

interiorlifestyle

CHINA

10 – 12 October 2024

Shanghai Exhibition Centre

Better life
starts here

www.il-china.com





Elevate your success at Interior Lifestyle China



Interior Lifestyle China has established itself as a premier trade fair since 2007, renowned for showcasing exceptional home and lifestyle products. With the goal to foster excellence and promote innovation, the show unites renowned local and global lifestyle brands, offering them an effective platform to unveil their exquisite creations, and gain access to the vibrant Chinese retail market and a diverse range of sales channels.

Secure lucrative business opportunities

Expand your reach and fuel your sales success

The show doesn't just stop at connecting you with the core group of professional buyers, but it also goes an extra mile by expanding its reach to emerging buyer channels that are precise and aligned with the ever-evolving market landscape. These channels include Xiaohongshu (a popular social media and e-commerce platform in China) influencers, product dealers, designers, and buyers from the hospitality industry.

Unlock boundless business opportunities year-round

As an exhibitor, you'll not only forge robust connections with the core buyers, but also reap the benefits of a comprehensive range of marketing promotions that extend before, during, and after the show. From captivating social media promotions and e-newsletters to enticing roadshows, pop-up stores and business matching sessions, you can ensure that your ideas effectively reach the right customers.



Buyer groups

Retail channels

Traditional retail channels: Retail stores / chain stores / department stores / large scale furniture stores / supermarkets / mail-order business / e-commerce / wholesale trade / distributors / commercial agents / importers / exporters / design studios / interior designers / architects / construction and housing industry / manufacturing industry / organisations / associations / public authorities / universities / colleges

Emerging retail channels: Lifestyle store / buyer store / cross-border retail / content-driven e-commerce / specialty e-commerce / community sellers



Hospitality channels

Design hotels / high-end restaurants / boutique coffee shops related products distributors / designers / shop owners



Promotional services designed to keep your brand in the spotlight

Roadshows / Business matching sessions

Connect face-to-face with buyers, including traditional buyer groups and social media influencers.

Media / Influencer promotion

Leverage precise media channels, such as media from the lifestyle product segment, and Xiaohongshu influencers, to generate great exposure.

Fringe programme

Immerse yourself in a dynamic fringe programme held alongside the show, which includes experience-sharing and market intelligence seminars led by industry professionals. Gain valuable insights into new channels, consumer behavior, industry trends and brand highlights.



Product groups

Giftique

好礼商店

Giftique

Arts & crafts / stationery / floral art & accessories / room fragrances, candles / jewellery / trend oriented gift articles / designer works / gourmet gifts



Home Sweet Home

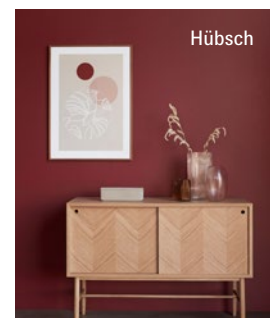
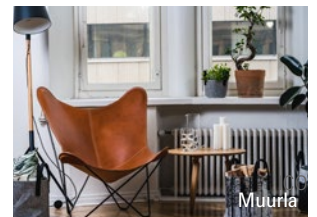
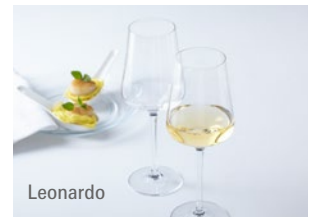
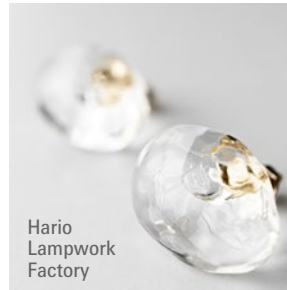
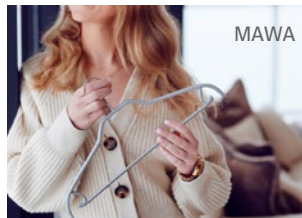
Glass, crystal / porcelain, ceramics / silverware, silver plated / plastic ware / cutlery, knives, choppers and accessories / cookware / kitchen equipment and appliances / table equipment and decorations / small electrical appliances / furniture and accessories / wall decorations / lightings and accessories / mirrors, clocks, photo frames / garden & accessories / furnishing / home textiles

Life without limits

Consumer electronics / beauty and wellness products / coffee-ware and coffee equipment / coffee shops / bar and drinks-related equipment / camping and outdoor products / travel accessories / hospitality products



Selected participating brands from previous years



Interior Lifestyle China 2024

Show date: 10 – 12 October 2024

Participation Raw space RMB 2,160 / sqm

Fee: Standard booth RMB 2,960 / sqm

*Additional Fees (occur upon your request)

2-side opened: +5% of total cost

3-side opened: +10% of total cost

4-side opened: +15% of total cost

6% VAT included in all price

Organisers: Messe Frankfurt (Shenzhen) Co Ltd

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