

展后报告

POST SHOW REPORT

第40届广州(锦汉)家居用品及礼品展览会
The 40th Jinhan Fair for Home & Gifts

21-27. 10. 2019

中国·广州

Guangzhou, China

20
YEARS

廿载匠心 至臻致远
Relentless Pursuit of Perfectness

展会概览 Overview

买家情况 >
Buyers

85,000
平方米 展览面积
Exhibition Area (m²)

展商情况 >
Exhibitors

47,011
买家人次
People of visits

56%
欧美买家
European &
American Buyers

同期活动 >
Concurrent Events

847
展商
Exhibitors

保利展览 >
Poly Exhibition

来自 **160** 国家及地区
from Countries / Regions

20
YEARS
Celebrating 20 Years of Perfection

Home & Gifts
21-27.10.2019

More Exhibitors

Buyer Registration

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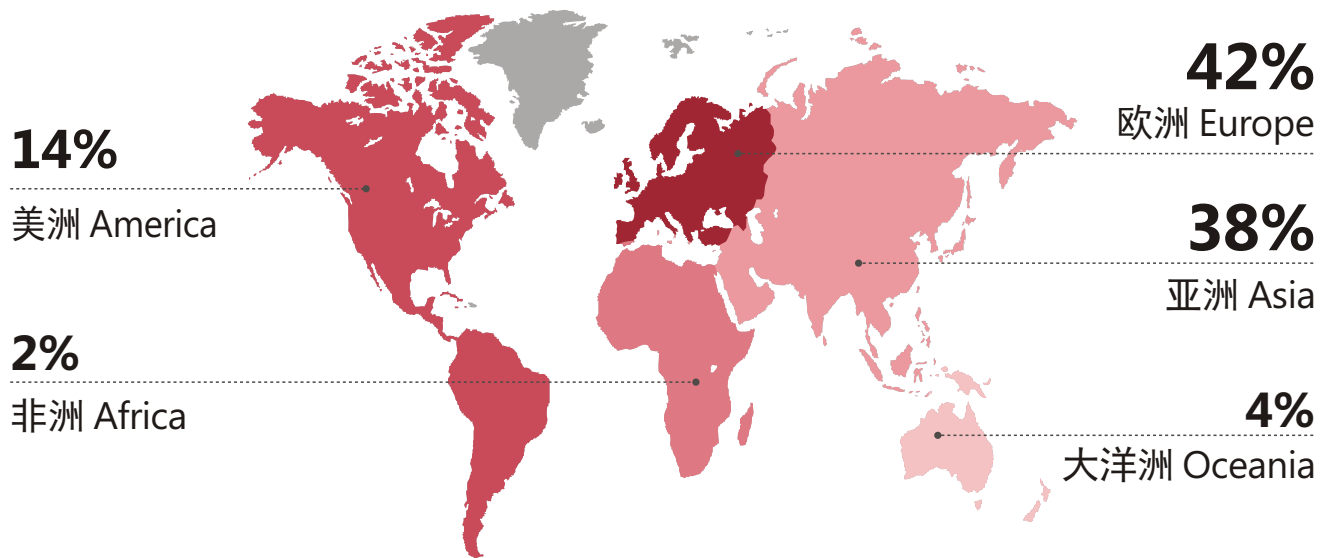
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买家地域分布 Buyers' Geographical Distribution



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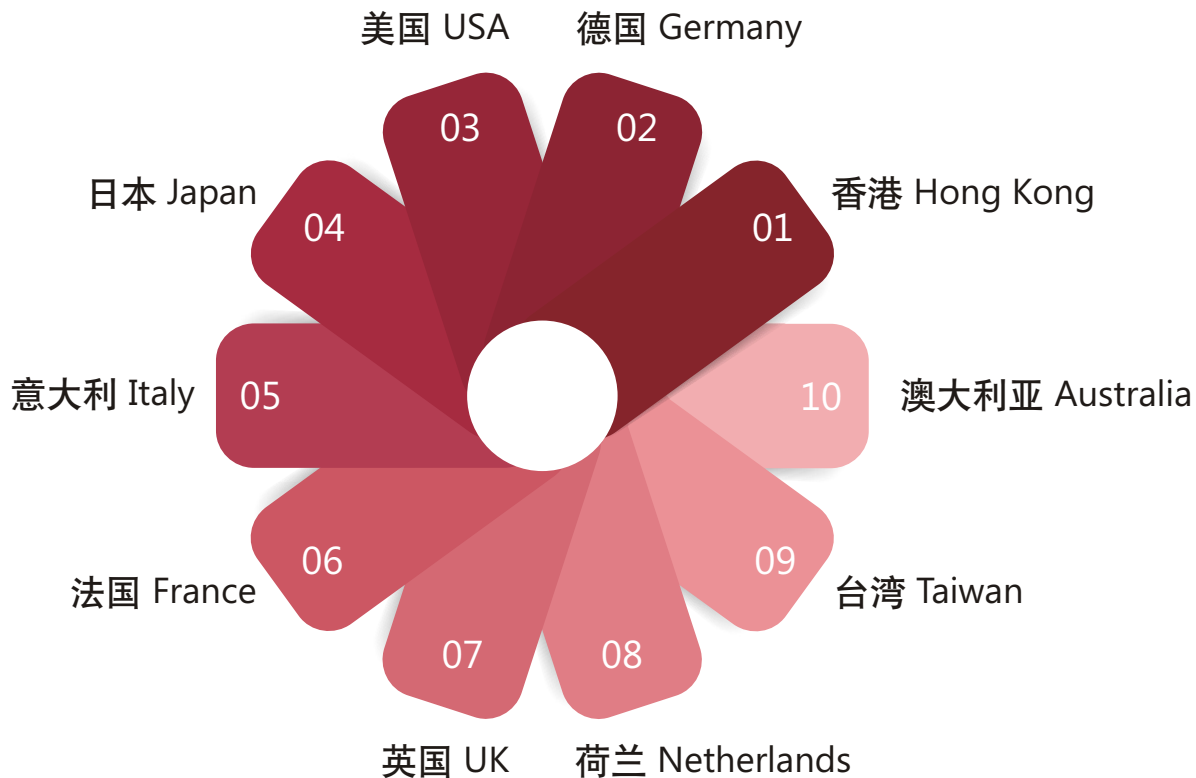
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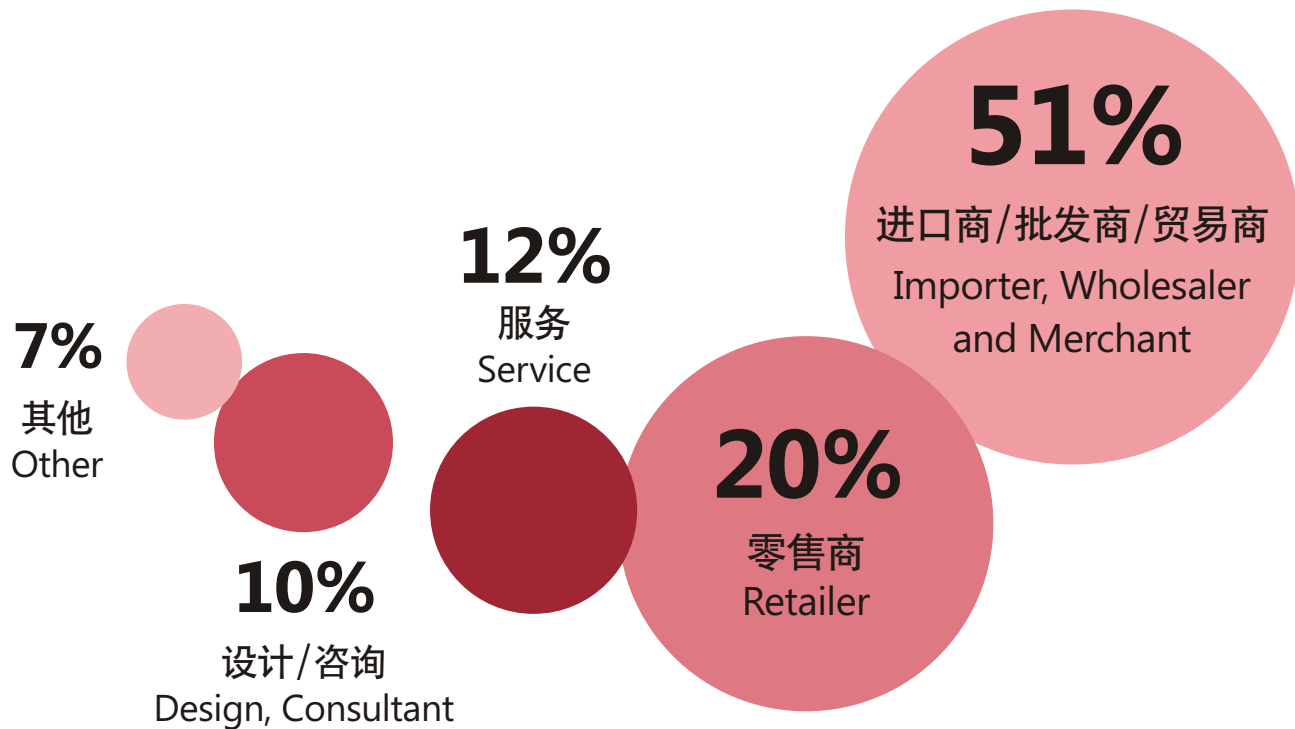
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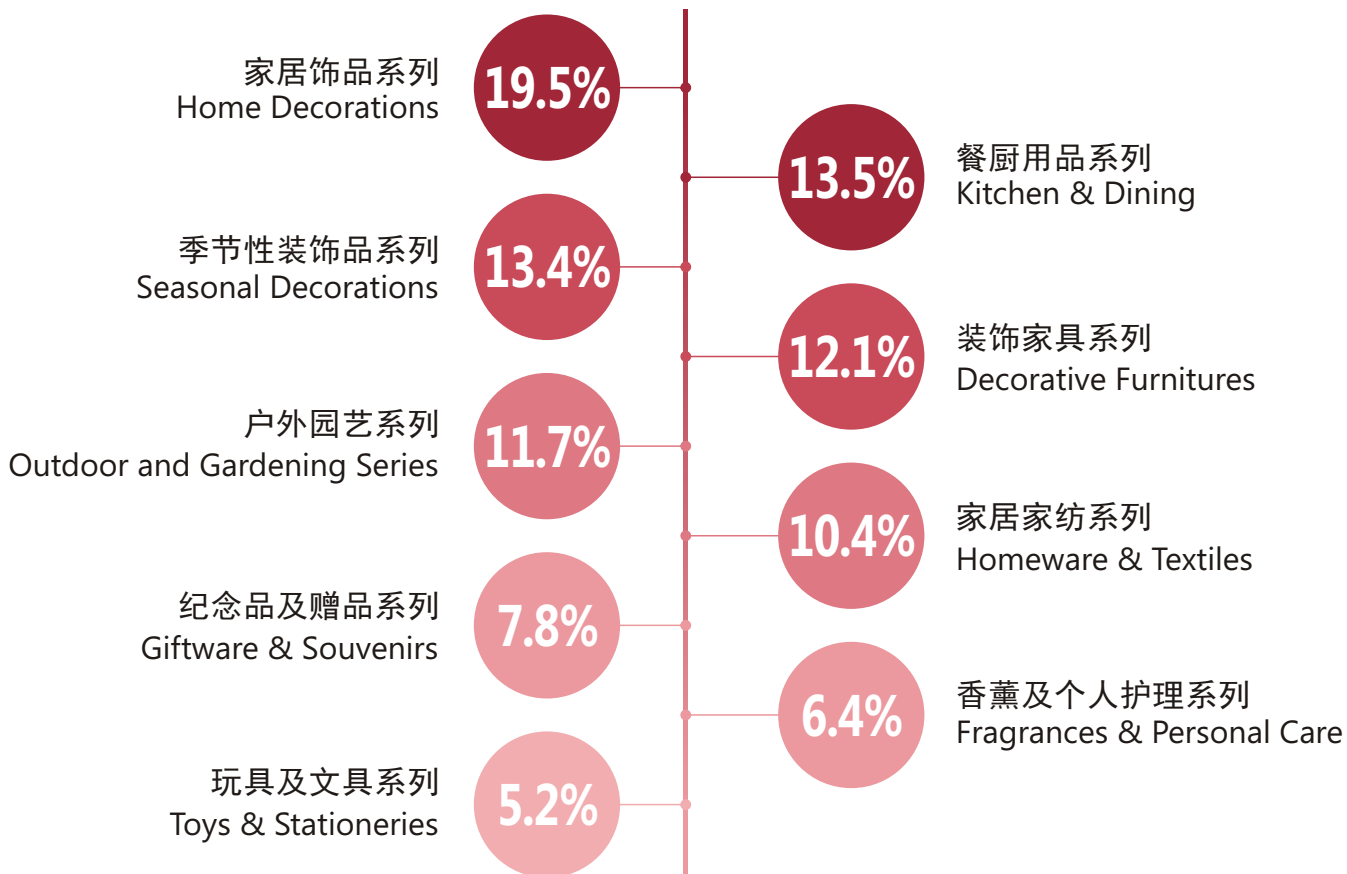
前十买家到访国家和地区 Top 10 Buyers' Countries / Regions



买家性质构成 Buyers' Business Type



买家最感兴趣产品 Purchasing Interest of Buyers



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到访大买家 (部分) Top Buyers Visiting JINHAN FAIR



Hobby Lobby美国、香港团队



XXXLUTZ 德国、奥地利团队



美国、台湾、香港TJX



Ross Stores美国、香港团队



FALABELLA哥伦比亚、秘鲁团队



CENCOSUD智利团队



Watson荷兰、香港团队



德国TEDi



Best Buy台湾团队



法国FOMAX



Nitori日本团队



AUCHAN法国团队

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到访大买家 (部分) Top Buyers Visiting JINHAN FAIR



ALDI香港团队



Walmart加拿大、香港团队



Christmas Tree Shops
美国、香港团队



Bed Bath & Beyond
新西兰、澳大利亚、香港团队



B&M英国、法国团队



Edelman荷兰、香港团队



Imax美国团队



GANZ美国、加拿大、香港团队



美国RAZ Imports



墨西哥Liverpool



Li & Fung香港团队



德国HOFF-INTERIEUR



Yatas Group土耳其团队



Z Gallerie美国团队



KAEMINGK荷兰团队



EVERGREEN美国、荷兰团队

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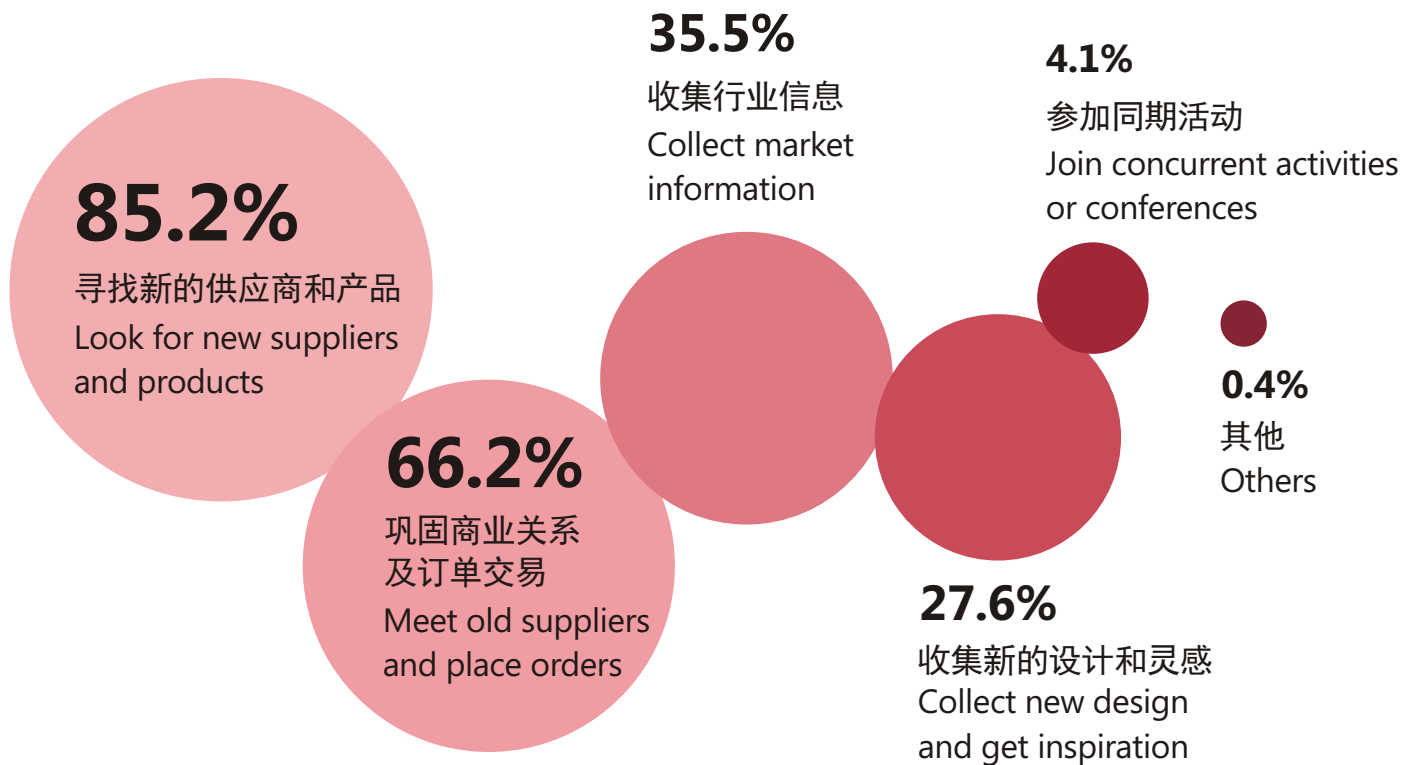
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到访目的 Visiting Objectives



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买家满意度 Buyers' Satisfaction

95.3%

买家表示会将
JINHAN FAIR推荐给朋友
Buyers are likely to recommend
JINHAN FAIR to their colleagues
and business partners

具有采购决策权
Buyers are decision
maker for sourcing

90.1%

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产品类别构成 Product Category



30%
家居装饰品
Home
Decorations



20%
季节性装饰品
Seasonal
Decorations



13%
户外园艺
Outdoor and
Gardening



12%
装饰家具
Decorative
Furnitures



8%
家居及家纺
Homeware &
Textiles



7%
餐厨用品
Kitchen &
Dining



5%
礼品及纪念品
Giftware &
Souvenirs



4%
香薰及个人护理
Fragrances &
Personal Care



1%
玩具及文具
Toys &
Stationeries

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参展目的 Exhibitors' Objectives of Trade Fair Visit

87% 新市场开拓
New Market Exploration

95% 品牌形象宣传
Brand Promotion

96% 巩固商业关系
Business Relationship Consolidation

93% 市场资讯收集
Market Info Collection

85% 产品交易
Trading

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潮流新品 Trendy Products



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洞悉国际贸易形势 · 探索全球零售动态 · 剖析行业新风向

Insight Into The International Trade Situation · Exploring Global Retail Dynamics

Analyzing The New Trends of The Industry

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谢亚轩博士 Dr. Xie Yaxuan

解读人民币汇率走向，破局当前中国外贸形势
Analyzing Rmb Exchange Rate Policy And
Finding Solutions For China's Foreign Trade

Patricia Lounis

2020年家居设计趋势——零售商采购热点分析
2020 Home & Interior Trends - What Retailers
Are Looking For

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展商评论 Testimonials from Exhibitors

借助JINHAN FAIR这个专业的平台，我们成功开拓了全球家居礼品市场的广阔天地，毫不夸张地说，我们几乎所有的大客户都是通过这个平台获得的。

With the professional platform of JINHAN FAIR, we have successfully opened up a vast world of global home furnishing and gift market. It is no exaggeration to say that almost all of our major customers are obtained through this platform.

闽侯闽兴编织品有限公司 董事长林水梯
Lin ShuiDi, Chairman of Fujian Minhou Minxing Weaving Co., Ltd.

本届展会是我们产品系列最全、产品SKU数最多、接待买家数最多、订单数量最大的一次。

In this session, we have presented the most comprehensive series of products, receiving the largest number of SKUs and the biggest number of buyers and the most orders.

福州弘博工艺有限公司 总经理林礼渠
Lin Liqu, General Manager of Fuzhou Hongbo Craft Co., Ltd.

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买家评论 Testimonials from Buyers

我们来访JINHAN FAIR已经20年了，每一年，几乎同样的日期、同样的团队，从流花路老展馆开始，就一直追随JINHAN FAIR至今。我们采购的大部分产品，包括户外园艺、家居装饰品都来自JINHAN FAIR。这里合作过的供应商就有一百多家，也见证了20年来这里展商的发展、更替以及两代人的不同经营。

We have been visiting JINHAN FAIR for 20 years. Every year, almost the same date, the same team, starting from the old exhibition hall of Liuhua Road, has been following JINHAN FAIR so far. Most of our products, including outdoor gardening, home The decorations are all from JINHAN FAIR. There are more than one hundred suppliers here, and they have witnessed the development, replacement and two different generations of exhibitors in the past 20 years.

日本AUN LIMITED公司 Fujita Jo
Fujita Jo, AUN LIMITED, Japan

我们已到访JINHAN FAIR 31届，在这里每年都能找到好的产品和可靠的供应商，让我们每一次的中国采购之旅都收获满满。

We have visited JINHAN FAIR 31 times, where we can find good products and reliable suppliers every year, so that every trip to China will be full.

挪威Borscompagniet AS公司 总裁Kenneth
Kenneth, President of Borscompagniet AS, Norway

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关于主办单位 Organizer



缔造无限商机
We Make Your Business Worldwide

主办单位广州市保利锦汉展览有限公司始创于2000年，是保利发展控股集团股份有限公司（证券代码：600048）控股的专业展览主办机构，致力于打造世界一流会展品牌，提供国际性的展示与交流平台，帮助客户开拓无限商机。

Guangzhou Poly Jinhan Exhibition Co., Ltd. is a professional exhibition organizer incorporated in 2000 under Poly Developments and Holdings. The company organizes top global exhibitions helping our customers expand their business opportunities in China and abroad.



Jinhanfairchina



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享誉全球一站武家居用品与礼品采购平台

One-stop Sourcing Fair with 900 Manufacturers



第41届广州(锦汉)家居用品及礼品展览会
The 41st Jinhan Fair for Home & Gifts

21-27.04.2020

广州·保利世贸博览馆

Poly World Trade Center Expo

Guangzhou, China



展会咨询：范女士

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