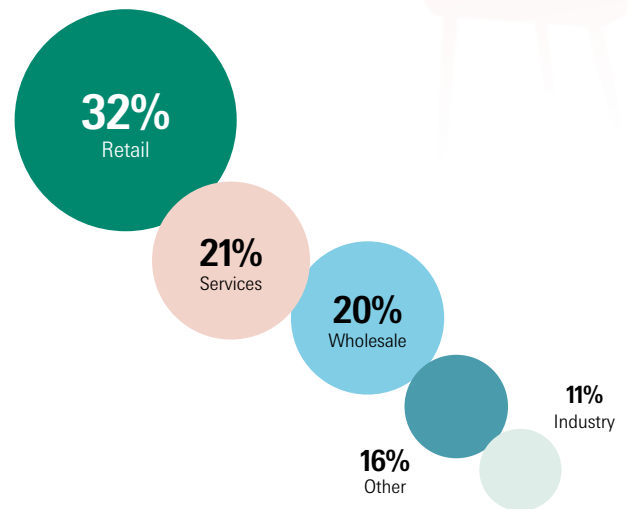
Objectives of the trade fair visit *



Source: survey conducted by Wissler & Partner Trade Fair Marketing, Basel, Switzerland

* Multiple selections possible

Economic sector



Source: survey conducted by Wissler & Partner Trade Fair Marketing, Basel, Switzerland

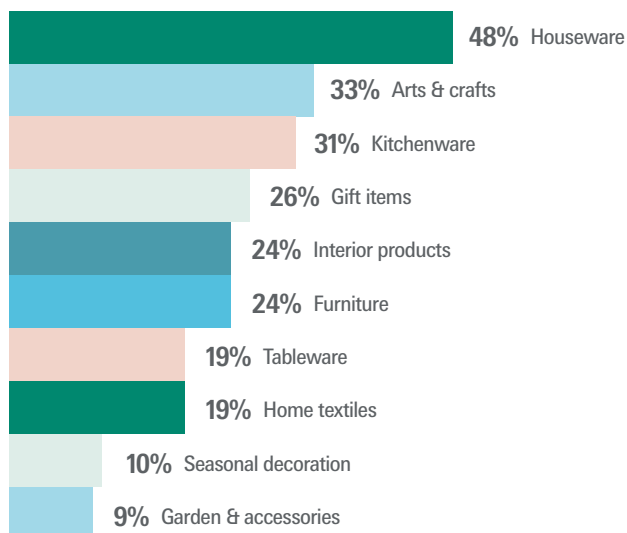


Interior Lifestyle China is an international platform with so many leading overseas brands on board. We've met many potential global dining and living brands and intend to launch cooperation with them. Our main target is high-end brands all over the world, and we're happy to find out that we're able to meet many of them at this show.

Ms Jessie Wang, General Manager,
Evergrow Import & Export Trading Co., Ltd



Visitors' interests *



Source: survey conducted by Wissler & Partner Trade Fair Marketing, Basel, Switzerland

* Multiple selections possible

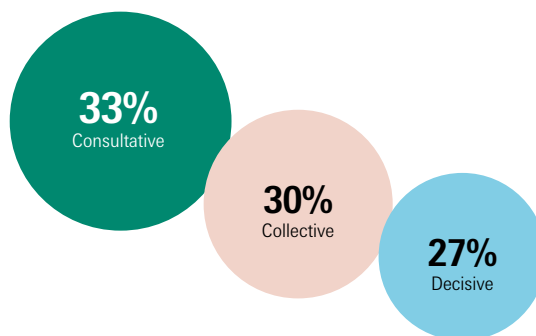


I'm quite delighted to see that Interior Lifestyle China has engaged more designer brands and international high-end brands. More cooperation can be created in these areas to help us further expand the market. The exquisiteness of this exhibition is the highest I have seen in the market.

Mr Chaopeng Luo, Project Manager,
Shenzhen Manjinghua Yizhan Culture Industries Co., Ltd



Decision-making authority



Source: survey conducted by Wissler & Partner Trade Fair Marketing, Basel, Switzerland

Satisfaction with the attainment of fair visiting objectives



91%

very satisfied & satisfied

Source: survey conducted by Wissler & Partner Trade Fair Marketing, Basel, Switzerland



2018 fair review

Exhibitor review

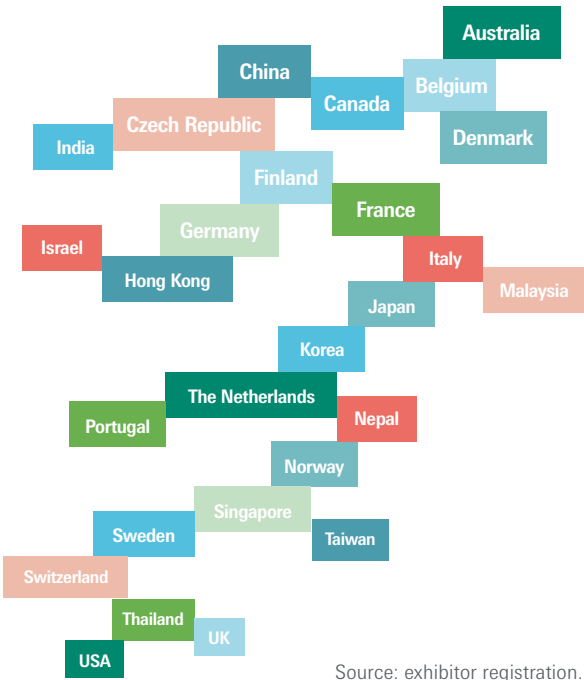
Number of exhibitors

437 exhibitors from 27 countries / regions



Source: exhibitor registration.

Exhibitor country / region of origin



Source: exhibitor registration.

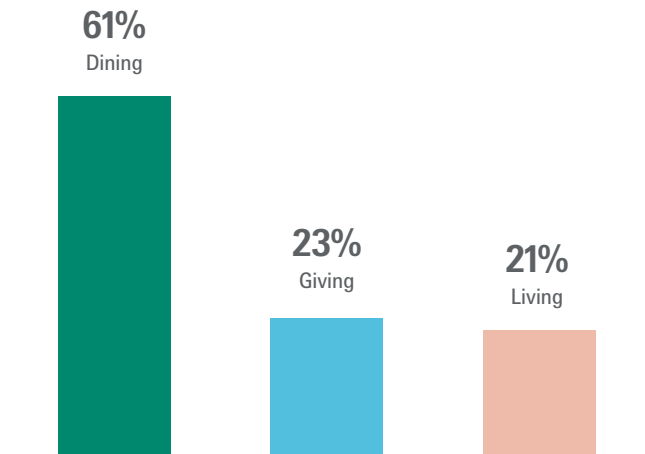


We have been exhibiting here for a long time, but we are still meeting many new customers. There were about 65-70 of them at our stand and about 45-50 are potential buyers that might turn into good business.

Mr Michael Preis, Head of Export,
Fashy GmbH, Germany



Product groups



Source: exhibitor registration.
* Multiple mentions possible



In our opinion, Interior Lifestyle China has a very strong focus, which matches the position of our brand. The image, the overall design and the selection of brands at the fair match perfectly with our brand concept. Interior Lifestyle China has the ability to gather high-quality niche brand exhibitors. The buyers here are exactly our target market.

*Mr Lan Tao, General Manager,
LC Living (China office), Thailand*



2018 participating brands (selection)



IDEA-LIFE



Bulbing



IXXI



Aida



Schnitzler



Utlife



Leonardo

2018 participating brands (continued)



LENOX



SIEGWERK



Eva solo



AYTM



银雅堂Gin Ga Do



SCANPAN



中川政七商店 Nakagawa



CORKCICLE



Bebe au Lait



HAFLINGER



HALO



2019 participation fee

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

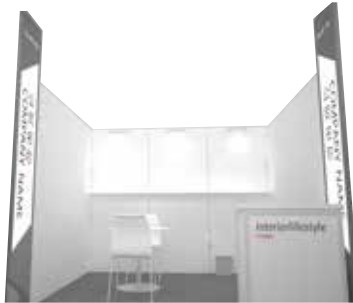
- Suitable for exhibitors who want to build their own designed booth
- Minimum booth size: 36 sqm

Standard booth:	RMB 2,960 / sqm	RMB 2,210 / 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:
 - 2-side opened: **+5%** of total cost
 - 3-side opened: **+10%** of total cost
 - 4-side opened: **+15%** of total cost



Zone A
standard
booth

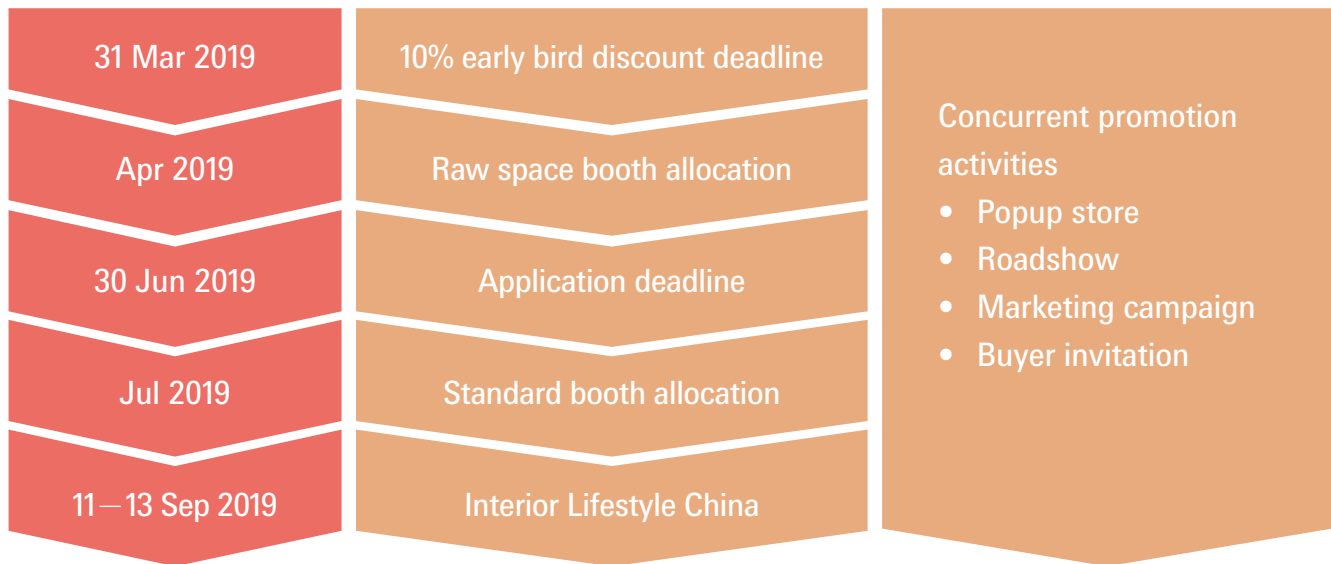


Zone B
standard
booth

Remarks: 6% VAT included in all prices



Application schedule



More tools

More sponsorship and advertising opportunities are available

- Increase your brand awareness by on-site sponsoring
- Extra exposure on official trade fair website, e-newsletters and social media channels
- Advertisement 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 right

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 2019

Date & opening hours: 11 – 13 September 2019 (Wednesday to Friday) 10:00 – 18:00
13 September 2019 open to public

Venue: Shanghai Exhibition Centre,
(Address: No.1000, Yan'an Mid Road, Shanghai, China)

Exhibition space: 23,500 sqm

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

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Phone: +852 2230 9237 / 9902

United Asia International Exhibition Group
Contact: Ms Zhao Guoli
Phone: +86 25 8452 1101 ext. 574

Global fair schedule

ambiente

07 – 11.2.2020 Frankfurt, Germany

ambiente

INDIA

13 – 15.6.2019 New Delhi, India

interiorlifestyle

TOKYO

17 – 19.7.2019 Tokyo, Japan

IFFT interiorlifestyle living

20 – 22.11.2019 Tokyo, Japan