



上海锦江国际会展有限公司

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China (shanghai) International
Hospitality Equipment
& Supply Sourcing Fair
中国(上海)国际
酒店设备及用品采购
交易会



2018
CHINA
(Shanghai)

INTERNATIONAL

Hospitality Equipment & Supply Sourcing Fair

The 11th China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair (Guangzhou)

The 12th China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair (Shanghai)

BROCHURE



Guangzhou From May 16 to 18, 2018 China Import and Export Fair
Shanghai November 2018 National Exhibition and Con-
vention Center (Shanghai)

Exhibition Background

Now it is the stage of the structural changes of the hospitality industry, during which innovation continues to emerge and mergers & acquisitions, alliances, non-standard accommodation and the Internet plus become the focus. The overseas hotel business development of Chinese hotel groups advances rapidly. The Ministry of Finance has issued the Notice on the Adjustment of the Transportation and Accommodation Budget Standards for the CPC Central Committee and the State Departments and other Related Issues, floating the civil servants' transportation and accommodation budget standards, which indicates that the policy environment of the hospitality industry development is constantly optimized. Besides, data and systems become the key points of large groups' strategic layout, and the industrial ecosphere is forming. In addition, the new NEEQ Listing has brought new financing channels for the hotel enterprises with difficulties to come into the market, so the industrial financing channels have been greatly widened.

Under such a great background, the hospitality industry is achieving structural changes, business type innovation and mode breakthrough in a development path unlike the previous one.

The future hospitality industry will no longer be a place only providing accommodation and catering, but a large platform that integrates such functions as accommodation, catering, social, entertainment, experience and leisure.

Sourcing Fair



Exhibition Introduction

Sponsored by Shanghai Jinjiang International Convention and Exhibition Co., Ltd., "the 11th China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair • Guangzhou" (HSF2018) will be held from May 16-18th, 2018 in the China Import and Export Fair Complex (Pazhou Exhibition Center), and "the 12th China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair • Shanghai" will be held in November 2018.

The Fairs will sum up the previous successful experience and put effort to create a trading platform for hospitality equipment and supply sourcing. With the content covering the fields including hotel electromechanical equipment, hotel furniture, sanitary ware, linen, kitchen, ceramic & glass, food and so on, as well as professional, forward looking and high-quality, the exhibitions will radiate the hotel supply market across the country based on Shanghai, and attract professional buyers like purchasing agents, hotel owners and developers from all over the world to visit the site.

Exhibition Overview

Exhibition Time and Venue	 Guangzhou Time: From May 16 to 18, 2018 Venue: China Import and Export Fair (Pazhou Pavilion) Address: Zone A, Pazhou Pavilion, No. 382, East Xingang Road, Guangzhou
	 Shanghai Time: November 2018 Venue: National Exhibition and Convention Center (Shanghai) Address: No. 333, Songze Avenue, Qingpu District, Shanghai
Estimated scale	30,000 m ² (Guangzhou) 70,000 m ² (Shanghai)

Scope of Exhibits

Hotel Linen

Hotel uniforms, hotel bedding, towels, bath towels, restaurant linen, blankets, decorative fabric, and bathroom series;

Hotel labor protection and emergency

personnel protective equipment, security equipment, signs, emergency facilities, gas masks, and survival equipment;

Guest room appliances

Guest room electric appliances, guest room supplies, and guest room disposable goods;

Lobby supplies

Signs, service cars, umbrella racks, ash bins, waste bins cans, portable posts, luggage racks, display stand, shoe polisher, ground lamp box, luggage car, wet umbrella packer, international timetable, world time clocks, trolleys, and electronic room price cards;

Hotel furniture

Lobby furniture, guest room furniture, office furniture, beds, modern furniture, dining tables and chairs, outdoor furniture, soft furniture, and classical furniture;

Hotel bathroom and cleaning equipment and products

Sanitary ware, cleaning equipment, washing equipment and cleaning supplies;

Ceramic and glass products

ceramic and glass ware;

Kitchen equipment and supplies

Heaters, Western kitchen equipment, baking equipment, cleaning and sterilizing equipment, refrigeration equipment, kitchen machinery, kitchen utensils, kitchen cabinets (racks), catering equipment, and catering supplies;

Hotel catering

Fresh raw materials and semi-finished products, instant food, soft drinks, seafood, chilled and frozen food, functional beverages, dairy products, local drinking water, fruits and vegetables, cans and condiments, snack foods, coffee machines, coffee food, coffee utensils, ice cream, food packaging, processing technology and logistics, fruit juice, raw materials and production equipment;

Hospitality Equipment & Supply Sourcing Fair

Exhibition Highlights

The large-scale exhibitions will help you exploit the future market

With the expected total scale of 100,000 m², HSF will attract more than 1000 exhibitors and more than 60,000 professional buyers to participate. It will be a strategic platform for you to seize market opportunities, open up business opportunities, access to market information and establish partnership.

Distinct theme exhibition areas highlight the new direction of hotel procurement

Based on the purchasing demands of buyers at home and abroad, the exhibition will plan for various exhibition areas, focusing on high-end energy-saving products, smart hotel systems and cutting-edge design models, and at the same time will invite the industry authorities to appraise outstanding technologies and products through comparison, so as to lead the procurement direction.

Well-planned trade matching creates a premier industry event

With the accumulation and publicity of professional information over the years, the sponsor will send out individualized invitations to 150,000 high-grade visitors and more than 300 hotel management groups, so that exhibitors can have one-on-one meetings with hotel groups to directly understand the hotel groups' needs.

Visitors Analysis

Exhibitors and visitors

The 10-year-exhibition has covered totally area of 130,000 m², with 1,600 exhibitors and 150,000 visitors in total.

Visitors' purposes

With procurement demand 35%
Learning inside information 45%
Preparing for the next exhibition 5%
Others 15%

Proportion of industry categories of visitors

Suppliers of hotel supplies 18%
Dealers and agents of hotel supplies 27%
Buyers from catering companies 12%
Buyers from domestic and foreign-funded hotels (groups) 42%
Others 12%

Visitor role classification in procurement

Decision-makers 49%
Requirement producers 22%
Presenters 20%
Others 9%

Exhibition audience introduction

Target professional visitors

Comprehensive and perfect exhibition services will be provided, aiming at the dealers, agents and manufacturers from various industries, including star hotel procurement, boutique hotel procurement, resorts, independent hotel owners, clubs, theme parks and other professionals of tourism and catering, as well as shopping malls and supermarkets.

Exhibition Value

Meeting and coming into contact with high quality buyers at a low cost through HSF, and becoming a supplier among numerous potential buyers;
Communicating face-to-face with buyers to understand their needs, strategies and sourcing trends through HSF;
Passing the company's own contact and culture to the buyers and obtaining sales opportunity at a low cost;
Reaching a deal on the scene: Although the exhibition is short, it is easy to reach an agreement or intention with direct face-to-face talks with the merchants;
Searching for potential customers: the three-day exhibition with 30,000 professional visitors will help you reach new potential customers.
Enterprise and product promotion: the exhibition can be considered a three-dimensional advertisement, which can improve the buyers' understanding of products and services and make products and services easy to be accepted.
Establishing corporate images: establishing a good corporate image in the industry and users to enhance the industrial status.

Deepen understanding of the market: it is more intuitive and accurate to understand the market demand and potential through communicating with the buyers than day-to-day market research. Developing the market and establishing marketing channels. Using the participation in the exhibition to develop the market and find customers. Seeking agents or joint venture partners.
Interaction between supply and demand: the exhibition will gather your previous customers or suppliers, so it can facilitate your interaction and appreciation activities here.
Learning development experience: comparing with other suppliers to understand other enterprises' development experience.

Associated Exhibitions & Events

Associated Events

Hotel Innovative Development Forum
Smart Hotels—Hotels in the Mobile Internet Era
General Trend of Technology Development
China Hotel Brand Conference & Non-standard Accommodation Investment and Development Forum
China Hotel Investment and Marketing Forum
China Hotel Investment and Innovation Summit Forum
China Hotel Investment Forum Shanghai Summit
Associated Exhibitions

Associated Exhibitions (2018)

The fifth and sixth China (Shanghai) International Hotel Investment & Franchises Expo
The fourth and fifth China (Shanghai) International Smart Hotel Exhibition
The third and fourth China (Shanghai) International Hotel Design & Engineering Exhibition



Cooperation Media

Media support

The exhibitions bring together a few hundreds of newspapers, magazines, websites, television stations and various media forms in Shanghai and China, to carry out all-around, multi-angle and continuous publicizing and reporting. The industrial associations of various areas will organize investors and developers to visit the exhibitions. In addition, more than 80,000 "Invitation Letters" will be directly sent to customers based on the user database.

Part of Cooperation Media

hotelers, Tourism Business Observation, Grand Hotels Media
Travel Daily, MeizhanTravel, Hoteln, Hotel Reviews, HRC China
LIWULI hc360, mycaigou.com, ChinaHotel.com, 9dvp.com
World Hotel,SMART, Apartment Channel, Apartment
Forefront,Hotel View, NEW LV JIE, 10000show.com
yutoushe.com, Dichan Ergeng,Hotel Top News
Leisureinsight



Exhibition Review



Participation procedures

The applicant unit can download the "Exhibition Application Form" in WWW.chinahfe.cn or contact the customer representative to obtain the form which should be filled out as required and then returned to or faxed back to the sponsor.

After receiving the "Exhibition Application Form", the sponsor will send the applicants INVOICE. The applicant unit must pay the booth fee within 5 days from the date of application, and anyone who has overdue payment shall be considered a waiver of application.

Booth allocation will carry out the principle of "early booking and payment with early allocation".

After confirming the booth, the sponsor will send the exhibitors Exhibitor Manuals which will include: basic information of the exhibition, booth building (standard booth and raw space), travel and lodging arrangement, rental of goods, advertisement and visa application etc. The exhibitors should fill out the manual as required, and hand it to the sponsor within the deadline.

Booth price

A standard booth is at least 18 m^2 . Raw space is at least 36 m^2 .

Domestic exhibitors: A standard booth is RMB 33,600 / 18 m^2 , and the booth of raw space is RMB 1,500 / m^2 .

Foreign exhibitors: A standard booth is USD 7,600 (18 m^2), and the booth of raw space is USD 380 / m^2 .

